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Programme-Specific Part (PSP)
to the Education and Examination Regulations (EER) 2024-2025

For the Bachelor of Science programme Communication Science (B-COM)
dd. 05-06-2024

COMMUNICATION SCIENCE

BACHELOR

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1. General provisions

1.1. Admission to the COM bachelor programme

In addition to the admission regulations laid down in the 'Colloquium Doctum' (see the website <https://www.utwente.nl/en/education/bachelor/admission/colloquium-doctum/>), there are no extra statutory requirements. This article refers to the admission regulation below.

Dutch students:

- Pre-university education: VWO (profile Economie & Maatschappij, Natuur & Gezondheid, Natuur & Techniek or Cultuur & Maatschappij);
- HBO: hbo-propedeuse in a related field and VWO Wiskunde A, B or C; HAVO Wiskunde A or B.

Foreign students:

- Pre-university school-leaving certificate equivalent to the Dutch VWO-certificate (i.e. German Abitur, Belgian 'Diploma van Secundair Onderwijs', International or European Baccalaureate <http://www.utwente.nl/en/education/bachelor/admission/diplomas/>) and
- Sufficient level of Mathematics and English subject of school-leaving certificate (i.e. German Abitur certificate with "Mathematik und Englisch bis zum Abitur") or completing the University of Twente entrance exam).

1.2. Language of the programme

The language of communication, instruction and examination in the bachelor programme Communication Science is English.

1.3. Connecting Masters' programme(s)

A successful examination for the programme automatically qualifies students for immediate acceptance into the one-year UT Master of Science programme Communication Science.

1.4. Rights, duties and composition of the programme committee

In line with article 9.18 of the WHW, each programme has a programme committee, which has the duty to advise programme management on improving and safeguarding the quality of the programme. It has a right of consent regarding a number of topics in the Education and Examination Regulations (EER), e.g. the goals and intended learning outcomes of the programme in terms of knowledge, insight and skills that a student should have acquired at the end of the programme; where necessary the layout of practical exercises; the study load of the programme and its study units. In addition, the programme committee evaluates on a yearly basis the manner in which the EER has been carried out and has the right to advise programme management and the dean – invited or uninvited – on all matters relating to the teaching in the

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programme. The composition of the current programme committee can be found here:

<https://www.utwente.nl/en/com/programme-committee/>.

2. Contents and structure of the programme

2.1. Contents and structure of the programme

The programme consists of three academic years (B1, B2 and B3) of 60 ECs each. The academic timetable for the programme consists of two semesters per year (September-January and February-July), each semester consisting of two quarters of ten (or eleven) weeks each. In the first and second year, every quarter, students take part in one coherent module of 15 EC (420 hours) consisting of four study units. In the third year students take electives in the first semester and finalize their bachelor with two stretch modules in the second semester.

The first and second year (Modules 1-8)

The bachelor programme is based on the so-called Twente Educational Model (TEM), which means challenging themed project education. Each coherent module consists of four or five study units: a **Project** study unit (P), a **Theory** study unit (T), a **Research** study unit (R), and one or two Academic and Professional **Skills** study units (S). Each module centers on a specific project (P) which is the core of the module and reflects a contemporary challenge at the crossroads of communication, organization, technology and design. To solve this challenge, students will get input from the other three study units. This means that students will get acquainted with the theoretical underpinnings of the specific issues at stake (Theory), they will know how to study the topic at hand and conduct own research (Research) and how to effectively communicate (Skills: academic and professional skills, including for example academic writing, presenting and debating, design and animation, intercultural skills and reflection).

Within the coherent module, students work in the Project study unit in groups on project-oriented assignments and gain new knowledge independently (under the support and supervision of tutors). Such a teaching approach requires a variety of assessment forms in the coherent module— individual and group assignments, individual written tests, group papers and presentations, etc. - which are applied at different phases along each coherent module. Following article 3.6 of the Education and Examination Regulations, more detailed information on the exam formats (assessment schedule) can be found at the Digital Learning Environment (Canvas site) of each coherent module.

A module has a duration of one quarter (typically ten calendar weeks) and students subscribe every quarter for one module, not for separate study units. In other words: a module is offered as one educational unit and students take it as such. This is the rule that applies to every student and will only be deviated from in case of special personal circumstances and after consultation with and approval from the study adviser. The consequence of deviation from this rule is losing – at least partly - the synergy between the study units within a coherent module.

The third year (Modules 9-12)

In the first semester of the third year (modules 9+10) students do electives outside the COM bachelor programme. In the second semester of the third year students follow the modules 11 and 12. The coherent modules 11 (COM@work) and 12 (COM Bachelor thesis) have a different structure than the other modules. Module 11 serves as a labor market preparation and gives students more insight in their own skills and interests, the professional field of communication science, and typical jobs communication science students perform. In module 12 students show their acquisition of the competences specified in the intended learning outcomes of the programme. The COM Bachelor thesis module is a research-oriented assignment that contributes to existing knowledge within the Communication Science field of inquiry. The assignment includes justified choices towards theory, practice and design. The final result of the thesis is a public document that will be published in the Repository of the Library of the UT. The examination board can, under specific circumstances, deviate from this rule. Students should submit a request in this regard to the examination board.

More details about all modules can be found in OSIRIS and on the Canvas site of the modules.

To attain the programme objectives and intended learning outcomes of the programme, the study units are offered by a combination of (interactive) lectures, tutorials, practicals and supervised self-study.

Below, in Tables 1, 2 and 3 an overview is given of all the modules, including module coordinators, the study units within a module, the examiners per study unit, and the study load (EC's) per study unit.

