

# HKBU CIE

HKBU Associate Degree &  
Self-funded Undergraduate Programmes  
浸大副學士及自資學士學位課程

**2022/23**  
**Prospectus**



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## Associate Degree Programme 副學士課程

10-79

### Division of Applied Science 應用科學學部 10-25

Environmental Conservation Studies 環境保育學  
Financial Technology 金融科技  
Geography and Resources Management 地理及資源管理  
Health Sciences 健康科學  
Life Science 生命科學  
Nutrition and Food Management 營養與食物管理  
Tree Management 樹木管理

### Division of Arts and Languages 人文及語言學部 26-37

Chinese for Professional Purposes 專業中文  
Cultural Studies 文化研究  
Music Studies 音樂學  
Professional Communication and English Studies 專業傳意及英語研究  
Visual Arts 視覺藝術

### Division of Business 商學部 38-49

Business Administration 工商管理  
Financial Management 財務管理  
Marketing 市場學  
Professional Accountancy 專業會計學  
Tourism and Hospitality Management 旅遊及款待業管理

### Division of Communication 傳理學部 50-63

Creative Communication 傳理學  
Creative Digital Media Design 創意數碼媒體設計  
Creative Media Writing 創意媒體寫作  
Film, Television and Digital Media Studies 電影、電視及數碼媒體學  
Journalism 新聞學  
Media Communication 媒體傳播

### Division of Social Sciences 社會科學學部 64-79

Applied Social Service 應用社會服務  
History and Hong Kong Studies 歷史及香港研究  
Practical Philosophy 實踐哲學  
Psychology 心理學  
Social and Public Policy Studies 社會及公共政策研究  
Society and Wellness Studies 社會與健康研究  
Sport and Recreation Studies 運動及康樂學

## HKBU Self-funded Undergraduate Programmes 浸大自資學士學位課程

80-105

### Applied Science 應用科學 82-83

Bachelor of Social Sciences (Hons) in Environment and  
Resources Management  
環境及資源管理社會科學學士 (榮譽)

### Arts and Languages 人文及語言學 84-87

Bachelor of Arts (Hons) in Cultural Studies and Creative Industries  
文化研究及創意產業文學士 (榮譽)  
Bachelor of Arts (Hons) in Music Studies  
音樂學文學士 (榮譽)

### Division of Business 商學部 88-93

Bachelor of Commerce (Hons) in Accountancy  
會計學商學士 (榮譽)  
Bachelor of Commerce (Hons) in Human Resources Management  
人力資源管理學商學士 (榮譽)  
Bachelor of Commerce (Hons) in Marketing  
市場學商學士 (榮譽)

### Communication 傳理學 94-99

Bachelor of Arts (Hons) in Creative Writing for Film,  
Television and New Media  
新媒體及影視創意寫作文學士 (榮譽)  
Bachelor of Social Sciences (Hons) in Integrated Communication  
Management  
綜合傳播管理學社會科學學士 (榮譽)  
Bachelor of Social Sciences (Hons) in Media and Social Communication  
媒體及社會傳播社會科學學士 (榮譽)

### Social Sciences 社會科學 100-105

Bachelor of Social Sciences (Hons) in Psychology  
心理學社會科學學士 (榮譽)  
Bachelor of Social Sciences (Hons) in Social Policy  
社會政策社會科學學士 (榮譽)  
Bachelor of Social Sciences (Hons) in Sport and Recreation Leadership  
運動及康樂領袖學社會科學學士 (榮譽)

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Since its establishment in 1956, Hong Kong Baptist University (HKBU) has been providing broad-based and creativity-inspiring education with the aspiration of becoming a leading liberal arts university in Asia for the world.

At HKBU, education is far more than simply equipping students with professional knowledge and skills. The University is committed to the development of the whole person by inculcating intellectual, cultural, social and sporting skills outside the classroom in addition to training the minds within. We are not just grooming the workforce of tomorrow, we are shaping future leaders.

The University offers world-class, innovative undergraduate, taught postgraduate and research postgraduate programmes leading to Master or PhD degrees as well as Associate Degree and Higher Diploma programmes, all tailored to prepare our students for the challenges of a globalised knowledge-based economy.

香港浸會大學（浸大）自1956年創校至今，一直作育英才，提供廣博多元的課程，全面啟發學生的創意，致力成為一所領先亞洲、立足世界的博雅大學，並在關愛、創意、國際化的氛圍中發揮學術卓越。

浸大深明教育絕非只向莘莘學子教授專業知識和技術，因此一直恪守「全人教育」的理念，除課堂學習外，亦重視學生在思維、文化、社交和體育方面的鍛鍊，銳意培育他們成為未來領袖。

為配合環球社會趨向知識型經濟發展，浸大開辦優質創新的學士、授課式和研究式碩士與博士學位，以及副學士及高級文憑課程，以裝備同學迎接全球化的挑戰。



Established in 2000, the College of International Education (CIE) is a self-funded unit of HKBU, offering full-time Associate Degree Programme (AD) and Undergraduate Programmes (UG) at both the HKBU Kowloon Tong and Shek Mun (Shatin) campuses. The CIE, managed by the School of Continuing Education (SCE), currently enrolls over 3,600 students and is committed to the University's mission of providing quality whole person higher education with a Christian heritage.

國際學院是浸大於2000年成立的自資學院，於九龍塘和石門（沙田）校園開辦全日制副學士及學士學位課程。國際學院由持續教育學院管理，目前有超過3,600名全日制學生就讀，學院秉承基督教教育傳統，提供通識課程及全方位的成長活動，致力發展全人教育。

### Vision 願景

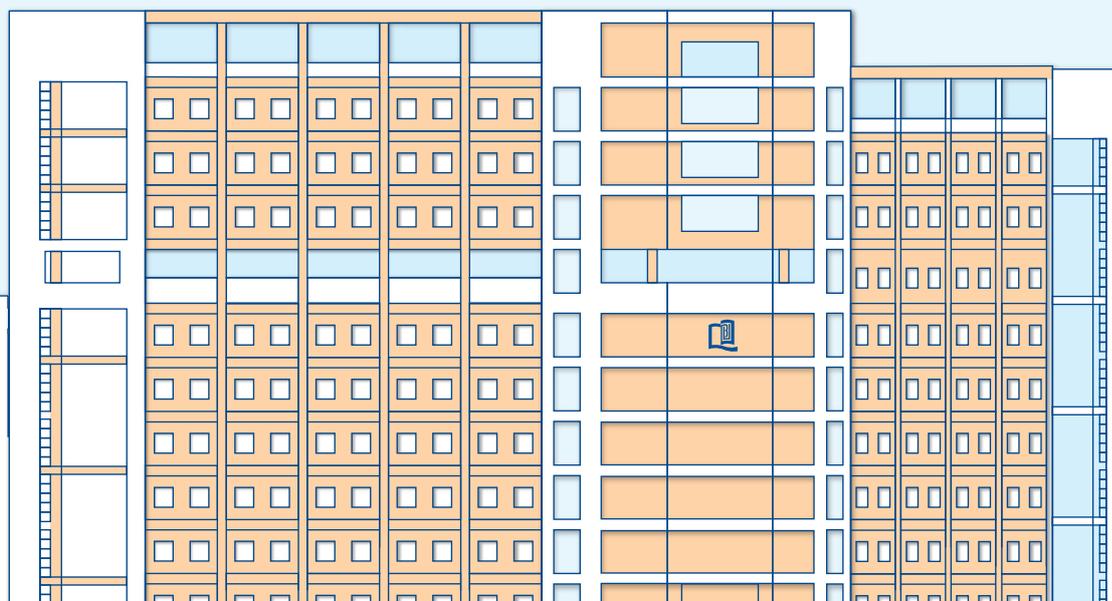
To be a leading liberal arts college in Hong Kong and the region delivering quality education in a caring and creative environment.

成為一所在香港及區內領先的博雅學院，並在關愛和創意的氛圍中提供優質教育。

### Mission 使命

CIE is committed to quality education and to the development of the whole person with a global perspective based on the ethos of humanistic education.

國際學院秉承人本教育理念，提供優質教育及促進具國際視野的全人發展。



## Earn a Bachelor's Degree awarded by the Eight UGC-funded Universities

### 升讀八大政府資助學士學位

In the 2022/23 academic year, there are a total of 5,000 Senior Year Places (Year 3) at different full-time UGC-funded Undergraduate Programmes across the eight UGC-funded local universities. AD graduates can articulate to the Senior Year Places through the Non-JUPAS scheme and will be able to obtain a bachelor's degree granted by the eight UGC-funded local universities in 4 years, equivalent to the study period required by the JUPAS route to UGC-funded Programmes after DSE.

八間教資會資助院校(八大)於2022/23學年提供合共5,000個教資會資助高年級(三年級)學額。循非聯招途徑升讀資助學位課程三年級的副學士畢業生可以4年時間完成學位,獲八大院校頒發學士資歷;學習年期與中學文憑考試畢業後經聯招入讀大學一樣。



## Four-year Through-train Admissions Scheme 4年自資學位課程直通車入學計劃

Students who obtained DSE score of "33222" or above or other University Entrance Requirements of HKBU may be offered both HKBU AD and Self-funded UG Programmes upon admission. The Scheme provides students with a direct and hassle-free articulation opportunity to a diverse choice of HKBU Self-funded UG Programmes, and earn an HKBU Honours Degree in 4 years.

中學文憑考試成績優異的同學(達「33222」或以上)或學歷達到浸大本科生入學要求的同學,獲副學士課程錄取後,即有機會同時獲得浸大自資學士學位課程的錄取資格。入學計劃簡單直接,同學獲得明確的升學銜接機會,亦有多個浸大自資學士學位課程選擇,最終可以4年時間取得浸大頒授的榮譽學士學位。



## Earn a Bachelor's Degree awarded by University of South Australia 取得南澳大學學士學位

HKBU AD graduates are also eligible to apply for the Bachelor's Degree Programmes offered by HKBU SCE in collaboration with the University of South Australia (UniSA). Students will be awarded a Bachelor's Degree by UniSA upon completion of the programme in 1 year at HKBU Campus.

浸大副學士畢業生亦可選擇銜接浸大持續教育學院與南澳大學合辦之學士學位課程。在浸大校園完成1年課程,便可獲南澳大學頒發學士學位資歷。



## Study Abroad 海外升學

HKBU AD graduates can articulate to overseas programmes in Australia, Canada, New Zealand, the United Kingdom, and the United States to complete their undergraduate degrees.

