CURRICULUM FRAMEWORK

BACHELOR OF ARTS IN MULTIMEDIA COMMUNICATION

PROGRAM CODE: 7320104

Applicable for Cohort 2024-2028 from Academic Year 2025-2026

(Released along with Decision No. 456/2025/QĐ-VUNI dated August 11th 2025 by Provost of VinUniversity)

This curriculum framework has been reviewed and developed in collaboration by Cornell University

Records of changes

Version	Published date	Effective Date	Approved by	Description of changes
1	03/04/2023	03/04/2023	Developed by Curriculum Review Taskforce Reviewed by CAS Academic Committee, College Dean; VinUni Scientific and Educational Committee Approved by: Provost (Decision No.105a/2023/NQ-HĐT, Dated: 03/04/2023 by the Provost of VinUniversity).	First release
2	10/09/2024	10/09/2024	Developed by Curriculum Review Taskforce Reviewed by CAS Academic Committee, College Dean; VinUni Scientific and Educational Committee Approved by: Provost (Decision No.490b/2024/QĐ-VUNI, Dated: 10/09/2024, by the Provost of VinUniversity).	Second release: - Upgrade GenEd to VinCore; - Add more guidelines for international students; - Add the minor course for Economics and Psychology programs; - Add appendices for mapping of VinUni generic graduate attributes and rubrics for major learning goal.

3	11/08/2025	11/08/2025	Developed by: Curriculum Review Taskforce
			Reviewed by: CAS Taskforce, Dean of CAS, Accreditation & Quality Assurance Department, Scientific and Educational Committee
			Approved by: Provost (Decision No. 456/2025/QĐ-VUNI, Dated: August 11th 2025, by the Provost of VinUniversity).
				Third release:
				- Revised Program Learning Outcomes (PLOs)
				- Updated Vincore curriculum
				- Updated curriculum roadmap
				- Re-designed curriculum structure:
				  • Merge some courses for efficiency and integration
				  • Embed redundant courses into larger modules
				  • Add new, higher-impact courses
				  • Remove some course listing in major core and focus areas

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1. PROGRAM OVERVIEW

1.1 Program Profile

Name of the degree	Bachelor of Arts in Multimedia Communication
Name of the program	Bachelor of Arts in Multimedia Communication
Program Code	7320104
Vietnam Qualifications Framework Level	6
Length of Program	4 years
Mode of Delivery	Full-time
Language of Delivery	English
Total credits	121 credits (without Minor)
	136 credits (with Minor)
Home College	College of Arts and Sciences

1.2 Program Purpose

The overall aim is to prepare high-quality graduates of Bachelor of Arts in Multimedia Communication, with intercultural communication skills and the ability to creatively translate relevant background knowledge and specialized knowledge of communication into work in a variety of creative industries or wherever expertise in the use of multimedia techniques is required. Graduates with high level of proficiency in English language and state-of-the-art communication skills will be able to work effectively in a multicultural communication profession and also academic environment.

2. PROGRAM EDUCATIONAL OBJECTIVES AND PROGRAM LEARNING OUTCOMES

2.1 Program Educational Objectives

PEO 1: Effectively contribute to global media and communication industries by applying advanced communication strategies, critical and creative thinking, and technological proficiency to create impactful, ethical, and culturally sensitive media content.

PEO 2: Demonstrate leadership and teamwork skills in diverse, interdisciplinary, and cross-cultural environments, managing projects with integrity, fairness, and a commitment to inclusivity and innovation.

PEO 3: Engage in continuous professional growth, adapt to evolving communication landscapes, and pursue lifelong learning through reflective practice, entrepreneurship, and proactive engagement with emerging global media trends.

2.2 Program Learning Outcomes

After successful completion of the program, students are able to:

PROGRAM LEARNING OUTCOMES (PLOs)	PERFORMANCE INDICATORS (PIs)
I. KNOWLEDGE	
I.1. General Knowledge	
PLO 1: Apply knowledge of politics, law, sustainability, cross-cultures, globalization, and arts and humanities to the field of Multimedia Communication.	**PI 1.1: Provide** personal criticism on topics related to politics.
	PI 1.2: Apply knowledge of law and regulations to the field of Multimedia Communication.
	PI 1.3: Apply knowledge of sustainability, cross-cultures, and globalization to the field of Multimedia Communication.
	PI 1.4: Apply knowledge of arts and humanities to the field of Multimedia Communication.
I.2. Foundational Knowledge	
PLO 2: Evaluate solutions to real-world problems of Multimedia Communication by applying communication theories, perspectives, principles and concepts. (E.X.C.E.L.)	**PI 2.1: Apply** communication theories, perspectives, principles and concepts in order to identify, explain, and analyze problems, and examine contemporary debates within the field of Multimedia Communication.
	PI 2.2: Evaluate solutions to real-world problems of Multimedia Communication.
I.3. Professional Knowledge	
PLO 3: Create content for Multimedia communication objectives. (E.X.C.E.L.)	**PI 3.1: Develop** a clear content strategy that aligns consistently with the overall communication strategy, including creative, engaging products tailored to the target audience and communication objectives, and appropriate for the communication professions.
	PI 3.2: Utilize multimedia elements (language, images, sound, graphics, animation, etc.) in creating and telling engaging stories that connect with audiences.
	PI 3.3: Apply knowledge of social media trends, technology, and algorithms to craft content optimized for reach, engagement, and conversion.
	PI 3.4: Identify fake news, verify the truthfulness of information, and read media at deeper levels to ensure accuracy and integrity in communication content.

	PI 3.5: **Recognize** the unique characteristics of each communication platform to create engaging, effective content tailored for optimal impact.
II. SKILLS	
II. 1. Professional Skills	
PLO 4: Apply multimedia tools and technologies into the production of media products.	**PLO 4.1: Design** multimedia products (publications, websites, videos, podcasts, livestreams, etc.) to achieve communication objectives.
	PLO 4.2: Apply appropriate digital tools and emerging technologies (e.g., VR, AR, AI) to enhance image, sound, and video content in support of multimedia communication objectives across platforms.
	PLO 4.3: Apply principles of digital design thinking to develop user-centered communication solutions that integrate usability, accessibility, layout, and content strategy across digital and/or non-digital platforms.
PLO 5: Develop information methods and data systems to effectively serve communication goals.	**PI 5.1:** Critically **evaluate** knowledge sources, and competitive information and data.
	PI 5.2: Proficiently **utilize** modern techniques, technologies, and tools to gather and process information and data related to communication objectives and metrics securely and effectively.
	PI 5.3: Analyze and interpret processed information and data related to communication objectives and metrics effectively as a basis for proposing appropriate solutions.
II.2. General Skills	
PLO 6: Apply research methodologies in order to perform an independent research.	**PI 6.1: Determine** survey, experiment, or research objectives that meet societal needs or contribute to the development of the field.
	PI 6.2: Design surveys, experiments, or research using methods appropriate to the survey, experiment or research objectives.
	PI 6.3: Properly **implement** survey, experiment, or research methods.
	PI 6.4: Collect data and information that meet the requirements of the survey, experiment, or research.
	PI 6.5: Scientifically validate survey, experiment, or research results.

	PI 6.6: **Draw** appropriate conclusions and propose innovative solutions for applying survey, experiment, or research results in practice.
PLO 7 (Critical and Creative Thinking Skills): Demonstrate critical and creative thinking skills, and problem-solving skills.	**PI 7.1: Generate** arguments to formulate and test evidence-based solutions to address complex problems in the field of Multimedia Communication.
	PI 7.2: Apply creative thinking in the formation, development and implementation of communication ideas. (E.X.**C**.E.L.)
	PI 7.3: Solve communication problems systematically within the global context.
PLO 8 (Teamwork and Leadership Skills): Coordinate and **lead** diverse teams across disciplines and cultures.	**PI 8.1: Demonstrate** one's sense of autonomy, judgment, and adaptability when working in diverse teams across disciplines and cultures. (E.X.C.E.**L**.)
	PI 8.2: Lead and **innovate** within the corporate environment. (E.X.C.E.**L.)**
PLO 9 (Communication and Globalization Skills): Communicate effectively with a range of audiences across cultures.	**PI 9.1: Communicate** through multimedia formats using written and spoken language.
	PI 9.2: Navigate multicultural and globalized environments with adaptability and respect for both common standards and diverse perspectives. (**E**.X.C.E.L.)
III. ATTITUDE	
PLO 10 (Ethics, Responsibility, Life-long Learning, Entrepreneurship) (Valuing, Level 3): Demonstrate professional ethics and social responsibility as both a professional and a citizen while cultivating an entrepreneurial mindset and a lifelong learning attitude to adapt to an evolving professional landscape. Continuously engage in reflection-in-action to identify strengths and areas for improvement, embrace innovation, and proactively seek opportunities for growth and lifelong learning.	**PI 10.1: Approach** local and global challenges in research, professional practice, and civil life with personal integrity and intellectual rigor.
	PI 10.2: Continuously **engage** in reflection-in-action to identify personal strengths and areas for improvement, fostering an entrepreneurial mindset and a commitment to lifelong learning. (E.X.C.**E**.L.)