Table 1: Curriculum 2024-2025, first year (B1) BSc Communication Science (COM)

Module	Name study unit	Examiner	EC
1. We connect society (202000265)		Galetzka, dr. M.	
202000266	Popularizing global challenges (P)	Galetzka, dr. M.	3
202000267	Intro to communication science (T)	Galetzka, dr. M.	4
202000268	Research methods & 1 (R)	Steinrücke, dr. J.	5
202300071	Professional writing (S)	Tollenaar, drs. W.B.	1.5
202300072	Design skills (S)	Steenbreker, B. MSc.	1.5
2. Understanding media (202000270)		Jacobs, dr. R.S.	
202000271	Effects of media use (P)	Jacobs, dr. R.S.	3
202000272	Media psychology (T)	Jacobs, dr. R.S.	5
202000273	Survey analysis (R)	Steinrücke, dr. J.	5
202300074	Theoretical framework (S)	Tollenaar, drs. W.B.	1
202300075	Presenting (S)	Tollenaar, drs. W.B.	1
3. The innovation journey (202000275)		Gosselt, dr. J.F.	
202000276	Stakeholder & reputation management (P)	Gosselt, dr. J.F.	5
202000277	Public relations of innovations (T)	Gosselt, dr. J.F.	4
202000278	Big data & text mining (R)	Amir Haeri, dr. M.	3
202000279	Media framing & crisis response (S)	Gosselt, dr. J.F.	3

4. Design for user experience (202000280)		Karreman, dr. J.	
202000281	User-centered design (P)	Karreman, dr. J.	4
202000282	Human-technology interaction (T)	Karreman, dr. J.	4
202000283	Usability testing & interviewing (R)	Karreman, dr. J.	4
202000284	Business case proposition (S)	Tollenaar, drs. W.B.	3

Table 2: Curriculum 2024-2025, second year (B2) BSc Communication Science (COM)

Module	Name study unit	Examiner	EC
5. The network society (202100028)		Graaf, dr. A.A.C.G. van der	
202100029	The media influencers (P)	Graaf, dr. A.A.C.G. van der	4
202100030	The digital society (T)	Graaf, dr. A.A.C.G. van der	4
202100031	Big data & network analysis (R)	Amir Haeri, dr. M.	4
202100032	Storytelling & audio-visual design (S)	Graaf, dr. A.A.C.G. van der	3
6. Lead the change (202300084)		Laar, dr. E. van	
202300085	Changing organizations (P)	Laar, dr. E. van	5
202300086	Organizational communication (T)	Laar, dr. E. van	4
202300087	In-depth interview (R)	Zeeuw, dr. A. van der	3
202300088	Literature review (S)	Tollenaar, drs. W.B.	2
202300089	Consultancy (S)	Tollenaar, drs. W.B.	1
7. Persuasive design (202100040)		Galetzka, dr. M.	
202100041	Evidence based design (P)	Galetzka, dr. M.	4
202100042	Social psychology & persuasive technology (T)	Galetzka, dr. M.	3
202100043	Experimental design & analysis (R)	Berg, dr. S.M. van der	4
202100044	Persuasive environment (S)	Galetzka, dr. M.	4
8. The quantified self (202200354)		Zeeuw, dr. A. van der	
202200355	Designing a student algorithm (P)	Zeeuw, dr. A. van der	4
202200356	Ethics & philosophy (T)	T.B.A	5
202200357	Deep data and predictive modelling (R)	Zeeuw, dr. A. van der	3
202200358	Rhetoric & debate (S)	Karreman, dr. J.	3

Table 3: Curriculum 2024-2025, third year (B3) BSc Communication Science (COM)

Module	Name study unit	Examiner	EC
9.	Minor, internship or exchange		15
10.	Minor, internship or exchange		15
11.	COM@work (202200013)	Tempelman, drs. M.H.	
202200014	COM@work	Tempelman, drs. M.H.	10
12.	Bachelor thesis (202000308)	Gosselt, dr. J.F.	
202000309	Bachelor thesis	Gosselt, dr. J.F.	20

The following study units must also be completed; for more information, see 6.3.

Code study unit	Name study unit
192480300	Test subject hours, B1
192480400	Test subject hours, B2 and B3

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2.2. Study load

The programme has a total study load of 180 EC (1 EC = 28 hours of study). The study load of each of the study units making up the programme is listed in EC in Tables 1, 2 and 3.

2.3. Programme-specific characteristics

The programme is a full-time programme.

2.4. Honours programme/STAR programme

For students obtaining excellent results there are two options for doing something extra up and above the standard programme: the STAR programmes within the Communication Science programme and the UT's Bachelor Honours programme.

The STAR programme:

A STAR programme is offered in five out of the eight core modules of the programme (in module 2, 3, 4, 7 and 8). Participation in a STAR programme implies that the selected students will do an individual assignment that focuses on more in-depth knowledge or skills related to the module's content. If this assignment is finished successfully (to be decided by the module coordinator), the student receives an excellence STAR. Based on their individual test grades in the previous quarter/module, the top 10% of the students are invited to participate. Successful participation in this programme, including the total number of excellence STARs obtained, will be mentioned on the diploma supplement. Successful participation in the STAR programme of at least three modules can contribute to graduating with distinction. See chapter 7.

The UT's Bachelor Honours programme:

This programme starts every year in February and is for the top 5% of first year students of each study only. In nearly one and a half year students follow a programme of 30 EC. Three variants are offered, in science, design and mathematics. Students work in interdisciplinary groups and learn about great scientists or designers, they learn to ask questions about everyday scientific situations, they learn how to write their own research proposal, and make a joint final work. More information can be found at the website of the honours programme: <https://www.utwente.nl/en/excellence/>.

