Honours programme

Communication Science

Date
August 2017
Preface

The College of Communication offers students who have performed exceptionally well in their first year the possibility to participate in the Honours programme in addition to their regular Bachelor's programme. Among other things, the Honours programme gives students the opportunity to broaden their knowledge through interdisciplinary courses and to develop their skills in a Pressure Cooker. As the Director of the College of Communication, I welcome you to our Honours programme!

Dr Martine van Selm
Honours programme Communication Science

Honours programme coordinator: Dr Luzia Helfer: l.helfer@uva.nl
Honours study adviser: Vera Cortenraede MSc: studyadviser-cs@uva.nl

The College of Communication gives talented and motivated undergraduates like you, who would like to take on an additional challenge, the opportunity to participate in the English-taught Honours programme. Throughout the second and third year of your Bachelor’s, you get the chance to further improve your skills in presentations, systematic thinking and working in teams as well as academically, to optimally prepare you for the future. These are crucial skills you need to succeed, no matter if you choose to stay in the university setting or not. In total, you will obtain an additional 30 ECTS credits in the Honours programme next to your regular coursework.

Key skills you will have obtained upon completion of the programme:
- academic and professional skills;
- the ability to apply an interdisciplinary viewpoint on a subject;
- applied research skills.

Selection criteria
Students are eligible for admission to the Honours programme if they meet the following criteria:
- all courses in year 1 of the Bachelor’s in Communication Science have been passed during the first attempt;
- the weighted average grade for these courses is 7.5 or higher;
- a letter of motivation is submitted within the given time frame.

The Examinations Board decides upon admission to the Honours programme.

Honours Bachelor’s degree
To qualify for an Honours Bachelor’s degree the following requirements apply:
- students have successfully completed the Honours programme of 30 ECTS, including the extra-curricular workshop;
- the weighted average grade for the courses in the Bachelor’s in Communication Science is 7.5 or higher (the courses of the Honours programme are exempted from this requirement);
- students graduate within three years;
- students have not taken resits due to an insufficient grade for the first attempt.

The College of Communication will check whether you meet these requirements upon graduation. Should you have any questions regarding these requirements, please contact the Honours study adviser.
Description of the programme
Besides some more “regular” coursework, networking with fellow Honours students is a key aspect of our programme. Furthermore, we also put emphasis on your personal development through individual mentoring when required; both on how you organize your studies as well as your development beyond your studies. Below the different element of the Honours programme are described.

Kick-off meeting
You finally get to know your fellow Honours students! During this first meeting, the Honours coordinator will furthermore introduce the objectives and the different elements of the Honours programme and give you some more information on how to formulate the learning objectives you are expected to submit.

When? 12 September 2017, from 15:00 to 17:00.

Learning objectives and individual appointment
We want to make sure the Honours programme is tailored to your individual interests and ambitions as much as possible. Therefore, you will submit personal learning objectives at the start of the programme that we would like to discuss with you during an individual meeting. All students will be invited to an individual appointment with an Honours coach, which is either the coordinator or the Honours study adviser. You will get more information on how to formulate the learning objectives and what we expect from you during the kick-off.

When? In the week of 2 October 2017.

Pressure Cooker Communication Science (6 ECTS)
The first “real” project in the Honours programme is the Pressure Cooker. It is an intensive course with a three-day workshop at its core. In small teams, you will work on providing innovative answers and solutions to a problem for an external client. To make sure your suggestions are solid and realistic, we scheduled two preparatory meetings with some assignments and readings in the run-up to the three-day workshop. Furthermore, you will receive training in future thinking, pitching and other tools from the business and academic world from the lecturers throughout.

Overall, the Pressure Cooker gives you the opportunity to receive training and immediately apply the knowledge you obtain to a real case in order to provide innovative solutions for a real client.

Dr Luzia Helfer (l.helfer@uva.nl) and Dr Joost Verhoeven (j.w.m.verhoeven@uva.nl) are lecturers in this course.
**When?** In the weeks of 9 and 30 October 2017, preparatory meetings have been scheduled. The Pressure Cooker itself will take place between 16 and 18 November. (A detailed schedule is available in MyTimetable.)

**Individual part: Interdisciplinary modules (12 ECTS)**

A large part of the Honours programme can be designed by you individually. Based on your learning objectives and in consultation with your Honours coaches, you get the opportunity to select one or two interdisciplinary Honours modules (offered by the UvA, VU University Amsterdam or Amsterdam University College) that fit your personal objectives.

You will find more information about interdisciplinary courses on the website of the Institute for Interdisciplinary Studies ([http://www.iis.uva.nl/en](http://www.iis.uva.nl/en)) in the section about “Interdisciplinary education”. As an Honours student in Communication Science, you can take both regular IIS courses and the Honours modules. You may also participate in Honours modules offered by Amsterdam University College or VU University Amsterdam. Please note that there is a limited amount of spots available in Honours modules. It is advisable to always have a plan B in case a course is full.

Next to the website, you can also visit the Market for Honours courses organized by the UvA in December. You will receive more information on Blackboard in due time.