浸大副學士畢業生更可申請入讀澳洲、加拿大、新西蘭、英國及美國多間著名大學課程,完成學士學位。

# ENVISION YOUR FUTURE

## 升學願景 浸大體現





## Years 3 & 4 Undergraduate Programmes 學士學位課程



**HKBU Self-funded Undergraduate Programmes**  
浸大自資學士學位課程



**Senior Year Places (Year 3) of UGC-funded Undergraduate Programmes<sup>△</sup>**  
教資會資助高年級學額(三年級)<sup>△</sup>



**University of South Australia Undergraduate Programmes (1 Year)\***  
南澳大學學士學位課程(1年)\*

**Other Local and Overseas Institutions**  
其他本地及海外院校

<sup>△</sup> Available to local students only  
只供本地學生報讀

\* Hong Kong based programmes, applicable to local/overseas students  
(not including mainland students)  
於香港授課，適合本地或海外(不包括內地)學生報讀



## Years 1 & 2 HKBU Associate Degree Programme 浸大副學士課程



**Division of Applied Science**  
應用科學學部



**Division of Communication**  
傳理學部



**Division of Arts and Languages**  
人文及語言學部



**Division of Social Sciences**  
社會科學學部



**Division of Business**  
商學部



**HKDSE 香港中學文憑考試** 22222 or above 或以上

or 或

**Diploma of College**  
**Foundation Studies (SCE, HKBU)**  
**浸大大專基礎教育文憑課程**

**Diploma Yi Jin (SCE, HKBU)**  
**浸大毅進文憑課程**

**International Qualifications 國際學歷**

IB Diploma, GCE-AL, SAT or equivalent  
國際文憑、普通教育高級程度證書、  
美國學術評估測試或同等學歷

**Other QF Level 3 Qualifications**  
**其他資歷架構第三級學歷**

Diploma Yi Jin, Diploma in Foundation Studies,  
Diploma in General Studies, etc  
毅進文憑、基礎課程文憑、基礎教育文憑等

**JEE (Gaokao) 中國國家統一高考**

**Others 其他**

Other equivalent qualifications, mature applicants  
其他同等學歷、成年申請人

# GRADUATE SURVEY

for HKBU Associate Degree Programme 2021

2021年浸大副學士畢業生升學就業統計

# 88.8%

Further Study to Undergraduate Programmes  
升讀學士學位課程

6.5% Employment 就業  
4.7% Others 其他

Number of respondents  
回覆調查畢業生人數 815

Number of graduates  
畢業生人數 1,008

## Articulation Overview 升學情況

# 80.3%

Undergraduate Programmes offered by the Eight UGC-funded Local Universities  
八大教資會資助院校學士學位課程

## 47.8%

UGC-funded Undergraduate Programmes  
政府資助學士學位課程

25.3% HKBU 浸大	5.7% CUHK 中大	5% CityU 城大	4.6% PolyU 理大
3.3% EdUHK 教大	1.9% LU 嶺大	1.5% HKU 港大	0.5% HKUST 科大

## 31.7%

HKBU Self-funded Undergraduate Programmes  
浸大自資學士學位課程

## 0.8%

Self-funded Undergraduate Programmes offered by other UGC-funded Local Universities  
其他教資會資助院校自資學士學位課程

## 17.5%

Self-funded Undergraduate Programmes offered by other Local Colleges  
其他本地學院自資學士學位課程

## 1.1%

Overseas Undergraduate Programmes offered in Hong Kong  
海外大學於本港開辦之課程

## 1.1%

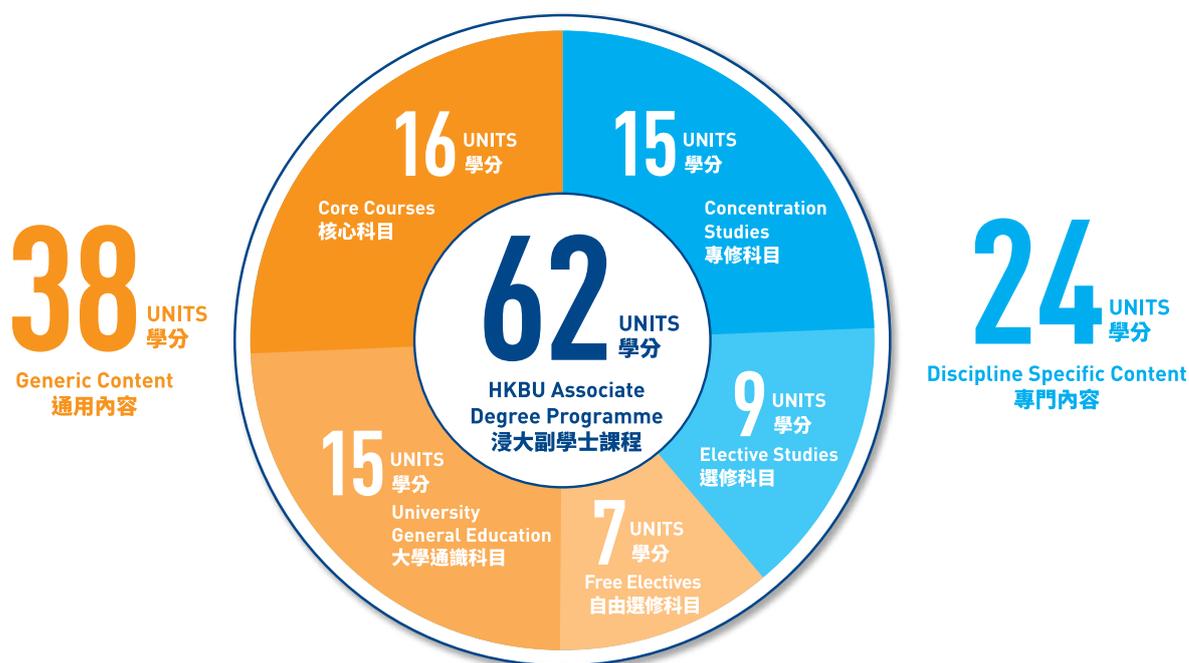
Study Overseas  
海外升學

# HKBU ASSOCIATE DEGREE PROGRAMME STRUCTURE

## 浸大副學士課程結構

The four-year HKBU Undergraduate Programme normally requires students to complete a total of 128 units. The HKBU AD Programme is a 62-unit programme which requires two years of full-time studies. The curriculum is equivalent to the first two years of an undergraduate programme.

四年制浸大學士學位課程一般要求同學修讀128個學分。修讀浸大副學士課程的同學一般於兩年內共需修讀62個學分，課程等同大學本科課程第一及第二年級。



### Flexible Curriculum and Wide Range of Elective Courses 選修科目靈活組合

The Free Elective Courses (7 units) in the Generic Content and Elective Studies Courses (9 units) in the Discipline Specific Content cover a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication, and Social Sciences. The flexibility of options in the curriculum enables students to choose their favourite combination of elective courses to suit their own interests, learning needs and career aspirations.\*

通用內容中的自由選修科目 (7學分) 及專門內容中的選修科目 (9學分) 涵蓋：

- 應用科學、人文及語言學、商學、傳理學及社會科學五大專業範疇。
- 同學可按興趣、升學需要、就業方向靈活組合科目，為將來升學就業締造更廣泛的出路。\*

### Enhancing English and Chinese Proficiency 提升英文和中文能力

The Core Courses (16 units, including three English Language Courses) focus on training students' English and Chinese communication skills, helping them develop essential skills for further studies and future career.

- 核心科目 (合共16學分，包括三科英語科目) 強調培訓同學英文與中文溝通能力。
- 強化同學升學及就業必備的語文技巧。

### Empowering Students with Professional Knowledge 學習專業知識

The Concentration Studies Courses (15 units) emphasise teaching discipline-specific knowledge and aim at equipping students with a solid academic foundation. Through a broad array of experiential learning activities, students can apply what they have learned in class so as to master professional knowledge.

- 專修科目 (15學分) 教授專業內容，奠定同學堅實的學術基礎。
- 通過體驗式學習活動，實踐課堂所學，有效掌握專業知識。

### Interdisciplinary University General Education 跨學科大學通識科目

The University General Education Courses (15 units) focus on interdisciplinary learning. CIE AD graduates can normally be admitted into the third year of HKBU Undergraduate programme and exempted from most University General Education Courses.

- 大學通識科目 (15學分) 著重跨學科研習。
- 學院副學士畢業生一般可直接升讀浸大學士學位課程第三年而毋須補修任何大學通識科目。

\*Subject to the requirements of individual Concentration Studies. 視乎個別專修課程要求而定。

# EARN AN HKBU HONOURS DEGREE IN 4 YEARS

## 4年完成香港浸會大學榮譽學士學位



### Associate Degree Programme 副學士課程 2 YEARS

#### Division of Arts and Languages 人文及語言學部



Chinese for Professional Purposes<sup>‡</sup>  
Cultural Studies  
Music Studies  
Professional Communication and English Studies  
Visual Arts

專業中文<sup>‡</sup>  
文化研究  
音樂學  
專業傳意及英語研究  
視覺藝術

#### Division of Business 商學部



Business Administration  
Financial Management  
Marketing  
Professional Accountancy  
Tourism and Hospitality Management

工商管理  
財務管理  
市場學  
專業會計學  
旅遊及款待業管理

#### Division of Communication 傳理學部



Creative Communication  
Creative Digital Media Design  
Creative Media Writing<sup>‡</sup>  
Film, Television and Digital Media Studies<sup>‡</sup>  
Journalism<sup>‡</sup>  
Media Communication

傳理學  
創意數碼媒體設計  
創意媒體寫作<sup>‡</sup>  
電影、電視及數碼媒體學<sup>‡</sup>  
新聞學<sup>‡</sup>  
媒體傳播

#### Division of Applied Science 應用科學學部



Environmental Conservation Studies  
Financial Technology  
Geography and Resources Management  
Health Sciences  
Life Science  
Nutrition and Food Management  
Tree Management

環境保育學  
金融科技  
地理及資源管理  
健康科學  
生命科學  
營養與食物管理  
樹木管理

#### Division of Social Sciences 社會科學學部

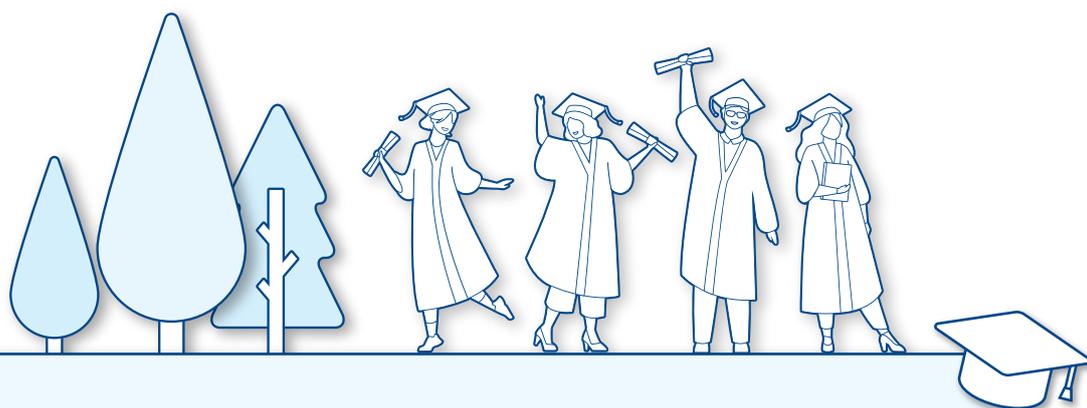


Applied Social Service<sup>^‡</sup>  
History and Hong Kong Studies<sup>‡</sup>  
Practical Philosophy  
Psychology  
Social and Public Policy Studies  
Society and Wellness Studies  
Sport and Recreation Studies