2.5. Elective options

After two years of coherent modules, in the first semester of the third year students can choose between a 30 EC study abroad, an internship or a 30 EC minor or equivalent at the UT.

More information about spending (a part of) a semester abroad can be found on the Faculty BMS study abroad website: <https://www.utwente.nl/en/bms/education/study-abroad/>.

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More information about Bachelor Communication Science internships is available on the internship and graduation website: <https://www.utwente.nl/en/com/graduation-web/>.

Students who opt to stay at the UT to fill their elective space, can choose from a number of High-Tech Human-Touch minors, the Crossing Borders minor and a number of “join-in minors”. For the most recent information on the minors that are being offered please consult the UT website: <https://www.utwente.nl/en/education/electives/minor/>.

2.6. Joint/double degrees and/or international cooperation and agreement(s)
Not applicable.

2.7. Pre-master’s programme
See the Programme-specific appendix to the Education and Examination Regulations (EER) 2024-2025 for the Master of Science programme Communication Science (M-COM).

2.8. Minors
The Bachelor Communication Science does not offer any standalone minors.

3. Programme objectives and intended learning outcomes

3.1. Programme objectives

The goals of the programme are related to the following academic competencies and skills:

1. Theoretical knowledge and understanding.
2. Research competencies.
3. Problem solving competencies.
4. Professional skills.
5. Academic skills.
6. Personal development.

3.2. Intended learning outcomes

1. **Theoretical knowledge and understanding.** Graduates from the BSc Communication Science programme are able to demonstrate their knowledge and understanding of theories and core concepts in:
 - 1.1. Communication Science: interaction processes, message effectiveness, information processing, models of persuasion, intercultural communication, communication ethics and philosophy, science communication;
 - 1.2. Digital society-related sub disciplines: media psychology, digital media, network society, social networks, serious gaming, media use and effects;
 - 1.3. Changing organizations-related sub disciplines: corporate communication, public relations, organizational communication, leadership, identity and reputation, stakeholder communication, crisis communication, change management;
 - 1.4. Persuasive technology related sub disciplines: human-technology interaction, user experience, technology communication, marketing communication, visual communication, multisensory design, social psychology, behavioural change;
2. **Research competencies.** Graduates from the BSc Communication Science programme are at a basic level (beginner's level for Master's degree, beginning academically educated practitioner) able to:
 - 2.1. Understand the fundamental principles of social-scientific research including the empirical cycle, research questions and hypotheses, validity and reliability, research paradigms, and formative and summative evaluation;
 - 2.2. Analyse communication-related phenomena and relate them to a theoretical framework, in such a way that it results in researchable and relevant questions;
 - 2.3. Design a research about communication related phenomena in a systematic, transparent and scientifically responsible manner, and execute this through the

substantiated selection and correct application of basic, accepted quantitative (survey, experiment, content analysis, network analysis) and qualitative (interview, focus group, observation, text mining, usability testing) communication research methods and techniques and big data analytics (including statistical learning and machine learning);

- 2.4. Analyse research outcomes in a systematic manner using (statistical) software including R and Atlas.ti;
- 2.5. Interpret and discuss the outcomes of research activities in the context of the stated research question;
- 2.6. Effectively report and present research according to scientific conventions to specialist and non-specialist audiences.

3. Problem solving competencies. Graduates from the BSc Communication Science programme are at a basic level (beginner's level for Master's degree, beginning academically educated practitioner) able to:

- 3.1. Analyse technological, societal and organizational challenges from a communication perspective;
- 3.2. Use scientific theories and core concepts, applied communication research methods, and practical knowledge (professional literature) to diagnose technical, societal and organizational challenges or to optimize solutions;
- 3.3. Use creative thinking skills to solve technical, societal and organizational challenges from a communication perspective;
- 3.4. Systematically compare possible solutions to a stated problem;
- 3.5. Evaluate the quality of communicative solutions (formative and summative evaluation) as well as the process of developing and implementing them (process evaluation);
- 3.6. Effectively report and present a communicative solution to a specific target audience.

4. Professional skills. Graduates from the BSc Communication Science programme are at a basic level (beginner's level for Master's degree, beginning academically educated practitioner) able to:

- 4.1. Communicate effectively with different stakeholders (e.g. press release, spokesman ship, rhetoric and debate, popularizing and framing, persuasive pitches and presentations, negotiating, app design, workshop design);
- 4.2. Understand the dynamics of organizations and the role of communication;
- 4.3. Understand the effects and opportunities of technological innovations;
- 4.4. Design and visualize ideas and solutions using contemporary audio visual materials (e.g. film making, infographic, corporate visual identity design, data visualization, animation) by means of software packages (e.g. Photoshop, Axure, Illustrator, Unity, Canva);

- 4.5. Communicate effectively and appropriately (demonstrating cultural self-awareness, openness, empathy and the ability to deal with uncertainty, differences and 'conflicts') with individuals from distinct cultural backgrounds;
 - 4.6. Plan, organize and manage their work effectively and quality oriented, both individually and when working in a(n) (international) team;
 - 4.7. Reflect on individual work (process and results) and, when working in a team, on the team's work process, intercultural competences and results as well as their own and others' contribution to the team work;
 - 4.8. Provide and use feedback in an adequate way;
 - 4.9. To reflect on their own competencies and professional actions.
5. **Academic skills.** Graduates from the BSc Communication Science programme are at a basic level (beginner's level for Master's degree, beginning academically educated practitioner) are able to:
- 5.1. Critically reflect on and judge the significance and value of scientific knowledge and exchange and justify arguments in a critical, open and constructive way, both with specialists and non-specialists;
 - 5.2. Gather and interpret relevant data and information to make judgements that include reflection on relevant societal, scientific or ethical issues;
 - 5.3. Understand the ethical implications of academic work.
6. **Personal development.** Graduates from the BSc Communication Science programme are able to:
- 6.1. Be sensitive to scientific, societal, and technological developments;
 - 6.2. Operate with an intercultural mindset;
 - 6.3. Position themselves as a communication professional in the labour market;
 - 6.4. Initiate and shape their own learning and working process, and bear responsibility for their own professional development;
 - 6.5. Make use of a broad perspective and knowledge base, when working on communication problems and solutions.