To include an Interdisciplinary module in your curriculum, you need the approval of the Communication Science Examinations Board. You can apply for approval by submitting a petition via SIS. More information about submitting a petition is available in the A-Z list on [www.student.uva.nl/cs](http://www.student.uva.nl/cs) (look for ‘submitting a petition in SIS’).

**When?** Dependent on your overall study planning (see the suggestion at the end of this document)

**Individual part: Extra-curricular workshop**

An integral part of the Honours programme is that you take initiative to develop skills beyond the once acquired in ordinary courses that are offered at the University. Therefore, in line with your learning objectives, you will participate in at least one workshop of your choice. This can be a workshop offered by the UvA or by an external party.

The *Career Matters* platform from Communication Science schedules regular workshops on a wide range of topics (e.g. Photoshop, Google Analytics or Writing a press release). These are announced on [www.facebook.com/cuwva](http://www.facebook.com/cuwva) and in the Events section of [www.student.uva.nl/cs](http://www.student.uva.nl/cs) and [www.student.uva.nl/bcw](http://www.student.uva.nl/bcw). Another group offering courses is UvA Student Services. You can find out more about their offer in the A-Z list on the student website (see the links above). Examples of workshops are Networking, Profiling yourself on LinkedIn and Job Interview Practice.

**Approval?** Prior to the workshop, send an e-mail with a brief description of the workshop (content, duration and the like) and how it relates to your learning objectives to the Honours study adviser to obtain formal approval.
**Assessment?** After the workshop you need to show the Honours study adviser a certificate of attendance (or something comparable). Afterwards, an AVV (“obligations met”) is registered in SIS.

**When?** Dependent on your overall study planning.

**Honours course Communication Science (12 ECTS)**

In this special Honours course, you have the chance to both conduct an applied research project and make sure that your findings are communicated to a wider public. The goal is that you can act as a communication consultant for an NGO with the insights you have obtained. Because scientific research is not just for the scientist in his or her professional “bubble”, it should contribute to society more generally. This is even more the case for students and researchers in Communication Science. In this course you will gain a deeper understanding of science journalism, public policy making and consultancy. Assignments are inspired by the news, business cases and your own personal interests, to prepare you to act as a communication consultant for an NGO. More information is available in the Course Catalogue.

**When?** Usually in year three of the Bachelor’s, in semester 2: block 2 and 3.

**Practical matters**

**Course registration**

To make sure you register on time for all the courses, please read the information below carefully.

- **Pressure Cooker Communication Science**

You have already been registered for this course.

- **Interdisciplinary modules**

Please note that the registration procedure for interdisciplinary *Honours* modules deviates from the registration procedure of mandatory Bachelor’s courses. The procedure is explained on www.iis.uva.nl > Interdisciplinary education > Honours modules. On the contrary, registration for regular IIS courses should be done in SIS (www.uva.nl/coursereregistration).

- **Extra-curricular workshop**

Please follow the instructions of the platform offering the course. In this manual (p. 5) you will find instructions on how to get the workshop approved.

- **Honours course Communication Science**

Registration for the Honours course Communication Science is identical to the registration for mandatory Communication Science courses (www.uva.nl/coursereregistration).
Planning

The above outline for the scheduling of your Honours courses is a suggestion. There is of course more than one way, depending on your own needs and projects. Two examples are shown on pages 8 and 9 (respectively excluding/including a semester abroad). Should you have any questions about your personal planning, please contact the Honours study adviser.

Blackboard

You have access to the Blackboard page of the Honours programme for your cohort. We will announce interesting events and the like.

Contact

The two Honours coaches are both available to help you with your study planning and to coach you with regard to the contents of your Honours programme and course selection.

- For questions regarding your planning, course registration, personal circumstances and the like please contact the Honours study adviser, Vera Cortenraede MSc (studyadviser-cs@uva.nl), or come by during walk-in hours (10:00-12:00) on Mondays and Tuesdays in C6.01.
- For questions and advice regarding the content of the Honours programme overall, please contact the Honours coordinator Communication Science, Dr Luzia Helfer (l.helfer@uva.nl), to schedule an individual appointment.
Bachelor's Programme including the Honours Programme

Second Year

- Persuasive Communication
- Political Communication and Journalism
- Research Workshop: Experiment
- Electives

Third Year

- Kick-off
- Statistical Modelling for Communication Research
- Qualitative Research
- Pressure Cooker 6 EC
- Internship
- Communication Consultancy
- Communication Ethics
- Electives
- Interdisciplinary module 6 EC
- Interdisciplinary module 6 EC
- Graduation Project
- Topic
- Honours Course 12 EC
Bachelor’s programme including Honours Programma and study abroad

Second Year
- Persuasive Communication
- Political Communication and Journalism
- Research Workshop: Experiment

Kick-off
- Statistical Modelling for Communication Research
- Qualitative Research
- Pressure Cooker 6 EC

Third Year
- Study abroad electives
- Internship
- Communication Consultancy
- Communication Ethics
- Interdisciplinary module 6 EC*

Second Year
- Graduation Project
- Topic
- Honours Course 12 EC

Third Year
- Interdisciplinary module 6 EC*

*Students should obtain 12 EC in Interdisciplinary courses