3. CURRICULUM STRUCTURE

3.1 Curriculum Composition

No.	Curriculum Components	Number of Credits	Credit Distribution (%/Total Credits)
I	**VINCORE**	**35**	**29.2%**
I.1	Enterprise and Innovation	4	3.3%
I.2	Leadership Mindset	2	1.7%
I.3	Civic Responsibility	2	1.7%
I.4	Ethics	2	1.7%
I.5	Community Service Learning	45 hours	
I.6	Working with the Brain	2	1.7%
I.7	Working with Technology	4	3.3%
I.8	Working with Others	4	3.3%
I.9	Working with the Self	90 hours	
I.10	Integrated Vietnam Studies	11	9.2%
I.11	Sustainability and Global Citizenship	2	1.7%
I.12	Creative Arts	2	1.7%
I.13	Global Experience	0	0.0%
II	**PROFESSIONAL EDUCATION**	**74**	**60.8%**
II.1	College Core Requirement	13	10.8%
II.2	Major Core Requirement	24	20.0%
II.3	Area of Focus and Open Courses	21	17.5%
II.4	Electives	16	12.5%
II.5	Minor	15	
III	**PRACTICE / INTERNSHIP**	**6**	**5.0%**
IV	**GRADUATION CAPSTONE**	**6**	**5.0%**
	TOTAL (WITHOUT MINOR)	**121**	**100%**
	TOTAL (WITH MINOR)	**136**	

Important Note:

- The Vincore Program has been isssued along with the Decision No. 342a/2025/QĐ-VUNI dated June 20, 2025.
- Students have the option to obtain a minor in a different area of study offered by CAS or other colleges. **A minor needs to have at least 15 credits that are not already**

counted towards the major program. Information about the available minors is provided here: LINK
- International students are exempted from National Defense Education. However, they are still required to take ideology courses, including: History of the Communist Party, Ho Chi Minh Ideology, Scientific Socialism, Marxism-Leninism Political Economy, Marxism-Leninism Philosophy (In line with Decision No. 494/QĐ-TTg, issued on June 24, 2002, by the Prime Minister).

3.2   Courses and Credit Distribution by Courses

No.	Course code	Name of Courses	Total credits	Credit Hour Allocation		Pre-requisite(s)	Grading system (Letter Grade or Pass/Fail)
				Theory	Practice		
I	**VINCORE**		**35**	**525**	**300**		
I.1	**Enterprise and Innovation**		**4**	**60**			
	ENTR1022	Agile Innovation and Entrepreneurship	2	30		NA	P/F
	CAS1010/ IDEA1010/ 11/12/X	Big Ideas: X (The IDEA1010/11/12 series, titled 'Big Ideas (X)' will have its course code and title defined each semester, allowing the course content to align with the key themes and innovative design concepts)	2	30		NA	L
I.2	**Leadership Mindset**		**2**	**30**			
	LEAD1031	Leadership and Teambuilding Boot Camp	2	30		NA	P/F
I.3	**Civic Responsibility**		**2**	**30**	**165**		
	VCOR1030	National Defense Education	0		165	NA	P/F
	LAW1010	Introduction to Law	2	30		NA	L
I.4	**Ethics**		**2**	**30**			
	Choose one out of the following courses						
	CAS2010	Applied Ethics	2	30		NA	L
	MANA3021	Business Ethics	2	30		NA	L
	NURS3240	Healthcare Ethics	2	30		NA	L
	TECH1010	Technology Ethics	2	30		NA	L
I.5	**Community Service Learning**		**0**		**45**		
	COSL1010	Community Service Learning	0		45	NA	P/F
I.6	**Working with the Brain**		**2**	**30**			
	THINK1010	Critical and Creative Thinking	2	30		NA	L
I.7	**Working with Technology**		**4**	**60**			
1	CECS1040	Introduction to AI Literacy	2	30		NA	L
2	*Choose one out of the following courses*						
2.1	CECS1031	Computational Thinking	2	30		NA	L
2.2	CECS1050	Introduction to Data Literacy	2	30		NA	L

No.	Code	Course Name					
2.3	CHS1000	Introduction to Healthcare Informatics	2	30		NA	L
I.8	**Working with Others**		**4**	**60**			
1	ENGL1030	Academic and Professional Writing	2	30		NA	L
2	*Choose one out of the following courses*						
2.1	ENGL1040	Interpersonal and Multimedia Communication	2	30		NA	L
2.2	MANA1011	Introduction to Managing Skills	2	30		NA	L
2.3	CHS1020	Introduction to Healthcare Communication	2	30		NA	L
I.9	**Working with the Self**		**0**		**90**		
	VCOR1012A /B	OASIS (Orientation, Advising, Skills, Identity & Diversity and Spirit of Pay-it-Forward)	0		45	NA	P/F
	VCOR1021	Healthy Lifestyle 1	0		45	NA	P/F
	VCOR1022	Healthy Lifestyle 2					
I.10	**Internship**						
	Internship Refer to section III for more details						
I.11	**Integrated Vietnam Studies**		**11**	**165**			
	HASS1010	Marxism-Leninism Philosophy (Philosophy, Science and Society)	3	45		NA	L
	HASS1020	Marxism-Leninism Political Economy (Global Political Economy)	2	30		NA	L
	HASS1030	Scientific Socialism (Politics and Social Change)	2	30		NA	L
	HASS1041/ 42	Ho Chi Minh Ideology (Vietnam: History and Cultures II)	2	30		NA	L
	HASS1050	History of the Communist Party (Vietnam: History and Cultures I)	2	30		NA	L
I.12	**Sustainability and Global Citizenship**		**2**	**30**			
	Choose one out of the following courses						
	HASS1070	Cross-Cultural Navigation	2	30		NA	L
	HASS1100	Introduction to International Relations	2	30		NA	L
I.13	**Creative Arts**		**2**	**30**			
	Choose one out of the following courses						
	ARTS1030	Arts Appreciation and Application	2	30		NA	L
	PERF1010	Artistic Performance and Application	2	30		NA	L
I.14	**Global Experience**						

	Students are encouraged to explore short-term study abroad exchange opportunities, facilitated by the Global Exchange Office, to broaden their global understanding and academic experience through partnerships with international institutions	Option al & Non-credit			NA	
II	**PROFESSIONAL EDUCATION**	**74**	**1110**			
II.1	**College Core Requirement**	**13**	**195**			
	CAS1030 First Year Seminar	2	30		NA	L
	STAT1011 Statistics for Social Sciences	3	45		NA	L
	CAS1020 Global Perspectives	2	30		NA	L
	CAS2020 Logic and Scientific Method	2	30		NA	L
	CAS3010 Global Development and Sustainability	2	30		NA	L
	CAS3020 Digital Arts and Sciences	2	30		NA	L
II.2	**Major Core Requirement**	**24**	**360**			
	COMM1010 Introduction to Communication	3	45		NA	L
	COMM2011 Introduction to Data Visualization with Tableau	3	45		COMM1010	L
	COMM2021 Communication Modalities	3	45		COMM1010	L
	COMM2041 Strategic Thinking for Communicators	3	45		COMM1010	L
	COMM3010 Media Production	3	45		COMM2021	L
	COMM3020 Social Media Management	3	45		COMM2041	L
	COMM2031 Media Writing and Messaging	3	45		COMM1010	L
	COMM4070 The Agency	3	45		COMM3010, COMM3020	L
II.3	**Area of Focus and Open Courses**	**21**	**315**			
	Students must choose a total of 21 credits (with at least 9 credits at 3000-level and at least 9 credits at 4000-level) from areas of focus or open courses					
	Area of Focus: Public Relations	**9**	**135**			
	COMM3061 Strategic Communication	3	45		COMM2041	L
	COMM3081 Public Relations Campaigns	3	45		COMM2041	L
	COMM4041 Crisis Communication	3	45		COMM2041	L
	Area of Focus: Digital Communications	**12**	**180**			
	COMM3050 Media and Society	3	45		COMM1010	L
	MARK3020 Digital Marketing	3	45		COMM2041	L
	COMM4030 Advanced Media Production	3	45		COMM3010	L
	COMM4050 Digital Media Metrics	3	45		STAT1011, COMM2041	L