4. Assessment/examination

4.1. Final examination

A student passes the BSc Communication Science programme when the examinations of all study units, including the test subject hours and bachelor thesis, have been passed successfully.

4.2. Assessment format examinations/tests

Following the principles of the Twente Educational Model (TEM), each coherent module in the B1 and B2 consists of four or five study units (Project, Theory, Research, and one or two units of Academic and/or Professional Skills). In the second semester of the B3 the structure is different as module 11 (COM@work) and module 12 (COM Bachelor thesis) consist of one study unit in which theory, research and skills are simultaneously tested. In general, each study unit examination consists of a mixture of assessment methods. These may include individual and group assessments, such as written and oral tests, written assignments and different forms of presentations (e.g., poster and pitch).

For each coherent module an assessment schedule is defined (see paragraph 4.3, and article 3.6 EER). An overview of the assessment schedules of each module is presented in Tables 4, 5 and 6 on the next pages. The final version of the assessment schedule of each module is published in Canvas at least two weeks before the start of the module (see article 3.6.4 EER).

Tests can be held online. When a test is held online by means of online surveillance or online proctoring, the examination board may lay down further rules and conditions for online (proctored) testing. See article 3.2. EER.

4.3. Grading and period of validity of test results

1. A study unit is completed with an examination. The examination is based on one or more test results. An examination result is defined as a test or series of tests for which one result is registered in OSIRIS (see article 7.10 WHW). The study units are described in tables 1, 2 and 3.
2. For practical exercises (see article 3.1.5 EER) within study units, by default only one opportunity to pass will be organized. The assessment plan of the study unit can be used to arrange an exception to this rule and will need to specify all criteria and details of the re-sit or repair option.
3. Article 3.3.5 EER states that examination results are expressed in half grades from 1.0 up to and including 5.0 and from 6.0 up to and including 10.0 whereby:
 - a. Grades will only be rounded in the last phase of the assessment of the study unit;
 - b. The rounding is done in accordance with the following scheme:

Grade < 5.00 or > 5.99	n.01 up to and including n.24 = n.0
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	n.25 up to and including n.74 = n.5
	n.75 up to and including n.99 = (n+1).0
Grade ≥ 5.00 and ≤ 5.99	5.00 up to and including 5.49 = 5.0
	5.50 up to and including 5.99 = 6.0

4. For each test in a course or a module two opportunities will be offered, a regular test and a resit.
5. The resit of a test is open to all students, with the notion that for each test type, excluding open questions or MC exams, the highest grade possible for a resit is 6.0.
6. A study unit with a grade of ≥ 6.0 has been successfully completed and remains valid indefinitely. A study unit that was not passed, has to be repeated completely in the next academic year. Results of tests of a study unit expire after the academic year. Unless exceptions are in place (see 4.5).
7. To repair parts of a study unit, the assessment and format in which these are offered in the current academic year needs to be used.
8. The student will be enrolled in OSIRIS by the programme management for the parts of a study unit to be repaired. It is the student's responsibility to check whether this registration is correct at least one week prior to the start of the study unit.

Table 4: Curriculum 2024-2025, assessment schedules modules first year (B1) BSc Communication Science (COM)

Code study unit	Name study unit and tests	Minimum grade	Weight	EC
Module 1: We connect society (202000265)				
202000266	Popularizing global challenges (P)			3
	1P1: Group assignment content strategy (motivation report).	5.5	35%	1.05
	1P2: Group assignment professional blog (content).	5.5	30%	0.9
	1P3: Individual project/process assessment.	5.5	35%	1.05
202000267	Intro to communication science (T)			4
	1T1: Individual test with open questions.	5.5	100%	4.0
202000268	Research methods & statistics 1 (R)			5
	1R1: Individual test with combination of open questions and multiple choice.	5.5	100%	5.0
202300071	Professional writing (S)			1.5
	1S1: Individual assignment literature search.	P / F		
	1S2: Individual assignment paragraph writing.	5.5	100%	1.5
202300072	Design skills (S)			1.5
	1S3: Individual assignment infographic.	5.5	100%	1.5
Module 2: Understanding media (202000270)				
202000271	Effects of media use (P)			3
	2P1: Individual assignment survey design.	P / F		
	2P2: Group assignment Performing and disseminating a study.	5.5	85%	2.5
	2P3: Individual process assessment.	5.5	15%	0.5
202000272	Media psychology (T)			5
	2T1: Individual test with open questions.	5.5	100%	5.0
202000273	Survey analysis (R)			5
	2R1: Individual test, combination of open questions and multiple choice.	5.5	100%	5.0
202300074	Theoretical framework (S)			1
	2S1: Individual assignment theoretical framework.	5.5	100%	1
202300075	Presenting (S)			1
	2S2: Individual academic pitch and policy debate.	5.5	100%	1
Module 3: The innovation journey (202000275)				
202000276	Stakeholder & reputation management (P)			5
	3P1: Group assignment PR plan.	5.5	90%	4.5
	3P2: Individual process assessment.	5.5	10%	0.5
202000277	Public relations of innovations (T)			4
	3T1: Individual test with open questions.	5.5	100%	4.0
202000278	Big data & text mining (R)			3
	3R1: Individual test media analysis and R.	5.5	100%	3.0
202000279	Media framing & crisis response (S)			3
	3S1: Individual assignment press release.		30%	0.9
	3S2: Individual assignment talk show interview.		20%	0.6
	3S3: Individual assignment reflection paper.		50%	1.5
	Compensation between 3S1, 3S2 and 3S3.			

