

4.3.1 DEGREE PROGRAMMES AND REQUIREMENTS

With its strong faculty and excellent master's and doctoral curricula, the graduate school at WKW SCI has become recognized as a leader in graduate studies in Asia and internationally. Students receive an outstanding graduate degree that helps them advance their careers and bring greater depth of knowledge and understanding of their fields.

The School offers a Master by Coursework programme in Mass Communication, Information Studies, Information Systems, and Knowledge Management. Students can also opt to undertake an intensive research programme leading to a Master by Research and a Doctor of Philosophy degree. All the graduate programmes focus on teaching practical applications of new technologies, providing students with the latest developments, as well as supporting students' research.

Master of Mass Communication

The Master of Mass Communication prepares media professionals for leadership positions in management, planning and policy. The programme provides students with a strong knowledge about the process of mass communication, the theories and methods needed to analyse and understand the media as social institutions, and hands-on training with modern, state of the art equipment.

Core Subjects:

A6301	Communication, Technology & Society
A6302	Applied Communication Research
A6303	Media Law, Ethics & Policy

General Electives:

Students must read five of the following:

A6321	Media Management
A6322	Media & Marketing
A6323	Comparative Global Media System
A6324	Information Technology: impact & Planning
A6325	Public Communication Issues & Strategies
A6326	Campaign Design, Implementation & evaluation
A6336	Strategic Public Relations Management
A6337	Strategic Advertising Management
A6338	Communication Management & Leadership
A6334	Seminar in Research
A6327	Economics of the Media
A6328	Critical Perspectives in Communication Studies
A6329	Regional Communication Issues
A6330	Public Opinion and Persuasion
A6331	Message Design & Production
A6332	Multi-Media Systems
A6333	Special Topic in Mass Communication I
A6335	Special Topic in Mass Communication II

Master of Science in Information Studies

The MSc in Information Studies programme is a multidisciplinary programme that draws on the disciplines of library and information science, information management and information technology. It was established to educate and transform graduates from various backgrounds into a new generation of information professionals. Students can specialize in Archival Informatics, Information Management, Information Systems, Library Systems, Library & Information Science, and School Media Resource Management.

Core Subjects

H6602	Information Sources & Searching
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H6603 Information Storage and Retrieval
H6604 Professional Seminar

Group "A" Electives

Students must read two of the following:

H6611 Human-Computer Interaction
H6612 Information Management
H6613 Information Organisation
H6614 Internet & Web Technologies
H6615 Archives & Records Management

Group "B" Electives

Students, who are completing a dissertation, read four the following electives. Students, who are only doing a coursework degree, must read five of the following electives and H6699 Critical Inquiry in Information Studies.

H6631 Collection Development & Management
H6632 Cataloguing & Classification
H6633 Client-Centred Information Services
H6634 Business Information Sources & Services
H6635 Management of Information Organisations
H6636 Automated Systems & Services for Libraries
H6637 Digital Libraries & Information Portals
H6638 Evaluation of Library & Information Service
H6651 Instructional Role of School Media Specialists
H6652 Information Sources & Services for Children & Young Adults
H6661 Conservation & Preservation
H6662 Digital Preservation
H6663 Archiving of Multimedia Information
H6664 Heritage & Cultural Informatics
H6671 Database Management Systems
H6672 Web-Based Information Systems
H6673 Multimedia Information Systems
H6674 Intelligent Information Retrieval Systems
H6675 Systems Analysis & Design
H6676 Computer Programming for Information Professionals
H6677 Information Mining & Analysis
H6678 Data Communication & Networking
H6690 Special Topic: Information Security & Digital Forensics
H6691 Special Topic: Mobile Applications Development
H6695 Special Topic 1
H6696 Special Topic 2
H6699 Critical Inquiry in Information Systems

Master of Science in Information Systems

The MSc in Information Systems program is a collaboration between WKW SCI and the School of Computer Engineering. It blends theory and practice, while aiming to equip students with the advanced knowledge necessary for the design, development, maintenance, and management of information systems.

The broad based programme covers a range of technical and soft skills that an Information Systems professional is expected to possess. They include Software Development and Infrastructure, Human Computer Interaction, Information Management, and Management of Systems and Services.

Core Subjects

CI6101 Information Architecture
CI6102 Object-Oriented Information Systems

CI6103 Professional Seminar

Group "A" Electives

Students must read two of the following:

CI6111 Internet Programming
CI6112 Human Computer Interaction – Users, Tasks and Designs
CI6113 Software Project Management
CI6114 Database Systems

Group "B" Electives

Students, who are completing a dissertation, read four the following electives. Students, who are only doing a coursework degree, must read five of the following electives and CI6699 Critical Inquiry in Information Systems.

