CREATIVE CAREER MODULES

The Creative Career Modules equips students with essential professional skills that complement their creative practice. Positioned at the intersection of creativity and industry, the modules develop competencies in communication, project management, design-led problem solving, and business awareness. Students gain practical experience collaborating with stakeholders, presenting ideas, and managing projects across diverse contexts, strengthening career readiness and adaptability for contemporary creative and professional environments.

Students are required to select and complete **one** Creative Career Module, which can be taken in either Year 2 Semester 1 or Semester 2, subject to programme availability

Type	Title & Description	Year and Semester	Credits
Creative Career Modules	**Social Media Content and Management** In this module, students are introduced to social media and its role in today's world, including definitions, different platforms, and their impact on individuals and society. They will learn about social media analytics and insights, such as analysing data, audience research, and using tracking tools. Furthermore, the module covers content creation and strategy, encompassing various content formats, storytelling techniques, and content planning tools. Students will also be exposed to social media engagement, including strategies for building and maintaining an engaged audience, community management techniques, crisis communication, and the role of user-generated content.	Year 2 semester 1 or Year 2 semester 2 Available to register from 16-17 Nov 2026	10
Creative Career Modules	**Design Thinking and Application** In this module, students are introduced to the principles of design thinking, a human-centered approach to problem-solving. They will learn to identify and deeply understand user needs through empathy-building exercises. This includes exploring various approaches to understanding user needs and identifying the core issue. Students will then engage in creative ideation techniques to generate innovative solutions. The module covers the introduction to different types of prototyping and guides students through design exploration to refine their ideas. Finally, students will apply design thinking principles to a real-world challenge and submit a reflection journal documenting their learning journey.	Year 2 semester 1 or Year 2 semester 2 Available to register from 16-17 Nov 2026	10

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Type	Title & Description	Year and Semester	Credits
Creative Career Modules	**Business Writing and Presentation** In this module, students are introduced to effective communication in diverse business settings, encompassing various forms of business communication such as emails, letters, proposals, and reports. They will acquire the skills to compose these documents effectively. The module also focuses on developing impactful presentation skills, including creating persuasive business pitches, organising presentations effectively, designing visually appealing and relevant presentation slides, using appropriate language, and mastering body language and professional attire.	Year 2 semester 1 or Year 2 semester 2 Available to register from 16-17 Nov 2026	10
Creative Career Modules	**Arts Management and Fundamentals** In this module, students will gain an understanding of arts management, including its definition, roles, and responsibilities. They will explore the skills and qualities essential for effective arts managers, focusing on the Singapore context, examining relevant government agencies and policies. This module will also cover key concepts and theories in arts management, explore different types of arts organisations, and delve into the practical aspects of planning and executing successful arts programmes and events.	Year 2 semester 1 or Year 2 semester 2 Available to register from 16-17 Nov 2026	10