Module 4: Design for user experience (202000280)

202000281	User-centered design (P)			4
	App design process.		75%	
	4P1: Group assignment Requirements analysis.		1/3	1.0
	4P2: Group assignment App design.		1/3	1.0
	4P3: Group assignment Formative evaluation.		1/3	1.0
	Compensation between 4P1, 4P2 and 4P3.			
	4P4: Individual assignment Reflection.	5.5	25%	1.0
202000282	Human-technology interaction (T)	1.0		4
	4T1: Individual test with open questions.	5.5	100%	4.0
202000283	Usability testing & interviewing (R)			4
	4R1: Individual test with open questions.	5.5	100%	4.0
202000284	Business case proposition (S)			3
	4S1: Group assignment Value proposition.		30%	0,9
	4S2: Group assignment Shark tank folder.		20%	0,6
	4S3: Group assignment Shark tank pitch & deal.		50%	1,5
	Compensation between 4S1, 4S2 and 4S3.			

Table 5: Curriculum 2024-2025, assessment schedules modules second year (B2) BSc Communication Science (COM)

Code study unit	Name study unit and tests	Minimum grade	Weight	EC
Module 5: The network society (202100028)				
202100029	The media influencers (P)			4
	5P1: Group assignment Proposal.	P / F		0.0
	5P2: Group assignment: The network society (social network analysis & transmedia storytelling).	5.5	100%	4.0
202100030	The digital society (T)			4
	5T1: In class critiques / discussion facilitation.	5.5	20%	0.8
	5T2: Individual test with open questions.	5.5	80%	3.2
202100031	Big data & network analysis (R)			4
	5R1: Individual test with open questions.	5.5	100%	4.0
202100031	Storytelling & audio-visual design (S)			3
	5S1: Portfolio: Individual storytelling via social media.	5.5	100%	3.0
	5S2: Peer assessment process: Individual storytelling via social media.		P / F	0.0
Module 6: Lead the change (202300084)				
202300085	Changing organizations (P)			5
	6P1: Group assignment Interview guideline & data collection plan.	P / F		
	6P2: Group assignment Consultancy report.	5.5	100%	5
	6P3: Individual assignment Critical incident reflection.	P / F		
202300086	Organizational communication (T)			4
	6T1: Individual test with open questions.	5.5	100%	4

202300087	In-depth interview (R)			3
	6R1: Individual test with open questions.	5.5	100%	3
	6R2: Individual Research project bundle.	P/F		
202300088	Literature review (S)			2
	6S1: Individual assignment Literature review.	5.5	100%	2
202300089	Consultancy (S)			1
	6S2: Group assignment Workshop.	5.5	100%	1
Module7: Persuasive design (202100040)				
202100041	Evidence based design (P)			4
	7P1: Individual assignment scientific article.	5.5	65%	2.6
	7P2: Group assignment poster presentation.		35%	1.4
202100042	Social psychology & persuasive technology (T)			3
	7T1: Individual test with open questions.	5.5	100%	
202100043	Experimental design & analysis (R)			4
	7R1: Individual test with multiple choice questions & open questions.	5.5	100%	
202100044	Persuasive environment (S)			4
	7S1 Group assignment design of a persuasive VR intervention.	5.5	100%	
Module 8: The quantified self (202200354)				
2022200355	Designing a student algorithm (P)			4
	8P1: Individual enactive ethnography report.	5.5	70%	2.8
	8P2: Individual Digital doubles peer review.	5.5	30%	1.2
202200356	Ethics and philosophy (T)			5
	8T1: Individual take home exam.	5.5	100%	5.0
202200357	Deep data and predictive modelling (R)			3
	8R1: Individual research report.	5.5	100%	3.0
202200358	Rhetoric & debate (S)			3
	8S1: Individual position paper.		70%	2.1
	8S2: Duo oral debate.		30%	0.9
	Compensation between 8S1 and 8S2.			

Table 6: Curriculum 2024-2025, assessment schedules modules 11 and 12 of the third year (B3) BSc Communication Science (COM)

Code study unit	Name study unit and tests	Minimum grade	Weight	EC
Module 11: COM@work (202200013 / 202200014)				10
	11-1: Individual assignment Conversation guide.	P / F		
	11-2: Individual assignment Company visits and alumni interviews.	P / F		
	11-3: Individual assignment Q-sort analysis 21 st century skills.	P / F		
	11-4A: Individual assignment: Essay about views on the future professional field)	5.5	60%	6
	11-4B: Group assignment: Podcast script and production about views on the future professional field.	5.5	40%	4
				20

Module 12: COM Bachelor thesis (202000308 / 202000309)

12-1: Individual assignment Thesis report.	5.5	70%	14
12-2: Individual assignment Popularizing your research.		10%	2
12-3: Individual presentation and defence of the research.		10%	2
12-4: Individual process skills and management of the thesis.		10%	2

4.4. Maximum number of attempts for tests/examinations

For each study unit one resit will be offered in the same academic year (see article 3.1.5 EER).

4.5. Specific pass-fail regulations

Not applicable.