CI6121 Distributed Internet Applications
CI6122 Multimedia Systems Development
CI6123 Mobile Applications Development
CI6124 Data Mining and Machine Learning
CI6125 Enterprise Portals and Digital Libraries
CI6126 Information Retrieval Systems
CI6127 Distributed Database Systems
CI6128 Usability Engineering
CI6129 Information Visualisation
CI6130 Management of Information Systems and Services
CI6131 Software Performance Analysis
CI6191 Special Topic 1
CI6192 Special Topic 2
CI6193 Special Topic 3
CI6194 Special Topic 4
CI6199 Critical Inquiry in Information Systems

Master of Science in Knowledge Management

The master's programme aims to provide professionals working in information-intensive environments the skills and knowledge necessary to advance their career. The program covers topics in management, technology, and information required by companies.

Students learn to undertake challenges dealing with critical issues related to creating, capturing, transferring, and applying knowledge in organizations. Graduates of the programme will be equipped with core competencies in the key areas of organisational management and measurement, knowledge economics, organizational learning and communication, knowledge management technologies and tools, and information management and policies.

Core Subjects

K6101 Foundations of Knowledge Management
K6102 Knowledge Management Tools
K6103 Professional Seminar

Group "A" Electives

Students must read two of the following:

K6111 Information & Knowledge Sources
K6112 Communication & Organisational Behaviour
K6113 Internet Technologies & Applications
K6114 Human Capital Management

Group "B" Electives

Students, who are completing a dissertation, read four the following electives. Students, who are only doing a coursework degree, must read five of the following electives and CI6699 Critical Inquiry in Information Systems.

K6121	Business Intelligence
K6122	Electronic Records & Document Management
K6123	Electronic Commerce & Knowledge Management
K6124	Technopreneurship & Venture Creation
K6125	Knowledge Discovery & Data Mining
K6126	Knowledge Management Measurement
K6127	Knowledge Management in the Public Sector
K6128	Communication Management & Leadership
K6129	Learning Organisation
K6130	Knowledge Classification & Organisation
K6131	Intellectual Capital
K6191	Special Topic 1
K6192	Special Topic 2
K6099	Critical Inquiry in Knowledge Management

Research Centres

In WKW SCI, there are three research centres:

Asian Communication and Resource Centre (ACRC),
Singapore Internet Research Centre (SIRC) and
Asian Media Information and Communication Centre (AMIC).

Asian Communication and Resource Centre (ACRC)

The ACRC, located within the Wee Kim Wee School of Communication and Information, aims to supports the educational and research activities of the School and AMIC. Established in June 2003 through the merger of the AMIC Documentation Unit and the WKW SCI Resource Centre, it carries about 20 years worth of communication materials with a concentration of materials in development communication. It also showcases student work and provides a relaxing place for students to read newspapers or study. Students will also find books, conference proceedings, industry journals, electronic equipment for audio and video use, and Internet-networked computers for searching online databases.

The weblink for ACRC: <http://sci-issvr2/acrc/default.asp>

Singapore Internet Research Centre (SIRC)

The Singapore Internet Research Centre (SIRC) is hosted at and has received initial funding from the Wee Kim Wee School of Communication and Information at Nanyang Technological University, Singapore. The centre initiates and conducts research related to the Internet across Asia, including East, Southeast, and South Asia. Faculty associates of the Centre engage in wide variety of collaborative research efforts with other researchers around the globe. Although the research efforts are primarily supported by faculty from NTU, it engages in a wide variety of collaborative efforts with researchers and institutions worldwide.

The goal of the Singapore Internet Research Centre is:

To be a premier Asian research institute on the Internet, and bring Asian experiences and perspectives to the global discussion about the development, impact, and potential of the Internet, and to conduct and promote broad-based high-quality multidisciplinary research in Internet development, e-services, new media use and social impact, and policy for the benefit and advancement of individuals, organizations, nation and society. The Centre focuses research attention on the experiences of Asian nations with the Internet.

The weblink for SIRC: <http://www.ntu.edu.sg/sci/sirc/>

Asian Media Information and Communication Centre (AMIC)

The School is also closely affiliated with the Asian Media Information and Communication Centre (AMIC). AMIC is a charity-registered organisation established in 1971 with the support of the Government of Singapore and Friedrich-Ebert-Stiftung of Germany. It aims to spearhead the development of media and communication expertise in the Asia-Pacific to foster socio-economic progress in the region.

The weblink for AMIC: [HTTP://WWW.AMIC.ORG.SG/](http://www.amic.org.sg/)