	Open Courses		**15**	**225**			
	COMM3071	Digital Design Thinking	3	45		COMM2021, COMM2041	L
	COMM3090	Digital Media Futures	3	45		COMM1010	L
	COMM4080	Communicating with AI	3	45		COMM2021, COMM3020	L
	COMM4100	Narrative Studies and Storytelling	3	45		COMM2031, COMM3010	L
	COMM4090	Communication and Public Diplomacy	3	45		COMM2041	L
II.4	**Free Electives**		**16**	**240**			
		Students take 16 credits of free electives from within the program or from any other program (at VinUniversity or accredited partner institutions), of which at least 12 need to provide a letter grade.	16	240			
II.5	**Minor**		**15**	**225**			
		Students have the option to obtain a minor in a different area of study offered by CAS or other colleges. **A minor needs to have at least 15 credits that are not already counted towards the major program.** Information about the available minors is provided here: LINK	15	225			
III	**PRACTICE / INTERNSHIP**		**6**		**320**		
	Students to choose from the Internship Pool to accumulate 6 credits in total						
	COMM4870	Internship Orientation			5		P/F
	COMM4871	Internship 1	3			COMM4870	
	COMM4872	Internship 2	3			COMM4870	
IV	**GRADUATION CAPSTONE**		**6**		**320**		
	COMM4890	Capstone Project	6		320		
	TOTAL (WITHOUT MINOR)		**121**				
	TOTAL (WITH MINOR)		**136**				

3.3   Curriculum Block

I. VINCORE (35 credits)
I.1. CHARACTER (10 credits)
I.1.1. Enterprise and Innovation (4)
- Agile Innovation and Entrepreneurship (2)
- Big Ideas: X (2)
I.1.2. Leadership Mindset (2)
- Leadership and Teambuilding Boot Camp (2)
I.1.3. Civic Responsibility (2)
- Introduction to Law (2)
- National Defense Education (165 hr)
I.1.4. Ethics (2)
- Applied Ethics/Business Ethics/Healthcare Ethics/Technology Ethics (2)
I.1.5. Community Service Learning (45 hr)
- Community Service Learning (45 hr)
I2. CAREER (10 credits)
I.2.1. Working with the Brain (2)
- Critical and Creative Thinking (2)
I.2.2. Working with Technology (4)
- Introduction to AI Literacy (2)
- Computational Thinking/Introduction to Data Literacy/Introduction to Healthcare Informatics (2)
I.2.3. Working with Others (4)
- Academic and Professional Writing (2)
- Introduction to Healthcare Communication/Interpersonal and Multimedia Communication/Introduction to Managing Skills (2)
I.2.4. Working with the Self
- OASIS (Orientation, Advising, Skills, Identity & Diversity and Spirit of Pay-it-Forward) (45 hr)
- Healthy Lifestyle (45 hr)
I.2.5. Internship (refer to III)
- Internship
I.3. CONNECTIONS (15 credits)
I.3.1. Integrated Vietnam Studies (11)
- Marxism-Leninism Philosophy (3)
- Marxism-Leninism Political Economy (2)
- Scientific Socialism (2)
- Ho Chi Minh Ideology (2)
- History of the Communist Party (2)
I.3.2. Sustainability and Global Citizenship (2)
- Cross-Cultural Navigation/Introduction to International Relations (2)
I.3.3. Creative Arts (2)
- Arts Appreciation and Application/Artistic Performance and Application (2)
I.3.4. Global Experience (Optional & non-credit)

II.1. COLLEGE CORE (13 credits)
- First Year Seminar (2)
- Statistics for Social Sciences (3)
- Global Perspectives (2)
- Logic and Scientific Method (2)
- Global Development and Sustainability (2)
- Digital Arts and Sciences (2)

II.2. MAJOR CORE (24 credits)
- Introduction to Communication (3)
- Introduction to Data Visualization with Tableau (3)
- Communication Modalities (3)
- Strategic Thinking for Communicators (3)
- Media Writing and Messaging (3)
- Media Production (3)
- Social Media Management (3)
- The Agency (3)

II.3. SPECIALIZED (21 credits)
Students must choose a total of 21 credits (with at least 9 credits at 3000-level and at least 9 credits at 4000-level) from areas of focus or open courses:
- Strategic Communication (3)
- Public Relations Campaigns (3)
- Crisis Communication (3)
- Media and Society (3)
- Digital Marketing (3)
- Digital Media Metrics (3)
- Advanced Media Production (3)
- Digital Media Futures (3)
- Communicating with AI (3)
- Narrative Studies and Storytelling (3)
- Communication and Public Diplomacy (3)
- Digital Design Thinking (3)

BACHELOR OF ARTS IN MULTIMEDIA COMMUNICATION (121 credits)

II.4. FREE ELECTIVES (16 credits)
Students take 16 credits of free electives, of which at least 12 need to provide a letter grade.

II.5. MINOR (15* credits)
Students have the option to obtain a minor in a different area of study offered by CAS or other colleges. A minor needs to have at least 15 credits that are not already counted towards the major program.
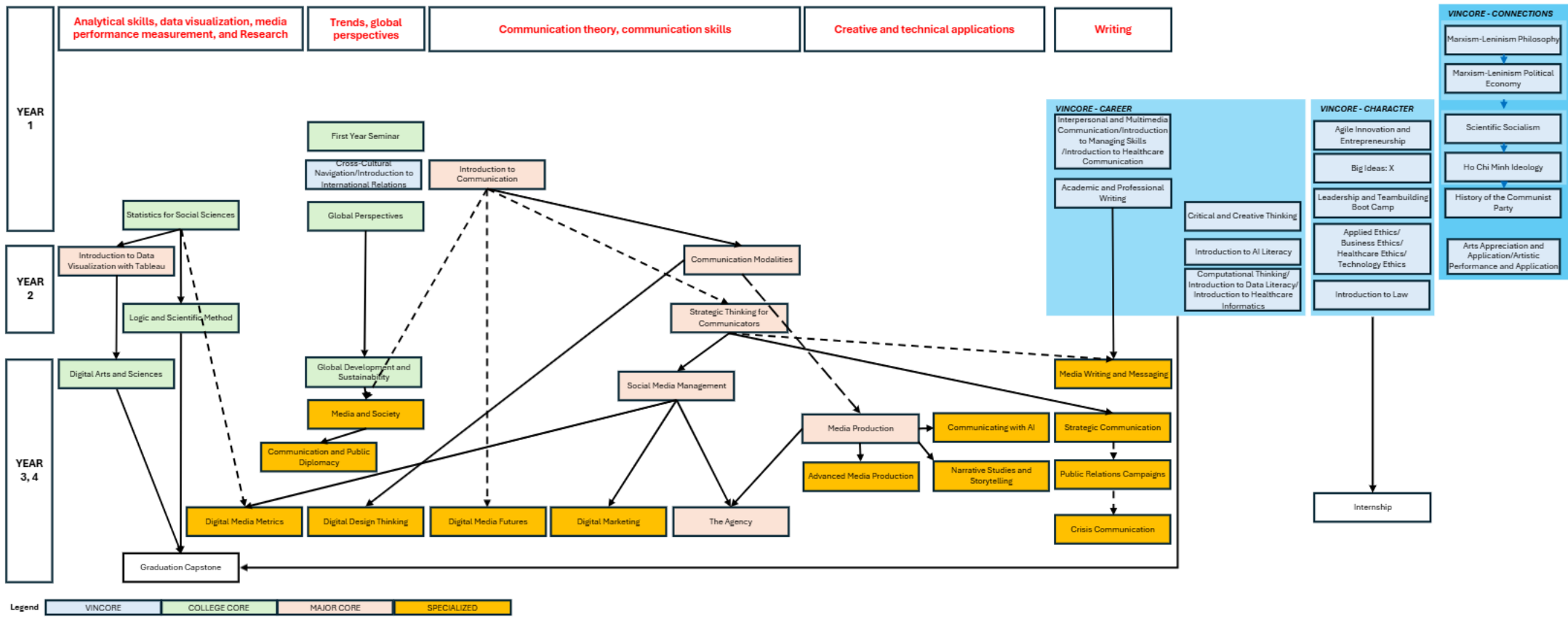
III. PRACTICE/ INTERNSHIP (6 credits)
Students to choose from the Internship Pool to accumulate 6 credits in total
- Internship (6)