4.6. Prerequisites / required sequence of examinations

The formal sequence of the study units and their exams is the order as recorded in Tables 1, 2 and 3. Below the prerequisites per study unit (Tables 7, 8 and 9).

Table 7: Prerequisites B1 study units curriculum 2024-2025

	Name study unit	Prerequisites
MODULE 1 WE CONNECT SOCIETY	Popularizing global challenges (P)	Obligatory: Intro to communication science (T) Research methods & statistics 1 (R) Professional writing (S) Design skills (S)
	Intro to communication science (T) Research methods & statistics 1(R) Professional writing (S) Design skills (S)	
MODULE 2 UNDERSTANDING MEDIA	Effects of media use (P)	Obligatory: Media psychology (T) Survey analysis (R) Theoretical framework (S) Presenting (S)
	Media psychology (T) Survey analysis (R) Theoretical framework (S) Presenting (S)	Desirable: Research methods & statistics 1 (R)
MODULE 3 THE INNOVATION JOURNEY	Stakeholder & reputation management (P)	Obligatory: Public relations of innovations (T) Big data & text mining (R) Media framing & crisis response (S)
	Public relations of innovations (T) Big data & text mining (R) Media framing & crisis response (S)	

MODULE 4 DESIGN FOR USER EXPERIENCE	User-centered design (P)	Obligatory: Human-technology interaction (T) Usability testing & interviewing (R) Business case proposition (S)
	Human-technology interaction (T)	
	Usability testing & interviewing (R)	
	Business case proposition (S)	

Table 8: Prerequisites B2 study units curriculum 2024-2025

	Name study unit	Prerequisites
MODULE 5 THE NETWORK SOCIETY	The media influencers (P)	Obligatory: The digital society (T) Big data & network analysis (R) Storytelling & audio-visual design (S)
	The digital society (T)	
	Big data & network analysis (R)	Desirable: Big data & text mining (R)
	Storytelling & audio-visual design (S)	
MODULE 6 LEAD THE CHANGE	Changing organizations (P)	Obligatory: Organizational communication (T) In-depth interview (R) Literature review (S) Consultancy (S)
	Organizational communication (T)	
	In-depth interview (R)	Desirable: Usability testing & interviewing (R)
	Literature review (S) Consultancy (S)	
MODULE 7 PERSUASIVE DESIGN	Evidence based design (P)	Obligatory: Social psychology & persuasive tech (T) Experimental design & analysis (R) Persuasive environment (S)
	Social psychology & persuasive tech (T)	
	Experimental design & analysis (R)	Desirable: Research methods & statistics 1 (R) Survey analysis (R)
	Persuasive environment(S)	Desirable: Professional writing (S) Design skills (S) Theoretical framework (S) Presenting (S)
MODULE 8 THE QUANTIFIED SELF	Designing a student algorithm(P)	Obligatory: Ethics & philosophy (T) Deep data and predictive modelling (R) Rhetoric & debate (S)
	Ethics & philosophy (T)	
	Deep data and predictive modelling (R)	Desirable: Big data & text mining (R) Big data & network analysis (R)
	Rhetoric & debate (S)	

Table 9: Prerequisites B3 study units curriculum 2024-2025

Name study unit	Prerequisites
Elective space B3 (30 EC first semester):	
• Internship	At least 90 EC successfully passed, among which modules 1, 2, 5 and 6.
• High Tech Human Touch modules	At least 90 EC successfully passed.
• Join-in minors	At least 90 EC successfully passed.
• Crossing Borders, Educative minor, Board minor	At least 90 EC successfully passed.
• Elective bachelor courses (for example from another university)	B1 completed, and B2 modules 5 and 6 completed.
• Elective courses from UT master's programmes ^{1,2,3}	B1 and B2 successfully passed, plus prerequisites from the offering programme.
• Studying abroad	B1 completed, and B2 modules 5 and 6 completed.
MODULE 11 COM@work	B1 and B2 successfully passed.
MODULE 12 COM Bachelor thesis	B1 and B2 successfully passed.

¹ B-COM students are not allowed to follow M-COM study units because the master of science programme Communication Science is the transfer ("doorstroom") master programme for the bachelor of science programme Communication Science.

² B-COM students who want to follow one or more master courses in their B3 elective space first have to submit a motivated request in time to the programme director of the bachelor of science programme Communication Science. If the request is approved the student is obliged to also ask the programme director of the corresponding master programme for approval of which the master study unit is part.

³ B-COM students are not allowed to follow study units which are part of the Double Degree programme Digital Marketing.

Prerequisites within a study unit

Should prerequisites apply within a study unit (e.g., students may only take part in a test if the previous assignment was successfully completed), then the examiner must make this requirement known through Canvas to the participating students in advance of the start of the study unit.

4.7. Examination board

The examination board is the body that determines in an objective and expert manner whether a student meets the conditions set under the Education and Examination Regulations (EER) concerning the knowledge, insight and skills required to obtain a degree. Members of the examination board are appointed by the dean of the faculty.

More information, including the most up-to-date composition of the examination board can be found on its website: [examination boards BMS](#). All information for students, examiners and educational support staff about the examination boards of BMS is published there, including their Rules and Guidelines, and the procedures and conditions for submitting a request.

4.8. Evaluation of education

The modules in the programme are evaluated via the internal quality assurance system based on the Plan-Do-Check-Act cycle. Each involved stakeholder (students, teaching staff, programme committee and programme management) has their specific contribution to the evaluation of the education.