應用社會服務<sup>^‡</sup>  
歷史及香港研究<sup>‡</sup>  
實踐哲學  
心理學  
社會及公共政策研究  
社會與健康研究  
運動及康樂學

<sup>‡</sup> Students should be competent in reading and writing Chinese, and able to communicate in Cantonese 修讀同學須具備中文讀寫能力，並能以廣東話溝通

<sup>^</sup> Applicable to local students only 只供本地同學申請



## 2 YEARS Undergraduate Degree Programme 學士學位課程

**Bachelor of Arts (Hons) in Cultural Studies and Creative Industries\***  
文化研究及創意產業文學士(榮譽)\*

**Bachelor of Arts (Hons) in Music Studies†**  
音樂學文學士(榮譽)†

**Bachelor of Commerce (Hons) in Accountancy**  
會計學商學士(榮譽)

**Bachelor of Commerce (Hons) in  
Human Resources Management**  
人力資源管理學商學士(榮譽)

**Bachelor of Commerce (Hons) in Marketing**  
市場學商學士(榮譽)

**Bachelor of Arts (Hons) in Creative Writing for Film,  
Television and New Media\***  
新媒體及影視創意寫作文學士(榮譽)\*

**Bachelor of Social Sciences (Hons) in  
Integrated Communication Management\***  
綜合傳播管理學社會科學學士(榮譽)\*

**Bachelor of Social Sciences (Hons) in  
Media and Social Communication\***  
媒體及社會傳播社會科學學士(榮譽)\*

**Bachelor of Social Sciences (Hons) in  
Environment and Resources Management**  
環境及資源管理社會科學學士(榮譽)

**Bachelor of Social Sciences (Hons) in Psychology**  
心理學社會科學學士(榮譽)

**Bachelor of Social Sciences (Hons) in Social Policy**  
社會政策社會科學學士(榮譽)

**Bachelor of Social Sciences (Hons) in  
Sport and Recreation Leadership**  
運動及康樂領袖學社會科學學士(榮譽)

\* Students should be competent in reading and writing Chinese. Either Cantonese or Putonghua may be used, depending on particular pedagogical strategy  
修讀同學須具備中文讀寫能力，課堂或會輔以廣東話或普通話授課

† This Programme will not admit new students from AY2023/24 onwards 由2023/24學年起，此課程將不招收新生



*Division of*  
**Applied  
Science**

**應用科學學部**

Environmental Conservation Studies 環境保育學

Financial Technology 金融科技

Geography and Resources Management 地理及資源管理

Health Sciences 健康科學

Life Science 生命科學

Nutrition and Food Management 營養與食物管理

Tree Management 樹木管理

# Programme Structure

## 課程結構



The Division of Applied Science offers diverse choices of Concentration Studies in applied science. Students will learn the full spectrum of science, from fundamental theories to real world applications and innovations. All Concentration Studies are meticulously designed to provide students with a solid foundation in applied science for further studies.

Our academic staff are experienced and dedicated, specialising in various fields of applied science with strong industrial connections. We offer ample opportunities for students to learn outside the classroom through various activities, such as site visits, field trips, overseas study tours, and summer internships. With well-equipped laboratories, students can have a great learning experience to realise their full potentials in environmental conservation, geography and resources management, tree management, financial technology, life science, nutrition and food management as well as health sciences.

應用科學學部提供多元的專修選擇。從基本理論到現實世界的科技應用和創新科技發展，同學能從不同專修學科中學到全面的應用科學。所有專修都經過學院精心設計，旨在為同學打好應用科學的基礎，並為升學銜接作好準備。

我們的教學團隊均為資深講師，不單有豐富的專業領域知識，更與業界有密切聯繫，能為同學提供相關的學習機會。

我們為同學提供許多體驗學習的機會，例如參觀、實地考察、海外考察交流及暑期實習等。學院設有完備的實驗室供各專修同學使用，包括環境保育學、地理及資源管理、樹木管理、金融科技、生命科學、營養與食物管理，以及健康科學專修。

### Discipline Specific Content 專修內容



# 24

Units  
學分



# 15

Units  
學分

5 Courses  
科目

Course details are available on the page designated for each area of Concentration Studies. 詳情列於各專修科目的內頁。



### Elective Studies 選修科目



# 9

Units  
學分

3 Courses  
科目

- Corporate and Media Communication in Chinese<sup>^</sup>
- Creative and Social Media
- Essentials of Financial Technology\*
- Essentials of Sociology
- Event Management
- Food Safety and Public Health Management\*
- Graphic Design and Visual Communication
- Human Physiology\*
- Introduction to Media and Communication
- Introduction to Philosophy
- Marketing Principles
- Popular Culture in Contemporary China<sup>^</sup>
- Principles of Microeconomics
- Professional English for the Media
- Text and Image: A Critical Analysis<sup>^</sup>

<sup>^</sup> Taught in Cantonese

\* Offered by the Division of Applied Science

Each of the above is a 3-unit course. Subject to the arrangement of individual Concentration Studies, students are required to take 3 courses from the recommended Elective Studies list offered by each Concentration Studies and/or from the above list. Details are available on the page designated for each area of Concentration Studies. 每科目為3學分。視乎個別專修安排，同學須從各專修提供的建議科目及/或以上列表中修讀3科選修科目。詳情請參看各專修科目的內頁。

The course list is for reference only. The College reserves the right to make changes on the course list.

# Environmental Conservation Studies

## 環境保育學



### Programme Features

#### 課程特色

This area of Concentration Studies aims to provide students with paraprofessional education and training in areas related to the environmental science, ecology, nature conservation, and ecotourism. Distinctive features include:

- Ecological field surveys, with emphasis on learning in the environment;
- Seminars by experts of environmental conservation areas on local and regional topics of relevant areas;
- Internship opportunities for students interested in first-hand experience of working in environmental conservation.

本專修教授環境科學、生態學、自然保育和生態旅遊等方面的知識，內容多元化，另外還包括暑期實習及專業訓練，讓同學體驗實際工作環境，為將來進修或就業作好準備。課程特色包括：

- 著重野外考察，讓同學從自然環境中學習；
- 邀請業界專家蒞臨本校分享環保及生物多樣性等相關議題及動態；
- 舉辦暑期實習計劃，幫助同學鞏固學科知識及掌握行業最新趨勢。

### Career Prospects

#### 就業前景

Graduates will find career opportunities in government agencies, environmental groups, and private sectors in the fields of environmental protection, nature conservation, environmental education, ecotourism, environmental monitoring and assessment, and related works.

畢業生可投身於政府、環保團體及私人機構等不同界別工作，從事環境保護、生態保育、環境教育、生態旅遊、環境監測和評估等工作領域。



[hkbucie.hk/encs](http://hkbucie.hk/encs)

The world faces an unprecedented loss of biodiversity and a surge in climactic catastrophes. Understanding the causes and consequences from the past, present and predictions of the future is essential for students to explore strategies in Conservation, Ecotourism, Education, Research and Management to tackle imminent and future challenges in a multi-faceted approach.

**Dr. Stephen Cartwright**  
Academic Co-ordinator

## Curriculum

### 課程

Discipline Specific Content	24 Units
<b>Concentration Studies (15 Units)</b>	
Conservation and Ecotourism	
Diversity of Life and Laboratory	
Ecology and Habitats	
General Biology	
Microbiology and Laboratory	
<b>Elective Studies (9 Units)*</b>	
Fundamentals of Applied Statistics in Scientific Research	
General Chemistry	
Internship for Environment, Conservation and Ecotourism	
Introduction to Environmental Health and Toxicology	
Generic Content	38 Units
<b>Core Courses (16 units, including three English Language Courses)</b>	
<ul style="list-style-type: none"> <li>English Academic Writing I &amp; II</li> <li>Written and Spoken Modern Chinese<sup>†</sup> / Elementary Chinese<sup>‡</sup></li> <li>Healthy Lifestyle</li> <li>The Art of Persuasion</li> <li>English for Professional Communication / Literary Appreciation / Reading Contemporary Worlds (<i>select one course</i>)</li> </ul>	
<b>General Education</b>	
<b>Foundational Courses (9 units)</b>	
<i>select one course from each category</i>	
<ul style="list-style-type: none"> <li>History and Civilization</li> <li>Values and the Meaning of Life</li> <li>Quantitative Reasoning</li> </ul>	
<b>Interdisciplinary Thematic Courses (6 units)</b>	
<i>select two courses from any one or two themes</i>	
<ul style="list-style-type: none"> <li>Science, Technology and Society</li> <li>Sustainable Communities</li> <li>Culture, Creativity and Innovation</li> </ul>	
<b>Free Electives (7 units)</b>	
<i>Complete a total of 7 units from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences</i>	

Remarks:

<sup>†</sup> Taught in Cantonese / Putonghua

<sup>‡</sup> For Non-Chinese Speaking Students

\* Recommended Elective Studies course offered by this Concentration Studies

Students are required to take 3 courses from the above recommended list and/or from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences listed on p.11.

The course list is for reference only. The College reserves the right to make changes on the course list.

## Articulation Track Records

### 畢業生升學記錄

UGC-funded Institutions
(UGC-funded and Self-funded Undergraduate Programmes)
<b>Hong Kong Baptist University</b>
BSc (Hons) in Applied Biology - Environmental Science Concentration
BSocSc (Hons) in Environment and Resources Management
BSocSc (Hons) in Geography
<b>The University of Hong Kong</b>
BSc in Ecology and Biodiversity
<b>The Chinese University of Hong Kong</b>
BSc in Environmental Science
BSSc in Geography and Resource Management
BSc in Natural Sciences
<b>The Hong Kong University of Science and Technology</b>
BSc in Environmental Management and Technology
<b>The Hong Kong Polytechnic University</b>
BEng (Hons) in Environmental Engineering and Sustainable Development
BSc (Hons) in Environmental and Occupational Safety & Health
Others
<b>Hong Kong Metropolitan University</b>
BSc (Hons) in Environmental Science and Green Management
Overseas Universities
<b>Australia</b>
BSc (Hons) in Environmental Science - Murdoch University
BEnvMan (Hons) Majoring in Sustainable Development - The University of Queensland
Bachelor of Environmental Science (Hons) - University of Tasmania
Bachelor of Natural Environment and Wilderness Studies (Hons) - University of Tasmania
<b>U.K.</b>
BSc (Hons) in Environmental Science - University of Plymouth
Mainland Universities
BSc (Hons) in Environmental Science - BNU-HKBU United International College

## Special Facilities 特別設備

Well-equipped Bioeco Laboratory (環境生態實驗室) and Creative Science Laboratory (創意科學實驗室) are available at Shek Mun Campus.