IV. GRADUATION CAPSTONE (6 credits)
- Capstone Project (6)

3.4   Curriculum Roadmap

Analytical skills, data visualization, media performance measurement, and Research

Trends, global perspectives

Communication theory, communication skills

Creative and technical applications

Writing

VINCORE - CONNECTIONS
- Marxism-Leninism Philosophy
- Marxism-Leninism Political Economy
- Scientific Socialism
- Ho Chi Minh Ideology
- History of the Communist Party
- Arts Appreciation and Application/Artistic Performance and Application

VINCORE - CAREER
- Interpersonal and Multimedia Communication/Introduction to Managing Skills /Introduction to Healthcare Communication
- Academic and Professional Writing
- Critical and Creative Thinking
- Introduction to AI Literacy
- Computational Thinking/ Introduction to Data Literacy/ Introduction to Healthcare Informatics

VINCORE - CHARACTER
- Agile Innovation and Entrepreneurship
- Big Ideas: X
- Leadership and Teambuilding Boot Camp
- Applied Ethics/ Business Ethics/ Healthcare Ethics/ Technology Ethics
- Introduction to Law

YEAR 1

First Year Seminar
Cross-Cultural Navigation/Introduction to International Relations
Introduction to Communication
Global Perspectives

YEAR 2

Statistics for Social Sciences
Introduction to Data Visualization with Tableau
Logic and Scientific Method
Communication Modalities
Strategic Thinking for Communicators
Media Writing and Messaging

YEAR 3, 4

Digital Arts and Sciences
Global Development and Sustainability
Media and Society
Communication and Public Diplomacy
Social Media Management
Media Production
Communicating with AI
Strategic Communication
Advanced Media Production
Narrative Studies and Storytelling
Public Relations Campaigns
Digital Media Metrics
Digital Design Thinking
Digital Media Futures
Digital Marketing
The Agency
Crisis Communication
Internship
Graduation Capstone

Legend   VINCORE   COLLEGE CORE   MAJOR CORE   SPECIALIZED

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3.5   Cross-Listing Courses

Courses from AY24-25 Curriculum Framework					Cross-listing Courses				
Course Name	Total credits	Prerequisite	Grading System	Course Code	Course Name	Total credits	Prerequisite	Grading System	Course Code
I. VINCORE									
Applied Ethics	2	NA	L	CAS2010	*Choose one out of the following courses*				
					Business Ethics	2	NA	L	MANA3021
					Healthcare Ethics	2	NA	L	NURS3240
					Technology Ethics	2	NA	L	TECH1010
Computational Thinking	2	NA	L	CECS1031	*Choose one out of the following courses*				
					Introduction to Data Literacy	2	NA	L	CECS1050
					Introduction to Healthcare Informatics	2	NA	L	CHS1000
II. PROFESSIONAL EDUCATION									
II.2 Major Core Requirement									
Introduction to Data Visualization with Tableau	2	NA	L	COMM2010	Introduction to Data Visualization with Tableau	3	COMM1010	L	COMM2011
Visual Communication	3	NA	L	COMM2020	Communication Modalities	3	COMM1010	L	COMM2021
Introduction to Public Relations	3	NA	L	COMM2050	Strategic Thinking for Communicators	3	COMM1010	L	COMM2041
Media Production	3	NA	L	COMM3010	Media Production	3	COMM2021	L	COMM3010
Social Media Management	3	NA	L	COMM3020	Social Media Management	3	COMM2041	L	COMM3020
II.4 Electives									
Option 1: Students can take 23 credits of free electives Option 2: Students can take 15 credits hours of one concentration and 8 credits of free electives. Concentration options include Psychology, Economics or Vietnam Studies					Students take 16 credits of free electives from within the program or from any other program (at VinUniversity or accredited partner institutions), of which at least 12 need to provide a letter grade.				
Oral Communication	2	NA	L	COMM2030	Oral Communication	2	NA	L	COMM2030
Introduction to Digital Communication	3	NA	L	COMM2040	Introduction to Digital Communication	3	NA	L	COMM2040

3.6 Standard Study Plan

Year 1 – Semester 1:

No	Course Code	Course name (English)	Course name (Vietnamese)	Credits
1	HASS1010	Marxism-Leninism Philosophy (Philosophy, Science and Society)	Triết học Mác-Lênin (Triết học, Khoa học và Xã hội)	3
2	HASS1020	Marxism-Leninism Political Economy (Global Potitical Economy)	Kinh tế Chính trị Mác-Lênin (Kinh tế chính trị toàn cầu)	2
3	ENGL1030	Academic and Professional Writing	Kỹ năng viết học thuật	2
4	VCOR1021	Healthy Lifestyle 1	Lối sống Khoẻ mạnh 1	22.5 hours
5	ENTR1022	Agile Innovation and Entrepreneurship	Khởi nghiệp và Đổi mới sáng tạo	2
6	VCOR1012A/B	OASIS (Orientation, Advising, Skills, Identity & Diversity and Spirit of Pay-it-Forward)	OASIS (Định hướng, Tư vấn, Kỹ năng, Bản sắc & Đa dạng, Tinh thần cho đi)	45 hours
7	COSL1010	Community Service Learning	Học tập qua phục vụ cộng đồng	45 hours
8	IDEA1010/ 11/12	Big Ideas	Ý Tưởng Lớn	2
9	LAW1010	Introduction to Law	Pháp Luật Đại Cương	2
10	CAS1030	First Year Seminar	Chuyên đề Năm nhất	2
Total				**15**

Year 1 – Semester 2:

No	Course Code	Course name (English)	Course name (Vietnamese)	Credits
1	LEAD1030	Leadership and Teambuilding Boot Camp	Trại huấn luyện kỹ năng lãnh đạo và làm việc nhóm	2
2	HASS1030	Scientific Socialism	Chủ Nghĩa Xã Hội Khoa Học	2

			(Chính trị và Biến đổi Xã hội)	
3	HASS1041/42	Ho Chi Minh Ideology	Tư Tưởng Hồ Chí Minh (Lịch sử và Văn hóa Việt Nam II)	2
4	VCOR1022	Healthy Lifestyle 2	Lối Sống Khoẻ Mạnh 2	22.5 hours
5	VCOR1012A/B	OASIS (Orientation, Advising, Skills, Identity & Diversity and Spirit of Pay-it-Forward)	OASIS (Định hướng, Tư vấn, Kỹ năng, Bản sắc & Đa dạng, Tinh thần cho đi)	0
6	COMM1010	Introduction to Communication	Giao tiếp Đại cương	3
7	STAT1011	Statistics for Social Sciences	Thống kê trong Khoa học xã hội	3
8	VCOR1030	National Defense Education	Giáo dục Quốc phòng và An ninh	0
9		Elective	Môn học tự chọn	3
Total				**15**

Year 2 – Semester 1:

No	Course Code	Course name (English)	Course name (Vietnamese)	Credits
1	THINK1010	Critical and Creative Thinking	Tư Duy Sáng Tạo và Phản Biện	2
2	HASS1050	History of the Communist Party	Lịch Sử Đảng Cộng Sản Việt Nam (Lịch sử và Văn hóa Việt Nam I)	2
3	ARTS1030\ PERF1010	Arts Appreciation and Application / Artistic Performance and Application	Thưởng Thức và Thực Hành Nghệ Thuật/ Biểu Diễn và Thực Hành Nghệ Thuật	2
4	CAS2010/MANA3021/ NURS3240/TECH1010	Applied Ethics/Business Ethics/Healthcare Ethics/Technology Ethics	Đạo Đức Trong Thực Tiễn/ Đạo Đức Trong Kinh Doanh/ Đạo Đức Trong	2

			Chăm Sóc Sức Khỏe/ Đạo Đức Trong Công Nghệ	
5	COMM2011	Introduction to Data Visualization with Tableau	Biểu diễn dữ liệu bằng Tableau	3
6	COMM2021	Communication Modalities	Các phương thức truyền tải trong truyền thông	3
7	CECS1040	Introduction to AI Literacy	Nhập Môn Hiểu Biết về AI	2
Total				**16**