The PDCA cycle includes:

- Quarterly evaluations organised by the COM Feedback Committee (CFC), organised by the study association Communiqué. Students of all levels of education are represented in the CFC. The reports of the CFC are shared and discussed with the Programme Committee and the management team.
- End-of-module surveys, distributed amongst all participants of the module. The surveys are shared and discussed with the Programme Committee and the management team.
- Module improvement plans, including proposals for the next academic year, are compiled by the module coordinator, in collaboration with the module team. This module improvement plan is based on experiences of the module team and student feedback (CFC reports, module survey, and student feedback during the module). The module improvement plans are shared and discussed with the Programme Committee and the management team.

Students will be informed of the survey results and intended improvements by the module coordinator during a lecture in the next quarter or via Canvas.

5. Transitional arrangements

Article 8.4 of the EER 2024–2025 of the Faculty of Behavioural, Management and Social Sciences for bachelor programmes is applicable. This means that if a study unit or part of a study unit that does not involve a practical exercise is deleted from the programme, then students (only when exam/test results from the deleted study unit are registered in the Student Information System) are to be given two opportunities in the following academic year to take the relevant exam/test, either orally or in writing, or to undergo another form of assessment.

2024-2025

No transitional arrangements.

2023-2024

Module 6 Lead the Change, study unit 202100037 In-depth interview (R):

This transitional arrangement only applies to students who started module 6 Lead the Change, study unit 202100037 In-depth interview (R) for the first time in the academic year 2021-2022 or 2022-2023.

The 6R1: Group assignment Research instrument of this study unit was intertwined with the project. However, the result of this assignment was administratively processed under the In-depth interview (R) study unit.

In the academic year 2023-2024 the composition of the study unit In-depth interview (R) (202100037) has changed.

2022-2023		2023-2024	
In-depth interview (202100037) 3EC		In-depth interview (202300087) 3EC	
6R1: Group assignment Research instrument	0%	6R1: Individual test with open question	100%
6R2: Individual test with open question	100%	6R2: Ind. assign. Research project bundle	0%

Students who started the study unit In-depth interview (R) (202100037) and completed 6R1: Group assignment Research instrument can complete the study unit In-depth interview (202100037) under the composition as the study unit was taught in 2022-2023.

This means that the results of 6R1: Group assignment Research instrument remain valid indefinitely and these students can complete the study unit In-depth interview (202100037) by taking 6R1: Individual test with open question exam of the study unit In-depth interview (202300087).

In Osiris, the result of 6R1: Individual test with open question exam of the study unit In-depth interview (202300087) will substitute 6R2: Individual test with open question (202100037)

2022-2023

Module 8 The quantified self

This module was renewed in 2022-2023. The table below demonstrates the old and new replacement courses. Students who have not successfully completed all study units are required to take the replacement course of the unfinished study unit(s).

Old	New 2022-2023
R: Visualizing personal big data (202100049)	R: Deep data and predictive modelling (202200357)
P: Creating digital doubles (202100047)	P: Designing a student algorithm (202200355)
T: Ethics & philosophy (202100048)	T: Ethics & philosophy (202200356)
S: Rhetoric & debate (202100050)	S: Rhetoric & debate (202200358)

2021-2022

Module 7 Communication by design, study unit Quantitative data analysis 2 (202000298) (R):

This module was renewed in 2021-2022. The table below demonstrates the former and replacement courses. Students who have not successfully completed the Quantitative data analysis 2 (202000298) study unit are required to take the replacement course.

Old	New 2021-2022
R: Quantitative data analysis 2 (202000298)	R: Experimental design and analysis (202100043)

2020-2021

Module 4 Persuasive technology (202000273), R: Quantitative Data Analysis 1

R: Quantitative Data Analysis 1 of Module 4 Persuasive technology has been replaced by R: Survey analysis (202000273) of Module 2 Understanding Media (202000270). Students who have not successfully completed Quantitative Data Analysis 1 are required to take the replacement course.

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Module	Old	New
4 (old) / 2 (new)	R: Quantitative Data Analysis 1 (module code 201600097)	R: Survey analysis (202000273)

6. Binding recommendation

(Binding) recommendation on continuation of studies

The UT enforces a binding recommendation for all Bachelor's programmes (see article 6.2 of the EER). First year students in the Bachelor programme will receive a positive recommendation if they have:

1. completed at least three coherent modules (45 EC)
OR
1. completed at least 75% of the first year study load (60 EC) of study units, as registered in OSIRIS); provided that students have no more than one insufficient study unit exam grade in each learning-teaching trajectory (the four learning-teaching-trajectories in the first year are: Project, Theory, Research and Skills). See table 1.

The programme management can decide to defer the final recommendation to the second academic year, for instance due to a study switch or personal circumstances. In case of personal circumstances:

1. **Notification:** students should report the study adviser as early as possible their study is or might be delayed. Possibly a study plan will be drawn up. This study plan will be included in the student's BSA file.
2. **Assessment after module 1:** in consultation with the study adviser, students can apply at an early stage for an assessment of their circumstances by the Committee Personal Circumstances (CPO). This is only done in cases for which non-assessment can have a negative influence on the student's personal situation.
3. **Assessment in regular cases:** students should apply for an assessment (in consultation with their study adviser) when they cannot meet the BSR standard. They have to submit the application before 30 June 2025. Depending on the circumstances, the application should be underpinned with supporting documents (see: <https://www.utwente.nl/ces/sacc/en/regulations/bsa/>)
4. **Interview with a study adviser:** students must arrange a meeting with a study adviser before 30 June (the meeting should take place before 15 July 2025). The study adviser can help students to formulate their problem (own written statement) as well as advise on other (financial) regulations that might be applicable.
5. **Recommendation of the CPO:** the Committee Personal Circumstances (CPO) will assess the legitimacy, the expected duration and the severity of the students' personal circumstances and gives a recommendation to the Programme Board (students will receive a copy).
6. **Decision of the Programme Board:** the final binding recommendation (positive, negative or deferred) will be made taken into account the ruling of the CPO. Before this recommendation is finalized, students who receive a negative binding recommendation, can request a hearing.