Specialised equipment includes:

- Colony Counter (菌落計數器)
- Dissecting Microscope (解剖顯微鏡)
- Incubator (培養箱)
- Spectrophotometer (分光光度計)
- Stereoscopic Microscope (立體顯微鏡)

# Financial Technology

## 金融科技



## Programme Features

### 課程特色

With financial technology closely integrated with our daily lives, there is a surging demand for professionals who are equipped with financial and information technology knowledge. This area of Concentration Studies aims to provide students with information technology skills and financial knowledge. Graduates can further their studies in a variety of degree programmes such as financial technology, information systems, computer science and e-Business management. Distinctive features include:

- An interdisciplinary approach of learning which helps students understand the principles and concepts of information technology and finance required in the rapidly emerging field of FinTech;
- Covering the cutting-edge technologies commonly involved in FinTech applications, such as e-payment, blockchain, cryptocurrency, and big data analytics.

金融科技與我們日常生活息息相關，社會對兼具金融和資訊科技兩方面知識的專業人才需求激增。本專修旨在為同學提供全方位的資訊科技與金融財務的技術和知識。畢業生可升讀相關的學位課程，包括金融科技、資訊系統、計算機科學及電子商務管理等課程。課程特色包括：

- 以跨學科學習模式了解迅速增長的金融科技業中必要的資訊科技與金融的原理和概念；
- 涵蓋廣泛應用在金融科技業上的尖端科技，例如電子支付、區塊鏈、加密貨幣和大數據分析等。

## Career Prospects

### 就業前景

Graduates can work in various FinTech related positions in IT industry or commercial companies, such as research analyst, junior developer, startup software and data engineer, and mobile apps developer.

畢業生可在資訊科技業或商業機構擔任與金融科技有關的工作，例如行業分析研究員、軟件開發師、初創企業的軟件及大數據工程師和流動應用程式開發員。



[hkbu.cie.hk/fint](http://hkbu.cie.hk/fint)

Hong Kong is one of the international leading financial centers and FinTech is the key technology in providing financial services in the future. Students studying our programme will be equipped with the foundation of digital technology and financial knowledge to succeed in this emerging field.

**Dr. Joseph W.T. Chan**  
Academic Co-Ordinator

## Curriculum

### 課程

Discipline Specific Content	24 Units
<b>Concentration Studies (15 Units)</b>	
Computer Programming and Application Development	
Database Management Systems	
Essentials of Financial Technology	
Financial Planning	
Financial Technology Project	
<b>Elective Studies (9 Units)*</b>	
Blockchain Technology and Applications	
Mobile Computing	
Principles of Financial Management	
Generic Content	38 Units
<b>Core Courses (16 units, including three English Language Courses)</b>	
<ul style="list-style-type: none"> <li>English Academic Writing I &amp; II</li> <li>Written and Spoken Modern Chinese<sup>†</sup> / Elementary Chinese<sup>‡</sup></li> <li>Healthy Lifestyle</li> <li>The Art of Persuasion</li> <li>English for Professional Communication / Literary Appreciation / Reading Contemporary Worlds (<i>select one course</i>)</li> </ul>	
<b>General Education</b>	
<b>Foundational Courses (9 units)</b> <i>select one course from each category</i>	
<ul style="list-style-type: none"> <li>History and Civilization</li> <li>Values and the Meaning of Life</li> <li>Quantitative Reasoning</li> </ul>	
<b>Interdisciplinary Thematic Courses (6 units)</b> <i>select two courses from any one or two themes</i>	
<ul style="list-style-type: none"> <li>Science, Technology and Society</li> <li>Sustainable Communities</li> <li>Culture, Creativity and Innovation</li> </ul>	
<b>Free Electives (7 units)</b> <i>Complete a total of 7 units from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences</i>	

Remarks:

<sup>†</sup> Taught in Cantonese / Putonghua

<sup>‡</sup> For Non-Chinese Speaking Students

\* Recommended Elective Studies course offered by this Concentration Studies  
Students are required to take 3 courses from the above recommended list and/or from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences listed on p.11.

The course list is for reference only. The College reserves the right to make changes on the course list.

## Articulation Track Records

### 畢業生升學記錄

UGC-funded Institutions
(UGC-funded and Self-funded Undergraduate Programmes)
<b>Hong Kong Baptist University</b>
BSc (Hons) in Business Computing and Data Analytics
BSc (Hons) in Computer Science
BCom (Hons) in Human Resources Management
BSocSc (Hons) in Environment and Resources Management
BSocSc (Hons) in Social Policy
<b>The Hong Kong Polytechnic University</b>
BSc (Hons) in Computer Science
<b>Lingnan University</b>
BBA (Hons) in e-Business
Others
<b>Hong Kong Shue Yan University</b>
BA (Hons) in Economics and Finance
BCom (Hons) in Financial Technology
<b>City University of Hong Kong - SCOPE</b>
BA (Hons) Business Management
BA (Hons) Marketing

## Special Facilities 特別設備

Well-equipped Multimedia Laboratory (多媒體教學室), iMac Laboratory (iMac教學室) and different types of Tablet Mobile PC are available at Shek Mun Campus.

Special software includes:

- Android Studio (安卓開發者工具集)
- iOS Software Development Kit (iOS軟體開發工具包)
- MIT App Inventor (MIT應用開發者)

# Geography and Resources Management

## 地理及資源管理



### Programme Features

#### 課程特色

This area of Concentration Studies aims to equip students with integrated training of geography and resources management studies in environmental, socio-economic and political contexts, and help students to better prepare for advanced studies and future career development after graduation. Distinctive features include:

- Exploring the scientific, geographical, natural and geological, socio-economic and political perspectives of different geographical and resources management issues;
- Applying knowledge and skills in evaluating possible solutions and policies pertaining to different environmental and resource management issues;
- Gaining practical exposure from field visits, study tours, and summer internship programmes.

本專修旨在教授綜合科學、地理、社會經濟與公共政策的知識，幫助同學研習不同地理及資源管理範疇的課題，讓同學有充分準備，迎接將來升學或職場的挑戰。

課程特色包括：

- 從科學、地理、自然和地質資源、社會經濟和公共政策等不同的觀點，探索地理及資源管理的領域；
- 運用專修所學到的知識和技能，評估不同環境和資源管理問題，找出解決方案和對策；
- 除了在課堂上學習理論之外，亦會安排野外實地考察、文化交流團及暑期實習，以鞏固同學所學的知識，累積實戰經驗。

### Career Prospects

#### 就業前景

Graduates will be able to join the government departments, non-governmental organisations, research institutes, private companies and work in different fields such as environmental education, promotion of sustainable use of resources, geotourism and ecotourism, and planning and execution of the environmental and sustainability projects.

畢業生可以在政府部門、非政府組織、研究機構或私營公司工作，從事環境教育、促進資源的可持續利用、地質和生態旅遊，以及組織和推行環保和可持續發展項目等相關工作。



[hkbu.cie.hk/grmg](http://hkbu.cie.hk/grmg)

This programme is provided to students who are interested in pressing global issues and enjoying learning about how people interact with the environment and societies we live on. Students will learn geography and resources management knowledge and skills and apply these to solving real-world problems such as climate change, resource shortages, overpopulation and footprints, environmental degradation and conflicts, conservation issues, and more. Students will learn about global citizenship and make a positive difference in the world.

**Dr. Karen L.Y. Woo**  
Associate Programme Director

## Curriculum 課程

Discipline Specific Content	24 Units
<b>Concentration Studies (15 Units)</b>	
Ecology and Habitats	
Introduction to Geography and Environmental Resources Management	
Introduction to Geology and Geotourism	
Soil Science and Plants	
Understanding Environmental Issues in Hong Kong	
<b>Elective Studies (9 Units)*</b>	
Conservation and Ecotourism	
General Biology	
General Chemistry	
Internship for Environment, Conservation and Ecotourism	

Generic Content	38 Units
<b>Core Courses (16 units, including three English Language Courses)</b>	
<ul style="list-style-type: none"> <li>English Academic Writing I &amp; II</li> <li>Written and Spoken Modern Chinese<sup>†</sup> / Elementary Chinese<sup>‡</sup></li> <li>Healthy Lifestyle</li> <li>The Art of Persuasion</li> <li>English for Professional Communication / Literary Appreciation / Reading Contemporary Worlds (<i>select one course</i>)</li> </ul>	
<b>General Education</b>	
<b>Foundational Courses (9 units)</b>	
<i>select one course from each category</i>	
<ul style="list-style-type: none"> <li>History and Civilization</li> <li>Values and the Meaning of Life</li> <li>Quantitative Reasoning</li> </ul>	
<b>Interdisciplinary Thematic Courses (6 units)</b>	
<i>select two courses from any one or two themes</i>	
<ul style="list-style-type: none"> <li>Science, Technology and Society</li> <li>Sustainable Communities</li> <li>Culture, Creativity and Innovation</li> </ul>	
<b>Free Electives (7 units)</b>	
<i>Complete a total of 7 units from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences</i>	

Remarks:

<sup>†</sup> Taught in Cantonese / Putonghua

<sup>‡</sup> For Non-Chinese Speaking Students

\* Recommended Elective Studies course offered by this Concentration Studies. Students are required to take 3 courses from the above recommended list and/or from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences listed on p.11.

The course list is for reference only. The College reserves the right to make changes on the course list.