Year 2 – Semester 2:

No	Course Code	Course name (English)	Course name (Vietnamese)	Credits
1	CECS1031/CECS1050/ CHSX	Computational Thinking/Introduction to Data Literacy/Introduction to Healthcare Informatics	Tư Duy Máy Tính/ Nhập Môn Hiểu Biết về Dữ Liệu/ Nhập Môn về tin học trong Y Tế	2
2	HASS1070/ HASS1100	Cross Cultural Navigation/ Introduction to International Relations	Định Hướng Liên Văn Hoá/ Nhập Môn Quan Hệ Quốc Tế	2
3	COMM2041	Strategic Thinking for Communicators	Tư Duy Chiến Lược trong Truyền Thông	3
4	COMM2031	Media Writing and Messaging	Phương pháp Viết và Truyền Tải Thông Điệp Truyền Thông	3
5	COMM3010	Media Production	Sản Xuất Nội Dung Truyền Thông	3
6		Elective	Môn học tự chọn	3
Total				**16**

Year 3 – Semester 1:

No	Course Code	Course name (English)	Course name (Vietnamese)	Credits
1	CAS1020	Global Perspectives	Quan điểm toàn cầu	2
2	CAS2020	Logic and Scientific Method	Tư duy logic và Phương pháp luận khoa học	2
3	COMM3020	Social Media Management	Quản Trị Mạng Xã Hội	3
4	CHSX/ENGL1040/ MANA1011	Introduction to Healthcare Communication/Interpersonal and Multimedia Communication/Introduction to Managing Skills	Nhập môn Giao tiếp trong Chăm sóc Sức khỏe /Giao Tiếp Cá Nhân và Đa Phương Tiện/ Nhập Môn Kỹ Năng Quản Lý	2
5		Major elective	Môn chuyên ngành tự chọn	3
6		Major elective	Môn chuyên ngành tự chọn	3
Total				**15**

Year 3 – Semester 2:

No	Course Code	Course name (English)	Course name (Vietnamese)	Credits
1	CAS3020	Digital Arts and Sciences	Nghệ thuật và khoa học số	2
2	CAS3010	Global Development and Sustainability	Phát triển toàn cầu và Sự bền vững	2
3		Major elective	Môn chuyên ngành tự chọn	3
4		Major elective	Môn chuyên ngành tự chọn	3
5		Elective	Môn học tự chọn	3
6		Elective	Môn học tự chọn	3
Total				**16**

Year 4 – Semester 1:

No	Course Code	Course name (English)	Course name (Vietnamese)	Credits
1	COMM4070	The Agency	Mô Hình Tác Nghiệp Truyền Thông	3
2		Major elective	Môn chuyên ngành tự chọn	3
3		Major elective	Môn chuyên ngành tự chọn	3
4		Major elective	Môn chuyên ngành tự chọn	3
5		Elective	Môn học tự chọn	2
6		Elective	Môn học tự chọn	2
Total				**16**

Year 4 – Semester 2:

No	Course Code	Course name (English)	Course name (Vietnamese)	Credits
1	COMM4870/ COMM4871/ COMM4872	Internship	Thực tập	6
2	COMM4890	Graduation Capstone	Đồ án tốt nghiệp	6
Total				**12**

3.7 Course Descriptions

3.7.1 VINCORE Courses

ENTR1022 Agile Innovation and Entrepreneurship
Credit: 2
On successful completion of this course, students will be able to:
Explain how an entrepreneurial mindset supports and accelerates innovation and growth in the contexts of businesses, industries, and countries.
Evaluate the multifaceted nature of entrepreneurship in Vietnam and internationally, and how it impacts the economy, society, and environment. Have access to insights on VinGroup's governance principles (the 6 Hóa).
Recommend strategies to evaluate the entrepreneurial mindset, values, and behaviors, and to further develop the entrepreneurial mindset, both individually and organizationally.
Grow your own entrepreneurial mindset and innovation-related skills, including identifying and evaluating opportunities, taking calculated risks, solving problems creatively, communicating effectively, and influencing stakeholder groups.
Demonstrate the ability to work productively in teams to collaboratively explore opportunities, generate ideas, and find and communicate solutions to a predefined challenge during the course hackathon.

IDEA1010/11/12 Series: Big Ideas (X)
Credit: 2
On successful completion of this course, students will be able to:
Describe and explain a "big idea", which may be a new solution to a problem, a disrupting technology, or an innovative method or way of doings things
Identify the implications of a big idea for everyday life or a professional setting
Develop a strategy for using a big idea to improve an existing approach or create a new application
Evaluate the application of a big idea, including an assessment of its positive impacts, negative impacts, and mitigating strategies for the theme of the year

LEAD1031 Leadership and Teambuilding Bootcamp
Credit: 2
On successful completion of this course, students will be able to:
Define foundational concepts of leadership traits, leadership styles, values, and trends, and their applications to real-life situations, especially in a turbulent world.
Describe and evaluate the differences and similarities between management and leadership, and their application in an organizational setting.
Evaluate the multifaceted nature of leadership in Vietnam and internationally, and their impact on work environments, particularly in a VUCA context. Have access to insights on Vingroup's mission, vision, and core values.

Develop your own leadership mindset by setting a vision, developing self-awareness, understanding others' perspectives, understanding situational contexts, communicating effectively, and making informed decisions.
setting a vision, accepting accountability, understanding self and others' limits, inspiring and motivating others, and creating the collaborative conditions for success
Apply basic leadership values and skills through action-based learning, building self, interpersonal, and team leadership during the leadership bootcamp.

VCOR1030 National Defense Education
Credit: 165 Hours
On successful completion of this course, students will be able to:

Understand and articulate knowledge of the National Defense and Security policies of the Communist Party of Vietnam.
Understand basic concepts of national defense and security work.
Understand and practice the fundamental rules and disciplinary regulations in military organization.
Practice the fundamental techniques and tactics of infantry combat

LAW1010 Introduction to Law
Credit: 2
On successful completion of this course, students will be able to:
Explain the history, contemporary nature, and purpose of the Vietnamese legal system, including its key institutions, doctrines, and principles.
Describe and evaluate key differences and similarities between legal system management in Vietnam and internationally.
Understand the mechanisms of legal duty, justification of punishment, and the roles of courts and juries.
Apply fundamental legal rules and principles in a wide range of selected areas of the law, demonstrating critical thinking and ethical considerations.
Develop a mindset of compliance and appreciate the importance of adhering to legal standards in professional and personal context

CAS2010 Applied Ethics
Credit: 2
On successful completion of this course, students will be able to:
Identify and explain a range of ethical concerns across different professional and real-world domains of human interaction.
Apply ethical theories and offer rational justification to moral dilemmas.
Understand the moral stakeholders involved and the ethical obligations required for certain professional standards/codes, as well as the rationale behind them.
Apply ethical theories and offer rational justification to moral dilemmas where no professional standards/codes are established

MANA3021 Business Ethics
Credit: 2
On successful completion of this course, students will be able to:
Understand and explain the relevance of values applied to business, such as integrity, accountability, transparency, respect for stakeholders, corporate social responsibility (CSR), fairness, and compliance)
Identify business practices that produce unethical behavior or harm to the individual, society, or environment
Apply relevant ethical theories to moral dilemmas in the context of business
Evaluate different responses to ethical practice in business and justify an opinion based on ethical theory

NURS3240 Healthcare Ethics
Credit: 2
On successful completion of this course, students will be able to:
Understand and explain the relevance of principles and values applied to healthcare, medical research, and health policy, covering topics such as respect for patients, beneficence and non-maleficence, justice, and honesty and transparency)
Identify medical practices that produce unethical behavior or harm to patients, the profession, society, or the environment
Apply relevant ethical theories to moral dilemmas in the context of medical treatment
Evaluate different responses to ethical practice in medicine and justify an opinion based on ethical theory
Understand the influence of religious ethics in patient treatment and decision-making

TECH1010 Technology Ethics
Credit: 2
On successful completion of this course, students will be able to:
Understand and explain the principles and values applied to technology, including privacy and data protection, algorithmic fairness and bias, digital inclusion, accountability and transparency, sustainability, and ethical AI and machine learning)
Identify uses of technology that produce unethical behavior or harm to users, society, or the environment
Apply relevant ethical theories to moral dilemmas involving technology
Evaluate different responses to ethical practice in technologies and justify an opinion based on ethical theory

COSL1010 Community Service Learning
Credit: 45 Hours
On successful completion of this course, students will be able to:
Define and understand the essential components of service learning, including benefits, impact, and key attributes.
Critically reflect on social issues and UNESCO's sustainable development goals (SDGs) with
reference to a planned service project
Plan and implement a service project in accordance with local laws and regulations
Reflect on the outcomes of that service project and how it could have been improved
Develop sensitivity and empathy to local community members

THINK1010 Critical and Creative Thinking
Credit: 2

On successful completion of this course, students will be able to:
Appreciate the purpose and importance of creative and critical thinking.
Identify, develop, and criticize claims and arguments in accordance with
principles of logical reasoning and scientific evidence
Apply creative and critical thinking with supporting tools and techniques for problem-solving.
Embed creative and critical thinking in workplace idea generation.
Build foundations for enhancing individual and team effectiveness.