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7. Students can appeal to the central complaints desk against the final decision (see: https://www.utwente.nl/ces/student services/en/complaints_desk).

7. Graduation with distinction (Cum Laude)

The following rules for graduation with distinction apply only to students who started the Bachelor degree in 2024-2025. For students from previous cohorts, the Cum Laude rules of the academic year in which they started their Bachelor's degree will apply (see EER art4.3.5).

1. If upon sitting the bachelor's examination, the student has given evidence of exceptional capability, 'cum laude' ('with distinction') will be recorded on the degree certificate. A student is considered to have exceptional capability if all of the following conditions are met:
 - a. The weighted average of the exam grades obtained in the B1, B2 and B3 modules for the bachelor's exams (excluding the Project study units (P) and the 30 EC for B3 electives) amounts to at least 7.5; or at least three of the maximum five STAR programmes are obtained;
 - b. The final grade for the final study unit (bachelor's thesis) is at least an 8.0;
 - c. All B1, B2 and B3 study units of the bachelor's exams (excluding the Project study units (P) and the 30 EC for B3 electives) were assessed with an exam grade of 7.0 or higher;
 - d. No graded work is redone (excluding pass/fail assignments);
 - e. The study units for which exemption was granted are excluded from the average of the exam grade;
 - f. Exemption is granted for a maximum of one third of the total educational programme;
 - g. The Bachelor's Programme is completed within 3 academic years after first enrolment

If these guidelines are not fully met, the student may submit to the examination board a proposal for awarding the designation of 'with distinction' if:

- the special circumstances and exceptionality of the achievement are specially substantiated and,
- the student has consulted the study adviser and has his/her support in submitting the proposal.

In exceptional cases, the examination board may grant the designation of 'cum laude' if the criteria mentioned above have not been fully met. The rules applied by the examination board can be found in the Rules & Regulations of the examination board.

8. Other

8.1. Test subject hours

Premise: The programme considers it important that the bachelor's students gain experience in empirical research in the role of test subject. This allows them to gain familiarity with different types of research and they can better prepare themselves for their own research activities in the context of their study. With these efforts, students contribute to the research of bachelor's and master's students, and academic staff. Part of the bachelor's exam is a compulsory test subject unit for a total of 15 hours, of which 10 hours must be completed during the first bachelor's year. 1 hour = 1 credit = 1 point. Regulations:

1. The students are obliged to participate as a test subject in BMS faculty research for a total of 15 hours. 'BMS faculty research' is understood to mean research that is carried out by or under the responsibility of a lecturer who teaches for the BMS faculty. If the obligation of 10 hours for the B1 is fulfilled, a P for Pass is entered on the list of grades under '192901900 B1 test subject hours'. When the obligation of 5 hours for the bachelor's is fulfilled, a P for Pass is entered on the list of grades at '192902900 B2 and B3 test subject hours'.
2. For passing the first academic year (concerns students of the 2012 group and earlier), 10 hours of these 15 hours must be completed. The remaining 5 hours must be completed before the bachelor examination. The test subject hours must have been completed by taking part in at least five different research projects.
3. The length of participation in a research project is rounded off to 15 minutes with a minimum of 15 minutes.
4. When a student appears at the study as a test subject as agreed, and the research study does not take place, the student will still receive the announced number of test subject hours.
5. Students are deemed to participate seriously in the research and to be motivated in their efforts during an experiment/trial. The researcher may forgo the awarding of test subject points in the event of clear and demonstrable minimal effort on the part of the student.
6. The registration of points proceeds electronically through the 'Sona systems' program at <http://utwente.sona-systems.com/>. Students can view their obtained test subject points themselves using this system.
7. The lecturer or staff member responsible registers the number of obtained test subject hours per research project in 'Sona systems'.
8. The first academic year can only be competed if the compulsory test subject unit is passed.
9. The bachelor's diploma can only be obtained if the compulsory test subject unit of the second and third bachelor's year is passed.
10. Research for which test subject hours can be earned can be made known through either the notice boards in the canteen or through Sona Systems. The recruitment notice must always state the number of test subject hours than can be earned.
11. The research information states where and with whom the student must sign up. The student him/herself is responsible for noting the time, place and contact person (don't forget the room and telephone number!).

12. Any cancellation for an experiment for which a student has signed up, must be effected directly with the contact person for that experiment.
13. The BMS faculty ensures that the number of offered participation opportunities is sufficient. Should a student be of the opinion that their foundation year or bachelor's diploma cannot be completed because there were insufficient test subject opportunities, they can approach the Examination Board with a request for exemption for the remaining hours.
14. The Ethics Committee of the BMS faculty assesses (if applicable) whether the research meets the rules and standards set down in the faculty's Regulations for Ethics and Research.

8.2. Interpretation of article 3.4 (Modules) of the EER

The examiners of the study units bear the responsibility for the quality of the exams and tests and for the administration and announcements of the results of the exam and test (in close cooperation with any other examiners involved in the coherent module).

8.3. Interpretation of article 8.7 (Hardship Clause) of the EER

When the reason for a student to refer to this article is related to the examination of a study unit, the request will be treated by the examination board.

When the reason for a student to refer to this article is related to the organization of a coherent module or study unit, the request will be treated by the programme director.

8.4. GPA

The GPA (Grade Point Average) is stated on the diploma supplement and is the average of all the student's numerical grades, weighted in credits (EC).