## Articulation Track Records 畢業生升學記錄

UGC-funded Institutions
(UGC-funded and Self-funded Undergraduate Programmes)
<b>Hong Kong Baptist University</b>
BSocSc (Hons) in Geography
BSocSc (Hons) in Environment and Resources Management
BSocSc (Hons) in Geography and BEd (Hons) in Liberal Studies Teaching
BSc (Hons) in Applied Biology - Environmental Science Concentration
BSc (Hons) in Physics and Green Energy
<b>The University of Hong Kong</b>
BSS in Geography
<b>The Chinese University of Hong Kong</b>
BSSc in Geography and Resource Management
BSc in Natural Sciences
<b>The Hong Kong University of Science and Technology</b>
BEng in Sustainable Energy Engineering
<b>City University of Hong Kong</b>
BEng Environmental Science and Engineering
BSocSc Public Policy and Politics
BSocSc Asian and International Studies
<b>The Hong Kong Polytechnic University</b>
BEng (Hons) in Environment Engineering and Sustainable Development
BSc (Hons) in Environmental and Occupational Safety & Health
<b>The Education University of Hong Kong</b>
BSSc (Hons) in Global and Environmental Studies
BEd (Hons) in Geography
<b>Others</b>
<b>Hong Kong Metropolitan University</b>
BSc (Hons) in Environmental Science and Green Management
<b>Macau Universities</b>
<b>Macao Institute for Tourism Studies</b>
BSc in Tourism Business Management
<b>Overseas Universities</b>
<b>U.K.</b>
BA (Hons) in Geography - Durham University
BSc (Hons) in Environmental Science - University of Plymouth
BSc (Hons) in Environmental Science - University of Nottingham

## Special Facilities 特別設備

Well-equipped Bioeco Laboratory (環境生態實驗室) and Creative Science Laboratory (創意科學實驗室) are available at Shek Mun Campus. Specialised equipment includes:

- Dissolved Oxygen (DO) Meter (溶氧測定儀)
- Geographic Information System (GIS) (地理資訊系統)
- Light Meter (光度計)
- Refractometer (折射計)
- Soil Sampler (土壤採樣器)
- Sieve Shaker (篩子振動篩)
- Turbidimeter (濁度計)
- Wind Meter (風速計)

# Health Sciences

## 健康科學



## Programme Features

### 課程特色

There has been an increasing demand for health professionals in Hong Kong in connection with the aging population.

A professionally trained workforce is important to sustain the development of homecare and community health services in meeting the needs of the elderly. This area of Concentration Studies aims to equip students with a broad spectrum of health sciences knowledge in relation to public health, health education, health psychology, diseases prevention and nutrition knowledge.

Distinctive features include:

- Examining the relationship among food safety, environmental health, toxicology and human health;
- Acquiring the basic skills in handling nutraceuticals, pills, supplements and health systems for prevention and treatment of diseases;
- Equipping students with the nutrition knowledge used in health-related industry;
- Gaining the essential skills and practical exposure through internships in community NGOs and hospitals.

面對香港人口老化現象，社會對具備專業健康護理知識專才的需求日趨殷切。受過專業培訓的從業員有助持續推動家庭護理和社區健康服務行業的發展，以滿足居家安老的龐大需求。本專修涵蓋公共衛生、健康教育、健康心理學、疾病預防和營養等層面，讓同學研習到廣泛的健康科學課題。

課程特色包括：

- 辨識食物安全、環境安全、毒理學和人類健康的相互關係；
- 深入認識防治疾病的保健食品、藥物、營養補充劑和衛生系統；
- 裝備同學掌握專業健康護理從業員必備的營養學知識；
- 透過社區非牟利機構和醫院實習，鞏固所學知識，累積實戰經驗。

## Career Prospects

### 就業前景

Graduates can work in various health related organisations as administrative and supporting staff, including both private and public healthcare providers such as hospitals and schools, as well as affiliated institutions like pharmaceutical companies, medical laboratories, elderly homes, health care centres and wellness service organisations.

畢業生可投身各個健康護理行業，包括私人和公營醫療機構，例如在醫院、學校、製藥公司、醫療實驗室、安老院、醫療診所和健康中心等擔任行政支援工作。



[hkbucie.hk/hesc](http://hkbucie.hk/hesc)

The programme provides students with essential knowledge of health sciences in relation to public health, diseases prevention and nutrition. As there will be a huge demand for health professionals in Hong Kong in connection with an ageing population, graduates can work in both private and public healthcare settings.

**Dr. Popsy Y.F. Poon**  
Academic Co-ordinator

## Curriculum

### 課程

Discipline Specific Content	24 Units
<b>Concentration Studies (15 Units)</b>	
Contemporary Health Sciences	
Essentials of Pharmaceutical Science	
Food Safety and Public Health Management	
Fundamentals of Health Psychology	
Introduction to Environmental Health and Toxicology	
<b>Elective Studies (9 Units)*</b>	
General Biology	
General Chemistry	
Internship for Food Safety, Nutrition and Health Education	
Nutrition through the Life Cycle	
Generic Content	38 Units
<b>Core Courses (16 units, including three English Language Courses)</b>	
<ul style="list-style-type: none"> <li>English Academic Writing I &amp; II</li> <li>Written and Spoken Modern Chinese<sup>†</sup> / Elementary Chinese<sup>‡</sup></li> <li>Healthy Lifestyle</li> <li>The Art of Persuasion</li> <li>English for Professional Communication / Literary Appreciation / Reading Contemporary Worlds (<i>select one course</i>)</li> </ul>	
<b>General Education</b>	
<b>Foundational Courses (9 units)</b>	
<i>select one course from each category</i>	
<ul style="list-style-type: none"> <li>History and Civilization</li> <li>Values and the Meaning of Life</li> <li>Quantitative Reasoning</li> </ul>	
<b>Interdisciplinary Thematic Courses (6 units)</b>	
<i>select two courses from any one or two themes</i>	
<ul style="list-style-type: none"> <li>Science, Technology and Society</li> <li>Sustainable Communities</li> <li>Culture, Creativity and Innovation</li> </ul>	
<b>Free Electives (7 units)</b>	
<i>Complete a total of 7 units from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences</i>	

Remarks:

<sup>†</sup> Taught in Cantonese / Putonghua

<sup>‡</sup> For Non-Chinese Speaking Students

\* Recommended Elective Studies course offered by this Concentration Studies

Students are required to take 3 courses from the above recommended list and/or from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences listed on p.11.

The course list is for reference only. The College reserves the right to make changes on the course list.

## Articulation Track Records

### 畢業生升學記錄

UGC-funded Institutions
(UGC-funded and Self-funded Undergraduate Programmes)
<b>Hong Kong Baptist University</b>
BSc (Hons) in Applied Biology – Biotechnology Concentration
BSc (Hons) in Chemistry
BSc (Hons) in Psychology
<b>The Chinese University of Hong Kong</b>
BSc in Community Health Practice
BSc in Gerontology
BSc in Natural Sciences (Biological Sciences)
BSc in Natural Sciences (Food and Nutrition)
<b>City University of Hong Kong</b>
BSc in Applied Biology
BSc in Biological Sciences
Bachelor of Social Sciences
<b>The Hong Kong Polytechnic University</b>
BSc (Hons) in Nursing
BSc (Hons) in Environmental and Occupational Safety and Health
<b>The Education University of Hong Kong</b>
BA (Hons) in Creative Arts and Culture
Others
<b>Hong Kong Baptist University - SCE</b>
Bachelor of Nursing (Hons)
<b>Tung Wah College</b>
Bachelor of Health Science (Hons) in Nursing

## Special Facilities 特別設備

Well-equipped Food and Nutritional Science Laboratory (食物及營養科學實驗室), Food Sensory Laboratory (食物感官實驗室), Bioeco Laboratory (環境生態實驗室) and Creative Science Laboratory (創意科學實驗室) are available at Shek Mun Campus. Specialised equipment includes:

- Food Calorimeter (食品熱量計)
- Gas Chromatography–Mass Spectrometry (氣相色譜質譜儀)
- High-performance Liquid Chromatography (高效液相色譜儀)
- Infrared Spectrophotometer (紅外光譜儀)
- Rotary Evaporator (旋轉蒸發儀)
- Salmonella Testing Kit (沙門氏菌檢測試劑盒)
- Texture Analyser (質構儀/物性測試儀)

# Life Science

## 生命科學



## Programme Features

### 課程特色

This area of Concentration Studies aims to provide students with a common and broad-based foundation in modern biological science disciplines such as human physiology, biochemistry, cell biology and genetics, and training in fundamental laboratory techniques.

Distinctive features include:

- Concepts related to biological sciences, health and diseases;
- Topics related to the impact of modern biotechnology in daily life and society;
- Industrial exposure from field visits, study tours, and summer internship programmes.

本專修旨在教授同學基本的生命科學知識，例如生物化學、細胞生物學及遺傳學，以及實驗室基礎技能。

課程特色包括：

- 闡釋與生命科學、健康及疾病有關的概念；
- 討論和分析在生活及社會中影響現代生物科技的議題；
- 安排同學參觀業界不同機構、考察及暑期實習計劃，增加與業界接觸的機會，加強學習的效果。

## Career Prospects

### 就業前景

Graduates will be able to work in the field of biological science and research in government, universities and industrial areas, such as biotechnology researcher or assistant, science laboratory technician, medical or clinical specialist and project coordinator.

畢業生可投身於政府化驗所技術員、生物科技研究助理、實驗室技術員、醫療或臨床產品從業員及項目協調員等不同界別的工作。



[hkbu.cie.hk/lfsc](http://hkbu.cie.hk/lfsc)

This programme aims to introduce the latest biotechnology theories and applications. Through learning from classroom theory, participating in laboratory practical, workshops, seminars and summer internships, students can continue to develop their career in biotechnology and pharmaceutical research and development. Graduates will be able to work in different fields, such as research institutes, private testing laboratories, medical laboratories, science education in schools, etc. Graduates could be able to further study in local universities in the field of biological science, biotechnology or medical science related undergraduate programmes.

**Dr. Sarah S.W. Choy**  
Academic Co-ordinator

## Curriculum

### 課程

Discipline Specific Content	24 Units
<b>Concentration Studies (15 Units)</b>	
Biochemistry and Techniques	
Cell Biology and Laboratory	
Genetics and Evolution	
Human Physiology	
Microbiology and Laboratory	
<b>Elective Studies (9 Units)*</b>	
General Biology	
General Chemistry	
General Toxicology	
Generic Content	38 Units
<b>Core Courses (16 units, including three English Language Courses)</b>	
<ul style="list-style-type: none"> <li>English Academic Writing I &amp; II</li> <li>Written and Spoken Modern Chinese<sup>†</sup> / Elementary Chinese<sup>‡</sup></li> <li>Healthy Lifestyle</li> <li>The Art of Persuasion</li> <li>English for Professional Communication / Literary Appreciation / Reading Contemporary Worlds (<i>select one course</i>)</li> </ul>	
<b>General Education</b>	
<b>Foundational Courses (9 units)</b>	
<i>select one course from each category</i>	
<ul style="list-style-type: none"> <li>History and Civilization</li> <li>Values and the Meaning of Life</li> <li>Quantitative Reasoning</li> </ul>	
<b>Interdisciplinary Thematic Courses (6 units)</b>	
<i>select two courses from any one or two themes</i>	
<ul style="list-style-type: none"> <li>Science, Technology and Society</li> <li>Sustainable Communities</li> <li>Culture, Creativity and Innovation</li> </ul>	
<b>Free Electives (7 units)</b>	
<i>Complete a total of 7 units from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences</i>	

Remarks:

<sup>†</sup> Taught in Cantonese / Putonghua

<sup>‡</sup> For Non-Chinese Speaking Students

\* Recommended Elective Studies course offered by this Concentration Studies  
Students are required to take 3 courses from the above recommended list and/or from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences listed on p.11.