CECS1040 Introduction to AI Literacy
Credit: 2

On successful completion of this course, students will be able to:
Understand basic AI principles, including machine learning and neural networks.
Use AI tools like ChatGPT for work and study tasks.
Recognize ethical implications, such as data privacy and algorithmic bias.
Apply AI to improve efficiency and innovation in academic and professional settings.
Design and evaluate user interfaces for better human-AI interaction

CECS1031 Computational Thinking
Credit: 2

On successful completion of this course, students will be able to:
Identify and analyze problems from life and business in order to determine
computational solutions.
Break down problems into logical steps and data requirements.
Use basic data structures and algorithms for problem-solving.
Design simple algorithms and computational models.
Implement solutions using basic programming skills.
Evaluate and optimize computational solutions.

CECS1050 Introduction to Data Literacy
Credit: 2

On successful completion of this course, students will be able to:
Read, understand, create, and communicate data as information.
Analyze and visualize data using tools like Excel and Python.
Understand the importance of data in business strategy and apply data-driven
insights for decision-making.
Develop skills to improve data collection designs and ensure data quality.
Utilize statistical methods and probability to interpret, present and effectively tell
stories about data.

CHS1000 Introduction to Health Informatics
Credit: 2

Describe the principles and challenges associated with combining information sciences, data, and the healthcare domain

Effectively utilize Zotero as the software for publishing and managing bibliographies, citations and references for scientific research and writing

Describe the importance of data standards and interoperability in the context of healthcare and health-related fields

Describe the components of an electronic health/medical record system, including interoperability and health information exchanges

Describe the importance of data security and privacy in the context of healthcare and health-related fields

ENGL1030 Academic and Professional Writing
Credit: 2

On successful completion of this unit, students will be able to:

Identify and explain core attitudes, values, and practices of academic culture and how academic writing reflects these.

Reflect critically on the differences between academic and opinion writing and apply this understanding in the composition of academic essays, including referencing, quoting, and paraphrasing.

Evaluate the differences between academic and professional writing in terms of style, purpose, target audience, and techniques.

Develop your clear, concise, and well-structured writing skills, focusing on the most critical documents and situations in academic and professional work such as academic essays, newspaper articles, business reports, proposals, speeches...

Use AI to develop, enhance, and revise writing in both academic and professional contexts.

ENGL1040 Interpersonal and Multimedia Communication
Credit: 2

On successful completion of this course, students will be able to:

Identify and explain the fundamental concepts, scope, and diversity of oral and visual communication.

Identify communication expectations based on an understanding of different professional audiences and contexts and apply this knowledge in delivering communication.

Demonstrate responsible, ethical, and respectful attitudes as the field undergoes disruptive changes fueled by rapid technological advancements.

Develop your own oral communication skills in key situations, from speeches to conversation, discussion, giving feedback.

Grow your skills in developing digital content for multimedia, including presentations, pitches, blog posts, viral videos, podcasts, and basic media management.

MANA1011 Introduction to Managing Skills

Credit: 2

On successful completion of the course, students will be able to:

Apply the SMART technique to define specific, measurable, achievable, relevant, and time-bound goals, ensuring clarity and focus on their objectives.

Develop skills to effectively organize tasks and prioritize them based on importance and urgency, facilitating efficient and systematic progress towards achieving objectives.

Understand how to assign tasks based on team members' individual strengths, skills, and expertise, ensuring optimal use of resources, and enhancing team performance.

Learn to create and manage project schedules, monitor progress, and employ motivational techniques to keep team members engaged and productive, overcoming challenges and maintaining momentum.

Acquire the ability to give professional, accurate, and timely feedback, fostering a positive energy and environment within the team.

CHS1020 Introduction to Healthcare Communication

Credit: 2

Demonstrate active listening and verbal and non-verbal communication techniques to enhance professional interactions

Establish trust and rapport demonstrating empathy, respect and professionalism

Identify potential communication challenges such as cultural differences, language and physical barriers and emotional distress

Communicate effectively and be able to receive and give feedback to team members

Reflect on the importance of confidentiality, sensitivity, and respect in all forms of healthcare communication

VCOR1012A/B - OASIS

Credit: 45 Hours

On successful completion of this course, students will be able to:

Cultivate self-leadership, enhancing self-confidence, self-esteem, self-determination, and self- control.

Self- acquire and apply college readiness skills, life-long learning, effectively adapting to academic, social, and personal challenges of university life

Self- develop essential career skills, preparing for personal and professional success.

Embrace community involvement by actively participating in community service, demonstrating a commitment to positive societal impact and a pay-it-forward spirit.

Regularly reflect on personal growth and practice self-leadership throughout your university life, from the initial enrollment CV to the Individual Development Plan (IDP) and the pre- graduation CV, ensuring ongoing development and readiness for life after graduation.

VCOR1021/22 Healthy Lifestyle 1,2

Credit: 45 Hours

On successful completion of this course, students will be able to:

Understand the important principles of a healthy lifestyle, including balanced nutrition, regular physical activity, and mental well-being.
Understand your own health, develop your own personal health strategies, including techniques for managing stress effectively and maintaining a balanced life.
Engage in self-discipline for nutrition, exercise, and rest, and actively participate in various physical and mental well-being clubs at the university.
Recognize the impact of lifestyle choices on long-term health and well-being, and make informed decisions to enhance your quality of life.
Be motivated to promote well-being within communities through various means such as research, awareness campaigns, and participation in health clubs.

HASS1010 Marxism Leninism Philosophy (Philosophy, Science and Society) Credit: 3
On successful completion of this course, students will be able to:

Understand the basic philosophical foundations of Marxism-Leninism, including dialectical materialism and historical materialism
Explain its significance in the development of Vietnam's state ideology and relevance to other
areas of society including history, politics and economics
Know that Vietnamese philosophy features elements of syncretism and be able to describe those elements (e.g., Marxism-Leninism, Confucianism, Buddhism, Daoism, etc.)
Describe, evaluate and compare different answers to foundational philosophical questions such
as "what exists?", "what is knowledge?", and "what is right and wrong?"
Understand and assess different approaches to the nature of science and scientific progress

HASS1020 Marxism-Leninism Political Economy (Global Political Economy) Credit: 2
On successful completion of this course, students will be able to:
Demonstrate an understanding of the complexity of how the world is interconnected through the political economy.
Develop an informed understanding of conceptual terms and theoretical approaches used in understanding the global economy.
Understand the transformation of Vietnam in the context of the global political economy.
Cultivate a critical-minded awareness of major trends in the global political economy.
Acquire an informed understanding of the rise of China and India and the resulting impacts on Vietnam, ASEAN, and the world.

HASS1030 Scientific Socialism (Politics and Social Change)
Credit: 2
On successful completion of this course, students will be able to:
Describe and explain the concepts of politics and social change of Vietnam and around the region, and acquire some lexicon of the subject;
Understand how politics and political systems are key to socio-economic developments, including but not limited to the Marxist-Leninist views;
Understand the ways politics affects economic management, and help determine national success
Compare Vietnam's national development with national efforts elsewhere in Asia;

HASS1041/42 Ho Chi Minh Ideology (Vietnam History and Culture II)
Credit: 2
On successful completion of this course, students will be able to:
Know the major events, persons, and historical conditions the led to the creation and development of Ho Chi Minh Ideology and engage Ho Chi Minh Ideology as both a historical and living body of thought.
Consider the ongoing transformation of Ho Chi Minh thought and its significance in history and for Vietnam's future.
Critically review historical artifacts, including textual documents, art, literature, archeology, and accounts of informants and grasp the historical factors and precedents that relate to contemporary issues
Gain ability to apply historical and cultural knowledge to understanding and analyzing contemporary problems
Present historical evidence-based arguments and conduct probing discussions about challenging historical subjects
Explore multiple perspectives about the past, especially the past as understood from the vantage of former historical actors.

