

The BA (Internet Communications): Course learning outcomes

The BA (Internet Communications) overview

The Bachelor of Arts (Internet Communications) provides you with an opportunity to learn in detail about the human dimensions of the Internet: how people network, collaborate, and share information through Internet communications, media and design. You will develop advanced skills in creating, maintaining and managing online communications for personal and commercial interactions, as well as gaining knowledge of the social and cultural contexts within which those interactions occur. The approach is interdisciplinary: you develop skills in websites, public communication, social network management, collaboration via virtual organisations, and web media production. At the same time you will understand the political, economic and social changes associated with the Internet. By combining this major with recommended electives in media, design, business, information technology, marketing, and other disciplines, you will create the right degree program for you to become an astute, engaged professional communicator via the Internet.

Outcomes

In the BA (Internet Communications) students achieve one primary and nine secondary outcomes from their learning; these outcomes are demonstrated through the completion of assignments and other tasks during study. The exact outcomes achieved will, of course, vary for each student depending on each student's ability, their commitment to their studies and previous experience and knowledge.

More importantly, outcomes vary from student to student because the degree structure encourages each student to create a individual course of study, based around ten major units, ten freely chosen electives and four general humanities units. Therefore, every graduate will have a unique 'total outcome' from their study that suits their needs, expectations and potential career pathways. This degree structure allows students to learn a core set of skills and knowledge within the specific, professional context of Internet Communications and also play to their strengths and passions, gaining much from the great tradition of an open, liberal education. The resulting diversity and individualisation, underpinned by the compulsory units, produces the key outcomes for students.

Graduates of the BA (Internet Communications) have, first and foremost, demonstrated that they:

are leaders in the use of the Internet as a media and communication form and understand how the Internet and other networked technologies function in society

More specifically, graduates of the BA (Internet Communications):

1. Understand and apply key concepts of Internet Studies and apply transdisciplinary thinking to the application and creation of ideas concerning networked technologies of information and communication.
2. Think critically, creatively and reflectively so as to imagine, design, use and critique networked technologies of information and communication.
3. Conduct appropriate scholarly and professional research to find, access, organise, evaluate and synthesise information through a variety of media and apply that information to the construction of knowledge.
4. Communicate and facilitate communication through a variety of media, for different purposes, and for different audiences.

5. Use the Internet and related networked technologies of information and communication with an understanding of the complex interaction of political, cultural, and economic forces that constitutes technology as social.
6. Further develop skills and knowledge through self-directed learning.
7. Understand the complex interplay of local, national and global factors that influence and are expressed through the Internet and networked technologies of information and communication.
8. Recognise and value cultural difference and understand its significance in relation to network technologies and their use in society for communication and information.
9. Act ethically and responsibly to use, sustain and expand the social, business and cultural networks that exist via the Internet, when working independently and in teams.

Careers

The Internet is now an essential part of the media and communications environment in society and is part of most people's everyday lives. The BA (Internet Communications) will enable you, depending on the choices you make in the units you study, to work in a number of fields of employment: Internet communications, media and marketing; Internet content management; Internet policy and regulation; online research and analysis; virtual communities; website design and development; online media production; web publishing. Your studies will also lead to careers in more traditional media and information industries that are now moving online, as well as any corporate entity, public or private, that utilizes online communications.

We welcome the opportunity to assist you in choosing this degree:

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