The course list is for reference only. The College reserves the right to make changes on the course list.

## Articulation Track Records

### 畢業生升學記錄

UGC-funded Institutions
(UGC-funded and Self-funded Undergraduate Programmes)
<b>Hong Kong Baptist University</b>
BSc (Hons) in Analytical and Testing Sciences
BSc (Hons) in Applied Biology
BSocSc (Hons) in Environment and Resources Management
<b>The University of Hong Kong</b>
BSc in Biological Sciences
BSc in Molecular Biology & Biotechnology
<b>The Chinese University of Hong Kong</b>
BSc in Natural Sciences
<b>The Hong Kong University of Science and Technology</b>
BSc in Biological Science
BSc in Biotechnology
<b>City University of Hong Kong</b>
BSc Biomedical Sciences
<b>The Hong Kong Polytechnic University</b>
BSc (Hons) in Analytical Sciences for Testing and Certification
BSc (Hons) in Applied Biology with Biotechnology
BSc (Hons) in Nursing
<b>The Education University of Hong Kong</b>
BEd (Hons) in Science
Others
<b>Hong Kong Metropolitan University</b>
BSc (Hons) in Testing Science (Environmental Protection)
BSc (Hons) in Testing Science (Food)
Overseas Universities
<b>U.K.</b>
BSc (Hons) in Biological Sciences - University of Plymouth

## Special Facilities

### 特別設備

Well-equipped Testing and Analytical Laboratory (測試分析研究室), Creative Science Laboratory (創意科學實驗室) and Bioeco Laboratory (環境生態實驗室) are available at Shek Mun Campus. Specialised equipment includes:

- Centrifuge (離心機)
- Dissecting Microscope (螢光顯微鏡)
- Electrophoresis System (電泳分析系統)
- Gas Chromatography–Mass Spectrometry (氣相色譜質譜儀)
- Gel Doc (凝膠成像儀)
- High-performance Liquid Chromatography (高效液相色譜儀)
- Homogenizer (樣品均質機)
- Nano Drop (超微量分光光度計：核酸、蛋白檢測儀)
- PCR System (聚合酶連鎖反應儀)
- Real Time PCR System (實時聚合酶連鎖反應儀)
- Stereoscopic Microscope (立體顯微鏡)
- Thermo Cycler (熱循環儀)
- Tissue Homogenizer (組織研磨器)

# Nutrition and Food Management

## 營養與食物管理



## Programme Features

### 課程特色

This area of Concentration Studies aims to provide students with knowledge of nutrition in relation to energy balance and healthy diet, nutrition applications in the human life cycle and disease prevention. Students will be introduced to marketing strategies in health food management. Students will also be equipped with techniques in operating and quality assurance in food service and health food sectors.

Distinctive features include:

- Nutrition theories and concepts in food service and health food sectors;
- Principles in organising promotions and initiatives regarding food and nutrition services;
- Unique exposure to real-life professional work environments through internship programmes; close partnership and networking with food companies and NGOs.

本專修旨在教授同學營養學知識，包括能量平衡與健康飲食、人類生命週期的營養運用及疾病預防，同時涉及健康食物管理的市場策略，讓同學掌握飲食及健康食品行業的管理方法、營運模式和品質監控守則。課程特色包括：

- 辨識營養學理論、飲食服務和健康食品行業的概念；
- 探討與飲食及營養服務行業有關的行銷及計劃原則；
- 每年舉辦暑期實習計劃，增加與業界接觸的機會。

## Career Prospects

### 就業前景

Graduates may work as health inspector II, nutritionist/ dietitian assistant, food quality assurance officer, food testing technician, food and nutritional product specialist.

畢業生可投身成為二級衛生督察、營養師助理、食物品質監控員、食品化驗技術員及食品和營養產品從業員等。



[hkbu.cie.hk/nufm](http://hkbu.cie.hk/nufm)

Knowledge of nutritional science allows students to design healthy eating diets for disease prevention. This programme which also emphasises quality management in food service sectors prepares graduates to pursue their study and career development in nutrition and food management fields. Some outstanding graduates had expectedly completed their master's degrees in Public Health and work as health researchers in hospitals and universities.

**Dr. Joanne P.K. Fung**  
Academic Co-ordinator

## Curriculum

### 課程

Discipline Specific Content	24 Units
<b>Concentration Studies (15 Units)</b>	
Essentials of Food Chemistry	
Health Food Marketing and Management	
Introduction to Food Service Management	
Nutrition Metabolism	
Nutrition through the Life Cycle	
<b>Elective Studies (9 Units)*</b>	
General Biology	
General Chemistry	
Internship for Food Safety, Nutrition and Health Education	
Microbiology and Laboratory	
Generic Content	38 Units
<b>Core Courses (16 units, including three English Language Courses)</b>	
<ul style="list-style-type: none"> <li>English Academic Writing I &amp; II</li> <li>Written and Spoken Modern Chinese<sup>†</sup> / Elementary Chinese<sup>‡</sup></li> <li>Healthy Lifestyle</li> <li>The Art of Persuasion</li> <li>English for Professional Communication / Literary Appreciation / Reading Contemporary Worlds (<i>select one course</i>)</li> </ul>	
<b>General Education</b>	
<b>Foundational Courses (9 units)</b>	
<i>select one course from each category</i>	
<ul style="list-style-type: none"> <li>History and Civilization</li> <li>Values and the Meaning of Life</li> <li>Quantitative Reasoning</li> </ul>	
<b>Interdisciplinary Thematic Courses (6 units)</b>	
<i>select two courses from any one or two themes</i>	
<ul style="list-style-type: none"> <li>Science, Technology and Society</li> <li>Sustainable Communities</li> <li>Culture, Creativity and Innovation</li> </ul>	
<b>Free Electives (7 units)</b>	
<i>Complete a total of 7 units from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences</i>	

Remarks:

<sup>†</sup> Taught in Cantonese / Putonghua

<sup>‡</sup> For Non-Chinese Speaking Students

\* Recommended Elective Studies course offered by this Concentration Studies. Students are required to take 3 courses from the above recommended list and/or from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences listed on p.11.

The course list is for reference only. The College reserves the right to make changes on the course list.

## Articulation Track Records

### 畢業生升學記錄

UGC-funded Institutions
(UGC-funded and Self-funded Undergraduate Programmes)
<b>Hong Kong Baptist University</b>
BSocSc (Hons) in Environment and Resources Management
BSocSc (Hons) in Sport and Recreation Leadership
BA (Hons) in Physical Education and Recreation Management
BSc (Hons) in Chemistry
<b>The Chinese University of Hong Kong</b>
BSc in Community Health Practice
BSc in Natural Sciences (Biological Sciences)
BSc in Natural Sciences (Food and Nutrition)
BSc in Public Health
<b>The Hong Kong University of Science and Technology</b>
BSc in Biological Science
BEng in Chemical and Biomolecular Engineering
BEng in Chemical Engineering
<b>City University of Hong Kong</b>
BSc Biological Sciences
BSocSc Asian and International Studies
<b>The Hong Kong Polytechnic University</b>
BSc (Hons) in Analytical Sciences for Testing and Certification
BSc (Hons) in Environmental and Occupational Safety & Health
BSc (Hons) in Food Safety and Technology
<b>The Education University of Hong Kong</b>
Bachelor of Health Education (Hons)
Bachelor of Education (Hons) in Physical Education
<b>Lingnan University</b>
BSocSc (Hons) Health and Social Services Management
Others
<b>Hong Kong Metropolitan University</b>
BSc (Hons) in Testing Science (Food)
<b>Tung Wah College</b>
Bachelor of Health Science (Hons) in Nursing
<b>The University of Hong Kong - SPACE</b>
BSc (Hons) Food and Nutrition
<b>The Hong Kong Polytechnic University - SPEED</b>
BSc (Hons) in Applied Sciences (Health Studies)
<b>Technological and Higher Education Institute of Hong Kong</b>
BSc (Hons) in Food Science and Safety
Overseas Universities
<b>Australia</b>
Bachelor of Food and Nutrition Sciences - Deakin University (Melbourne)
Bachelor of Human Nutrition - Flinders University (Adelaide)

## Special Facilities

### 特別設備

Well-equipped Food and Nutritional Science Laboratory (食物及營養科學實驗室), Food Sensory Laboratory (食物感官實驗室), Bioeco Laboratory (環境生態實驗室) and Creative Science Laboratory (創意科學實驗室) are available at Shek Mun Campus. Specialised equipment includes:

- Bone Densitometer (骨質密度測量儀)
- Food Calorimeter (食品熱量計)
- Gas Chromatography– Mass Spectrometry (氣相色譜質譜儀)
- Glucose Meter (血糖計)
- High-performance Liquid Chromatography (高效液相色譜儀)
- Human-body Elements Analyser (身體成分分析儀)
- Sensory Evaluation Room (感官分析實驗室)
- Sphygmomanometer (血壓計)

# Tree Management

## 樹木管理



### Programme Features

#### 課程特色

This area of Concentration Studies aims to provide students with comprehensive training of knowledge and practical skills in tree management and conservation so as to prepare them for future career development or further study in areas related to the tree conservation and management or environmental-related fields. Distinctive features include:

- Providing both tree management theory and practical training including tree assessment, planting, different caring work as well as conservation and preservation work;
- Applying practical skills in tree identification, planting and maintenance, and tree risk assessment through field studies, site visits, and summer internship programmes.

本專修課程內容全面，兼顧知識傳遞以及實務工作技巧培訓，裝備同學畢業後繼續升學或投身樹木保育及管理或環保等工作。課程特色包括：

- 教授樹木管理的理論和實踐培訓經驗，裝備同學日後升學及從事樹木管理工作，包括樹木評估、種植及保育等；
- 通過野外考察，實地參觀和暑期實習計劃等，加強同學在樹木分類、種植和護養、樹木風險評估等多方面的實際技能。

#### Study Sponsorship Scheme 學習資助計劃

For 2022-23 intake of Associate Degree in Tree Management, students will be eligible to join the Study Sponsorship Scheme under Urban Forestry Support Fund. A subsidy of HK\$20,000 will be granted upon satisfactory completion of the programme.