HASS1050 History of the Communist Party (Vietnam History and Culture I)
Credit: 2
On successful completion of this course, students will be able to:
Know the major events, persons, and historical conditions the led to the creation and development of the Vietnamese Communist Party
Critically review historical artifacts, including textual documents, art, literature, archeology, and accounts of informants.
Grasp the historical factors and precedents that relate to contemporary issues and gain the ability to apply historical and cultural knowledge to understanding and analyzing contemporary problems
Present historical evidence-based arguments
Explore multiple perspectives about the past, especially the past as understood from the vantage of former historical actors.

HASS1070 Cross-Cultural Navigation
Credit: 2
On successful completion of this course, students will be able to:
Understand the ways in which individual identities, values, and perceptions and biases are shaped by cultures and different forms of life
Know the theories and practice related to the impact of culture in our daily ecologies in local and global contexts
Identify and understand the intersection of one's own and others' cultural identities
Apply knowledge of practice, theory, and personal reflection of different cultures to a particular issue that requires collaboration or cooperation between individuals or groups from different cultural backgrounds

HASS1100 Introduction to International Relations
Credit: 2
On successful completion of this course, students will be able to:
Know the main actors, structures, and processes of international relations
Understand the basic theoretical principles of international relations and compare the competing underlying frameworks on human and social nature
Identify the respective objectives of international organizations in international politics, collaboration, and cooperation
Explore a case study, problem-solving scenario or dilemma involving international relations and devise a strategy/solution supported by theory and solid argumentation
Critically assess alternative strategies and points of view on complex scenarios requiring international relations

ARTS1030 Art Appreciation and Application
Credit: 2
On successful completion of this course, students will be able to:
Demonstrate an understanding and appreciation of arts and visual arts in general, including their function, and historical, religious, cultural, social, and environmental contexts and relevance;
Understand and define the basic principles of arts, visual arts, and design; explain and analyze a work of art from an informed and objective viewpoint, its physical attributes and formal construction;
Identify how art works are created and processed;
Make a reference to the significance and application of the arts in students' own field of studies and interests;
Analyze Vietnam arts and situate Vietnam arts in the global context.

PERF1010 Artistic Performance and Application
Credits: 2
On successful completion of this course, students will be able to:

Show improved skill in their chosen artistic field (e.g., music, dance, theatre, visual arts) and express their creativity and individuality through performance(s).

Evaluate and discuss different forms of artistic performance, identifying key elements and techniques, and write reflective assessments on their personal artistic development.

Work well with peers to create and perform artistic pieces, and effectively give and receive constructive feedback.

Clearly communicate the artistic vision and choices behind their performances both verbally and in writing (if required) and develop their skills in presenting artistic work to an audience, including stage presence and audience engagement.

Explore and appreciate a variety of artistic traditions from around the world, with a special focus on Vietnamese culture, and place their own artistic work in a wider cultural and historical context.

Plan, organize, and complete an artistic performance project from start to finish, demonstrating good time management and organizational skills.

Understand and apply ethical considerations in artistic performance, including respecting intellectual property and cultural sensitivities, and behave professionally during rehearsals, performances, and collaborative projects.

3.7.2 BAC Core Courses

CAS1030: First Year Seminar
Credit: 2
Communicate effectively in both written and oral forms, using the conventions and rhetorical strategies commonly employed in the humanities and social sciences.

Collaborate productively in group settings, demonstrating the interpersonal and analytical skills essential for academic inquiry

Apply foundational research methods, including locating, evaluating, and integrating scholarly sources relevant to topics in the humanities and social sciences.

Construct well-reasoned arguments, drawing on evidence and theoretical perspectives

Analyze and interpret texts, data, and cultural artifacts, demonstrating critical thinking skills and an understanding of diverse approaches used in the humanities and social sciences.

Reflect on their own academic development, identifying strengths and areas for improvement in relation to the skills and habits of mind valued in higher education

STAT1011 – Statistics for Social Sciences
Credit: 3
This course introduces the fundamental concepts and techniques of statistical analysis. The focus is on developing skills in descriptive and inferential statistics,

including data collection and analysis, probability theory, hypothesis testing, and regression analysis. Students will also learn how to use statistical software to perform data analysis.

CAS1020 – Global Perspectives
Credit: 2
This course exposes and engages students with a variety of different global perspectives on important issues of the day. Each week the seminar will be led by a different faculty member or guest speaker who will choose a topic, assign pre-class reading, and organize the class activities. Potential contemporary issues include Chat GPT and AI, the aging crisis, immigration, globalization, the new space race, Industry 4.0, etc.

CAS2020 – Logic and Scientific Method
Credit: 2
This course introduces students to more advanced topics in reasoning, logic, and the topics of evidence and testing in science. In deductive reasoning students advance in topics in critical thinking to include first-order predicate calculus and modal logic. In statistical reasoning students learn the axioms of probability theory, Bayesian confirmation theory and issues in the confirmation of scientific theories including advanced topics from the Hypothetical-Deductive Method and Falsificationism.

CAS3010 – Global Development and Sustainability
Credit: 2
This course introduces and elaborates on the concept of development and the role of sustainability. The course would engage the ideas of development from an interdisciplinary and multi-dimensional perspective. The course content aims to answer questions such as: what is development? How does development happen? What contributes to development? Why do the development stories differ at the country, regional, and global levels? Besides the theoretical explanation of development, practical insights would be provided via real-world exposure, case studies, contemporary reading material, and capstone projects. The course would focus on the interaction and interrelationship between environment and development by exploring the role of sustainability.

CAS3020 – Digital Arts and Sciences
Credit: 2
As more information becomes digitized, researchers can use powerful AI tools to better analyze that data and visualize it for communication. This course introduces students to the main advances in digital humanities, how to code for basic research and scholarship with an eye to potential application in the areas: communications, psychology and economics.

COMM1010 – Introduction to Communication
Credit: 3
This course provides a conceptual foundation in human communication, examining how messages are created, interpreted, and adapted across interpersonal, intercultural, and organizational settings. Students explore key theories, models, and processes that explain how communication functions and how meaning is shaped.

The course emphasizes analytical thinking and awareness of communication's role in personal, social, and professional contexts. Students gain tools to assess communication practices critically and to recognize the factors that influence clarity, effectiveness, and engagement across diverse situations.

COMM2011 – Introduction to Data Visualization with Tableau
Credit: 3

This course introduces the fundamentals of data visualization principles to design clear and engaging visualizations using Tableau Desktop, one of the most used data visualization tools in the world. Although this course focuses on Tableau specifically, this course will help students develop transferrable skills that can apply to many of the most popular software tools used today. The course will cover two important skills in parallel: data visualization principles and the application of them in Tableau. This will help students make informed decisions about the types of visualizations you create and how to communicate them most effectively to an audience.

Students will gain a fundamental understanding of data visualization principles including choosing the best chart type; pre-attentive attributes such as color, shapes, sizes, and typography; decluttering and emphasizing; data wrangling and cleansing; designing in an iterative process; and advanced visualization techniques; and data privacy and ethical considerations.

COMM2021 – Communication Modalities
Credit: 3
Effective communication today requires fluency across multiple modes—spoken, written, visual, and digital.
Students explore how different modalities shape persuasion, accessibility, and engagement, and how choices in form influence message reception. Drawing on rhetorical principles and communication theory, the course presents modalities as strategic tools with unique affordances for meaning-making.
Students learn to critically evaluate, select, and combine communication modes to produce coherent, impactful messages across diverse real-world settings.

COMM2041 – Strategic Thinking for Communicators
Credit: 3
This course introduces students to the principles and mindset of strategic communication. It emphasizes communication as a goal-driven process shaped by audience insight, organizational objectives, and context.
Examining how purposeful choices in message, channel, and outcome drive effective communication, core topics include diagnosing challenges, setting measurable objectives, and aligning messages with strategic goals.
Through case studies and planning tools, students assess real-world strategies, develop essential vocabulary, and build habits of strategic thinking.