於2022-23學年入讀樹木管理副學士專修的同学，可以參加政府「城市林務發展基金」的學習資助計劃，圓滿修畢可獲得港幣20,000元的資助。



### Career Prospects

#### 就業前景

Graduates will be recognised as QF Level 4 in “Arboriculture and Horticulture Industry” under the HK Qualification Framework. They can apply for tree-related jobs in government departments, building and construction companies, green groups and consultancy firms. They are eligible to take the examination of Certified Arborist of the International Society of Arboriculture (USA) after gaining two-year full time tree-related work experience.

畢業生獲資歷架構「樹藝及園藝業」認可第四級 (QF4)，可於政府部門、工程公司、綠色團體及顧問公司擔任樹木從業員。於累積兩年相關工作經驗後，更可考取美國國際樹木學會「註冊樹藝師」牌照。



[hkbucie.hk/trmg](http://hkbucie.hk/trmg)

This programme will equip students with practical skills in tree selection, planting, maintenance and assessment in order to pave way to be a certified arborist in the future. Many graduates of this programme have already joined the arboricultural industry.

**Dr. Alvin Tang**  
Academic Co-ordinator

## Curriculum

### 課程

Discipline Specific Content	24 Units
<b>Concentration Studies (15 Units)</b>	
Introduction to Tree Management	
Soil Science and Plants	
Tree Identification	
Tree Planting and Maintenance	
Tree Risk Management	
<b>Elective Studies (9 Units)*</b>	
Fundamentals of Applied Statistics in Scientific Research	
General Biology	
General Chemistry	
Internship for Environment, Conservation and Ecotourism	
Introduction to Environmental Health and Toxicology	
Generic Content	38 Units
<b>Core Courses (16 units, including three English Language Courses)</b>	
<ul style="list-style-type: none"> <li>English Academic Writing I &amp; II</li> <li>Written and Spoken Modern Chinese<sup>†</sup> / Elementary Chinese<sup>‡</sup></li> <li>Healthy Lifestyle</li> <li>The Art of Persuasion</li> <li>English for Professional Communication / Literary Appreciation / Reading Contemporary Worlds (<i>select one course</i>)</li> </ul>	
<b>General Education Foundational Courses (9 units)</b>	
<i>select one course from each category</i>	
<ul style="list-style-type: none"> <li>History and Civilization</li> <li>Values and the Meaning of Life</li> <li>Quantitative Reasoning</li> </ul>	
<b>Interdisciplinary Thematic Courses (6 units)</b>	
<i>select two courses from any one or two themes</i>	
<ul style="list-style-type: none"> <li>Science, Technology and Society</li> <li>Sustainable Communities</li> <li>Culture, Creativity and Innovation</li> </ul>	
<b>Free Electives (7 units)</b>	
<i>Complete a total of 7 units from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences</i>	

Remarks:

<sup>†</sup> Taught in Cantonese / Putonghua

<sup>‡</sup> For Non-Chinese Speaking Students

\* Recommended Elective Studies course offered by this Concentration Studies  
Students are required to take 3 courses from the above recommended list and/or from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences listed on p.11.

The course list is for reference only. The College reserves the right to make changes on the course list.

## Articulation Track Records

### 畢業生升學記錄

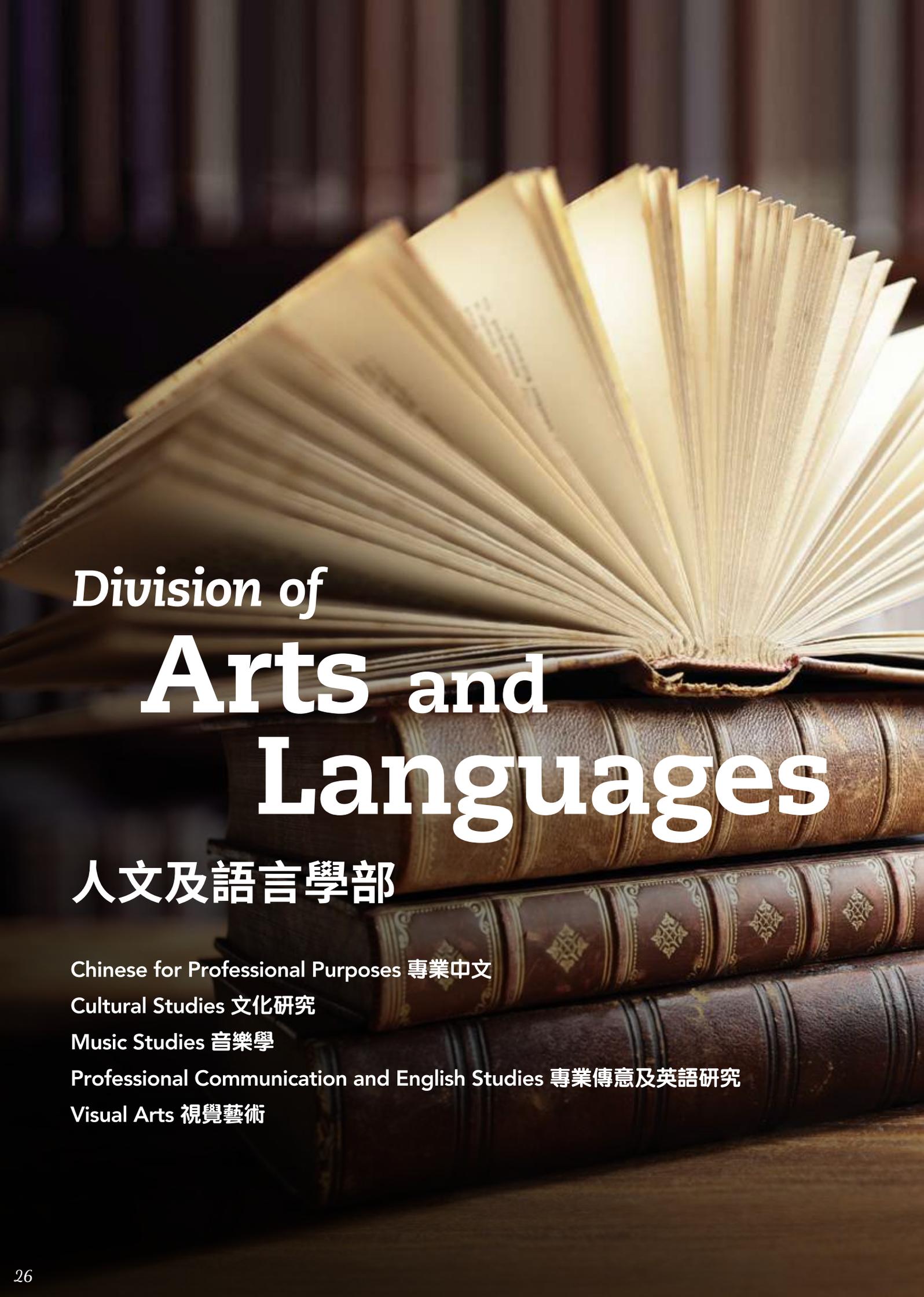
UGC-funded Institutions
(UGC-funded and Self-funded Undergraduate Programmes)
<b>Hong Kong Baptist University</b>
BSc (Hons) in Applied Biology
BSocSc (Hons) in Environment and Resources Management
BSc (Hons) in Bioresource and Agricultural Science
<b>The Chinese University of Hong Kong</b>
BSc in Natural Sciences
BSSc in Geography and Resource Management
<b>City University of Hong Kong</b>
BSocSc Public Policy and Politics
<b>The Hong Kong Polytechnic University</b>
BSc (Hons) in Environmental and Occupational Safety & Health
<b>The Education University of Hong Kong</b>
BSSc (Hons) in Global and Environmental Studies
Others
<b>Technological and Higher Education Institute of Hong Kong</b>
BSc (Hons) in Horticulture, Arboriculture and Landscape Management
Overseas Universities
<b>U.K.</b>
BSc (Hons) in Arboriculture and Urban Forestry - Myerscough College
BSc (Hons) in Environmental Science - The University of Sheffield
BSc (Hons) in Biological Sciences - University of Plymouth

## Special Facilities

### 特別設備

Well-equipped Bioeco Laboratory (環境生態實驗室) and Creative Science Laboratory (創意科學實驗室) are available at Shek Mun Campus. Specialised equipment for tree assessment and management includes:

- Caliper (卡尺)
- FLIR Infrared Camera (紅外攝像機)
- Resistograph (微鑽孔阻力儀)
- Sieve Shaker (篩子振動篩)
- Tomography (聲納探測儀)



*Division of*  
**Arts and  
Languages**

**人文及語言學部**

Chinese for Professional Purposes 專業中文

Cultural Studies 文化研究

Music Studies 音樂學

Professional Communication and English Studies 專業傳意及英語研究

Visual Arts 視覺藝術

# Programme Structure

## 課程結構

The Division of Arts and Languages offers diverse curricula in the field of language, language arts, music, art, and the humanities. Our colleagues are highly qualified lecturers, a few of whom are also published writers.

Students' bilingual and critical thinking skills are sharpened through studying both Chinese and English masterpieces. The Division also offers students a solid introduction to theories in various disciplines. Students have many opportunities to showcase their work and talent in print publications, the performing arts, and visual arts. CIE has close collaborations with the HKBU Department of Music and the HKBU Academy of Visual Arts, offering Associate Degree students opportunities to be mentored by Faculty professors. Overseas study tours and experiential learning activities are also regularly offered.

人文及語言學部提供多元的課程選擇，包括語言文學、文化研究、音樂及藝術。我們的教學團隊由資深講師組成，除教學外，部分講師也富寫作出版及報章專欄撰稿等經驗。學部致力提升同學的雙語語言能力，同學透過欣賞東西方大師作品，加強分析與批判能力。學部注重傳授基本理論，讓同學理解學術的不同範疇及學術文化的進程。此外，更會給予機會讓同學展示他們的出版成果、音樂表演及藝術創作等。本學部與浸大本部的音樂系、視覺藝術學院合辦副學士學位課程，由本部的教授悉心指導同學學習。課堂以外，同學也有機會參與海外學術交流及體驗學習等活動。

### Discipline Specific Content 專修內容



**24** Units  
學分



**15** Units  
學分

► **5** Courses  
科目

Course details are available on the page designated for each area of Concentration Studies. 詳情列於各專修科目的內頁。



### Elective Studies 選修科目



**9** Units  
學分

► **3** Courses  
科目

- Corporate and Media Communication in Chinese<sup>^\*</sup>
- Creative and Social Media
- Essentials of Financial Technology
- Essentials of Sociology
- Event Management
- Food Safety and Public Health Management
- Graphic Design and Visual Communication
- Human Physiology
- Introduction to Media and Communication
- Introduction to Philosophy
- Marketing Principles
- Popular Culture in Contemporary China<sup>^</sup>
- Principles of Microeconomics
- Professional English for the Media<sup>\*</sup>
- Text and Image: A Critical Analysis<sup>^\*</sup>

<sup>^</sup> Taught in Cantonese

<sup>\*</sup> Offered by the Division of Arts and Languages

Each of the above is a 3-unit course. Subject to the arrangement of individual Concentration Studies, students are required to take 3 courses from the recommended Elective Studies list offered by each Concentration Studies and/or from the above list. Details are available on the page designated for each area of Concentration Studies. 每科目為3學分。視乎個別專修安排，同學須從各專修提供的建議科目及/或以上列表中修讀3科選修科目。詳情請參看各專修科目的內頁。

The course list is for reference only. The College reserves the right to make changes on the course list.