COMM2031 – Media Writing and Messaging
Credit: 3

This course develops students' ability to write clearly, persuasively, and professionally across various domains, learning to adapt tone, style, and structure to suit diverse audiences and contexts.

Emphasizing clarity, accuracy, and ethical responsibility, the course trains students to craft concise, engaging content across a variety of media and forms. Through writing practice and feedback, students sharpen editorial judgment, cultivate a flexible writing style for multiple platforms, and will have the tools to build a diverse writing portfolio and the confidence to produce effective content.

COMM3010 – Media Production
Credit: 3

This course introduces students to the principles and practices of media production, emphasizing how content is conceived, crafted, and delivered across audio-visual formats. Students examine the role of storytelling, composition, and editing in shaping meaning and engagement.

The course explores a range of production techniques and tools used in contemporary media environments, from traditional formats to emerging digital platforms.

Students also explore how production choices influence message clarity, audience perception, and creative expression. Through critical analysis and applied practice, students develop a thoughtful, adaptable approach to media creation.

COMM3020 – Social Media Management
Credit: 3

This course explores the strategies and frameworks used to manage communication across social media platforms. Students examine how content, branding, and audience interaction are shaped by platform norms, user expectations, and more. Key areas of focus could include planning and publishing content, sustaining audience engagement, and assessing impact and reach.

The course also addresses broader issues such as algorithmic influence and the evolving relationship between social media and public discourse in fast-paced digital environments. . Through this lens, students develop the conceptual grounding needed to manage social media with purpose, adaptability, and critical awareness.

COMM4070 – The Agency
Credit: 3

This capstone practicum places students in cross-functional teams to simulate the experience of a real communications agency. Collaborating as strategists, writers, designers, and analysts, students work on real or simulated client briefs to plan, produce, and pitch integrated campaigns.

The course emphasizes applied learning—students take everything they've learned across the program and bring it together in a professional-style setting. Teams develop campaign strategies, create multi-platform content, manage deadlines, and respond to evolving client needs. Throughout the semester, students are guided by faculty mentors, refine their approach through peer and

instructor feedback, and practice professional presentation skills through formal pitches.

By the end of the course, students will have produced a complete campaign, including research, messaging, content mockups, and rollout strategy, while building a portfolio that demonstrates their readiness for professional roles in communication.

3.7.3 Major Courses

MARK3020 – Digital Marketing
Credit: 3
This course helps students understand how the digital economy works and develop the critical insights needed to succeed in e-commerce and digital marketing. This course provides the foundational knowledge and marketing perspective needed to successfully execute digital marketing activities in businesses of various types and sizes. The course provides participants with the theoretical understanding they need to adapt to the many changes while equipping them with the skills they need to perform their daily tasks.

COMM3050 – Media and Society
Credit: 3
This course examines the evolving relationship between media and society, focusing on how media shapes and reflects cultural, political, and social dynamics. Students explore key concepts such as media influence, representation, and literacy, analyzing how media systems affect public discourse and identity.

Students assess how media both mirrors and influences societal values, and how changing technologies and media environments impact communication practices at individual and collective levels.

Through inquiry and analysis, students develop the tools to interpret media as a force that informs, persuades, and structures everyday experience.

COMM3071 – Digital Design Thinking
Credit: 3
This course explores digital design as a strategic communication practice. Students examine how design decisions influence the way messages are experienced and understood in digital environments.

Emphasis is placed on a problem-solving mindset that considers both message intent and user experience. The course encourages students to approach design challenges from a communication perspective, addressing how digital environments shape interaction, meaning, and trust.

Students develop the ability to think critically about design strategy in digital contexts, including the broader impact of design choices on audience perception and engagement.

COMM3081 – Public Relations Campaigns
Credit: 3

This course equips students to design and deliver full-scale public relations campaigns that are strategic, persuasive, and responsive to real-world challenges. Students learn to translate organizational goals into compelling communication plans that integrate research, messaging, audience targeting, platform selection, and evaluation.

Throughout the course, they develop campaign assets—from content calendars to outreach strategies—while practicing how to build public interest, secure attention, and manage relationships across audiences, including news media. Emphasis is placed on message coherence, cross-platform alignment, and adapting to feedback and shifting contexts.

By the end of the course, students will be able to design integrated public relations campaigns that balance creativity with strategic clarity. They will also build core competencies in media engagement, message consistency, and real-world project management-preparing them to contribute meaningfully to communication teams and client-facing roles.

COMM3061 – Strategic Communication
Credit: 3

This course trains students to design and evaluate integrated communication strategies that advance organizational goals. Emphasizing strategic reasoning, students assess how communication influences perception, manages change, and builds trust across diverse audiences.

Drawing from public relations, corporate communication, and marketing, the course highlights alignment between message and mission, platform and audience, and intention and outcome. Students explore strategy across corporate, nonprofit, and public sectors, and learn to craft adaptable, coherent strategies grounded in real-world organizational contexts.

COMM3090 – Digital Media Futures
Credit: 3

This course examines how digital media may evolve amid technological, cultural, and societal shifts. Emphasizing strategic foresight and ethical reflection, students explore how future media environments could transform communication practices, audience engagement, and professional roles.

Students analyze emerging trends affecting content design, delivery, and user experience, with attention to issues of trust, identity, attention, and access. The course highlights the intersection of media innovation, social impact, and ethical responsibility.

By fostering future-oriented thinking, students learn to navigate uncertainty, anticipate change, and adapt communication strategies for dynamic media landscapes.

COMM4030 – Advanced Media Production
Credit: 3

This course deepens students' understanding of media production by exploring advanced techniques in audio-visual content creation. Building on foundational

skills, students engage with more complex approaches to editing, sound design, motion graphics, and visual effects, while examining how these elements shape audience experience and message delivery.

Emphasis is placed on refining creative judgment, technical fluency, and adaptability across platforms and formats. Students analyze how production choices affect clarity, engagement, and aesthetic impact, and how evolving tools and workflows influence the production process. The course supports the development of a thoughtful, versatile approach to producing media in diverse and dynamic communication environments

COMM4041 – Crisis Communication
Credit: 3

This course explores how communication functions during times of disruption, risk, and public scrutiny. Students examine principles of crisis response, including message design, stakeholder engagement, and reputational management across various contexts.

Focus is placed on understanding how communication strategies are developed, adapted, and evaluated under pressure, and how factors such as timing, transparency, and audience perception influence outcomes. Students analyze real-world cases to assess how organizations prepare for, respond to, and recover from crises, with attention to the evolving role of media, technology, and public expectations.

COMM4050 – Digital Media Metrics
Credit: 3
This course examines how digital media performance is assessed through data and analytics. Students explore key metrics used to evaluate communication effectiveness across platforms, including measures of reach, engagement, and conversion. The course emphasizes how data informs strategic decision-making, from audience analysis to content optimization.

Students analyze the opportunities and limitations of metrics, considering issues of interpretation, context, and reliability. Particular attention is given to how metrics influence communication planning and how data can be used responsibly to guide and evaluate digital strategy.

COMM4080 – Communicating with AI
Credit: 3
This course examines how artificial intelligence is transforming communication, equipping students to critically assess and strategically engage with AI-driven media practices. Students explore how AI shapes message creation, distribution,

and interpretation, and its broader impact on communicators, audiences, and society.

Key topics include AI's influence on creativity, authenticity, engagement, and trust, alongside ethical challenges such as bias, misinformation, privacy, and transparency.

By course end, students will be able to design communication strategies that are ethical, effective, and responsive to the evolving role of AI in media.

COMM4090 – Communication and Public Diplomacy
Credit: 3

This course examines how communication functions as public diplomacy to shape perception, foster engagement, and build relationships across global contexts. Students analyze how governments, international organizations, and global communities communicate across cultures, media systems, and political environments.

Students engage with the complexities of global communication by evaluating real-world cases, anticipating challenges, and developing strategic approaches suited to a rapidly changing international landscape and that must adapt to cultural norms, geopolitical dynamics, and evolving technologies

COMM4100 – Narrative Studies and Storytelling
Credit: 3

This course examines storytelling as a strategic and cultural practice within professional communication and other domains. Students analyze how narrative elements operate across media formats and explore how stories influence audience.

Attention is given to how storytelling varies across platforms and purposes, emphasizing narrative as a tool for shaping meaning and emotional resonance, while also examining ethical considerations and cultural context.

Students explore how to evaluate and create stories for different audiences, developing the ability to apply storytelling principles in ways that are purposeful and impactful.