# Chinese for Professional Purposes

## 專業中文



## Programme Features

### 課程特色

This area of Concentration Studies enables students to acquire language proficiency and expertise in Chinese needed for academic advancement and a variety of careers.

Distinctive features include:

- Acquiring concepts, skills, and application strategies in Chinese language and cultural studies;
- Appreciating the beauty of modern and contemporary Chinese literature to cultivate their aesthetic sense;
- Acquiring research techniques and a systematic understanding of classical Chinese literature.

本專修旨在幫助同學掌握學術、文化、傳播和商業的中文應用技巧，培養同學對文學和文化的思辨能力，以及提高同學的中文書寫和表達水平。課程特色包括：

- 同學能深入認識現代中文及文化的概念、技巧和運用策略；
- 賞析中國現代及當代文學之美，提高審美情操；
- 能掌握研究中國古典文學作品之方法，藉以提升同學賞析能力。

Students should be competent in reading and writing Chinese, and able to communicate in Cantonese.

修讀同學須具備中文讀寫能力，並能以廣東話溝通。

## Career Prospects

### 就業前景

Equipped with strong Chinese language skills as well as keen analytical abilities, graduates have strong employment opportunities in areas of mass media, advertising, private enterprises and education.

Some graduates now work as editors, reporters, copywriters, script writers, singer-songwriter, teachers and education staff.

同學在本課程強化了中文寫作及分析思辨之能力，畢業後可從事教育及傳媒有關的行業。畢業生現任職記者、報刊編輯、編劇、編審及唱作人、大學講師、中小學老師及教學助理等。



[hkbu.cie.hk/cpps](http://hkbu.cie.hk/cpps)

Our programme provides both theoretical and practical knowledge which help students acquire language proficiency, literature and culture enrichment needed for academic and career development.

**Dr. Raymond W.M. Lam**  
Academic Co-ordinator

## Curriculum 課程

Discipline Specific Content	24 Units
<b>Concentration Studies (15 Units)</b>	
Contemporary Literary Theories and Chinese Literature <sup>^</sup>	
Creative Chinese Writing Workshop <sup>^</sup>	
Introduction to Chinese Language <sup>^</sup>	
Selected Readings in Classical Chinese Literary Masterpieces <sup>^</sup>	
Text and Image: A Critical Analysis <sup>^</sup>	
<b>Elective Studies (9 Units)*</b>	
Chinese Culture and Contemporary Society <sup>^</sup>	
Corporate and Media Communication in Chinese <sup>^</sup>	
Generic Content	38 Units
<b>Core Courses (16 units, including three English Language Courses)</b>	
<ul style="list-style-type: none"> <li>English Academic Writing I &amp; II</li> <li>Written and Spoken Modern Chinese<sup>†</sup> / Elementary Chinese<sup>‡</sup></li> <li>Healthy Lifestyle</li> <li>The Art of Persuasion</li> <li>English for Professional Communication / Literary Appreciation / Reading Contemporary Worlds (<i>select one course</i>)</li> </ul>	
<b>General Education</b>	
<b>Foundational Courses (9 units)</b>	
<i>select one course from each category</i>	
<ul style="list-style-type: none"> <li>History and Civilization</li> <li>Values and the Meaning of Life</li> <li>Quantitative Reasoning</li> </ul>	
<b>Interdisciplinary Thematic Courses (6 units)</b>	
<i>select two courses from any one or two themes</i>	
<ul style="list-style-type: none"> <li>Science, Technology and Society</li> <li>Sustainable Communities</li> <li>Culture, Creativity and Innovation</li> </ul>	
<b>Free Electives (7 units)</b>	
<i>Complete a total of 7 units from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences</i>	

Remarks:

<sup>^</sup> Taught in Cantonese

<sup>†</sup> Taught in Cantonese / Putonghua

<sup>‡</sup> For Non-Chinese Speaking Students

\* Recommended Elective Studies course offered by this Concentration Studies Students are required to take 3 courses from the above recommended list and/or from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences listed on p.27.

The course list is for reference only. The College reserves the right to make changes on the course list.

## Articulation Track Records 畢業生升學記錄

UGC-funded Institutions
(UGC-funded and Self-funded Undergraduate Programmes)
<b>Hong Kong Baptist University</b>
BA (Hons) in Chinese Language and Literature
BA (Hons) in Creative and Professional Writing
BA (Hons) in Creative Writing for Film, Television and New Media
BA (Hons) in Humanities
BA (Hons) in Cultural Studies and Creative Industries
BA (Hons) in Religion, Philosophy and Ethics
<b>The University of Hong Kong</b>
BA in Chinese Language and Literature
BA and BEd in Language Education
<b>The Chinese University of Hong Kong</b>
BA in Chinese Language and Literature
BA in Cultural Management
BA in Cultural Studies
BA in Philosophy
BA in Religious Studies
<b>City University of Hong Kong</b>
BA Chinese and History
BA Media and Communication
<b>The Hong Kong Polytechnic University</b>
BA (Hons) in Bilingual Interdisciplinary Chinese Studies
BA (Hons) in Chinese and Bilingual Studies
BA (Hons) in Language and Speech Sciences
<b>The Education University of Hong Kong</b>
BEd (Hons) in Chinese Language
BA (Hons) in Teaching Chinese as a Second Language
<b>Lingnan University</b>
BA (Hons) in Chinese
BA (Hons) in Philosophy
BA (Hons) in Visual Studies
Bachelor of Social Sciences (Hons)
<b>Others</b>
<b>Hong Kong Metropolitan University</b>
BA (Hons) in Chinese
BA (Hons) in Creative Writing and Film Arts
<b>Hong Kong Shue Yan University</b>
BA (Hons) in Chinese Language and Literature
BA (Hons) in History
<b>The Hang Seng University of Hong Kong</b>
BA (Hons) in Chinese
BA (Hons) in Cultural and Creative Industries
Bachelor of Journalism and Communication (Hons)
<b>Overseas Universities</b>
<b>U.K.</b>
BA (Hons) in Chinese (Modern) - University of Leeds
<b>Taiwan</b>
BA (Hons) in Chinese Literature - National Tsing Hua University
BA (Hons) in Chinese - National Taiwan Normal University
BA (Hons) in History - National Cheng Kung University

# Cultural Studies

## 文化研究



## Programme Features

### 課程特色

This area of Concentration Studies trains and equips students to approach and synthesise knowledge from multiple perspectives informed by various disciplines, so that they will have the intellectual acumen and skills required for a range of academic fields. Students can apply a variety of methodologies in approaching and critically analysing cultural processes and issues in local and global contexts.

Distinctive features include:

- Multi-disciplinary perspectives from theory and literature to art, media and popular culture;
- Identifying and analysing the human, artistic and social values of diverse cultural practices, particularly in relation to challenges and conflicts in contemporary issues or debates.

本專修致力訓練同學掌握不同文化視角，把多元視野融會貫通、組織整合，從而培養敏銳的學術觸覺，有助同學於相關學術領域中學以致用。同學可應用不同的方法回應及評價本地及環球的文化進程及相關課題。課程特色包括：

- 以不同學派理論、流行文化、藝術、媒體及文學等範疇為切入點，從多元角度全面認識文化領域的特點；
- 辨別不同的文化習俗中有關人類、藝術及社會的價值，以及關注當代引起爭議的相關課題。

## Career Prospects

### 就業前景

With their acumen, cultural sensitivity, strong analytic and language skills, graduates will be able to work in the field of arts and culture, publishing, marketing, advertising, media, journalism, public relations, event management, education and research.

畢業生可投身於文化藝術、出版、推廣、廣告、媒體、新聞、公關、項目管理、教育及研究等不同界別的工作。



[hkbucie.hk/culs](http://hkbucie.hk/culs)

Join us at CIE Cultural Studies and take a deep dive into films, literature, music and fine arts made in Hong Kong and around the world. We shall explore our place in the world from historical, cultural, and philosophical perspectives.

**Mr. Dickson G.L. Cheung**  
Academic Co-ordinator

## Curriculum

### 課程

Discipline Specific Content	24 Units
<b>Concentration Studies (15 Units)</b>	
Approaches to Studying Culture	
Aspects of Popular Culture	
Hong Kong Mainstream Culture	
Hong Kong Subcultures	
Media and Society	
<b>Elective Studies (9 Units)*</b>	
Introduction to Philosophy	
Myth and Fantasy	
Professional English for the Media	
Understanding Creativity through Works of Art	
Generic Content	38 Units
<b>Core Courses (16 units, including three English Language Courses)</b>	
<ul style="list-style-type: none"> <li>English Academic Writing I &amp; II</li> <li>Written and Spoken Modern Chinese<sup>†</sup> / Elementary Chinese<sup>‡</sup></li> <li>Healthy Lifestyle</li> <li>The Art of Persuasion</li> <li>English for Professional Communication / Literary Appreciation / Reading Contemporary Worlds (<i>select one course</i>)</li> </ul>	
<b>General Education</b>	
<b>Foundational Courses (9 units)</b>	
<i>select one course from each category</i>	
<ul style="list-style-type: none"> <li>History and Civilization</li> <li>Values and the Meaning of Life</li> <li>Quantitative Reasoning</li> </ul>	
<b>Interdisciplinary Thematic Courses (6 units)</b>	
<i>select two courses from any one or two themes</i>	
<ul style="list-style-type: none"> <li>Science, Technology and Society</li> <li>Sustainable Communities</li> <li>Culture, Creativity and Innovation</li> </ul>	
<b>Free Electives (7 units)</b>	
<i>Complete a total of 7 units from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences</i>	

Remarks:

<sup>†</sup> Taught in Cantonese / Putonghua

<sup>‡</sup> For Non-Chinese Speaking Students

\* Recommended Elective Studies course offered by this Concentration Studies

Students are required to take 3 courses from the above recommended list and/or from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences listed on p.27.

The course list is for reference only. The College reserves the right to make changes on the course list.

## Articulation Track Records

### 畢業生升學記錄

UGC-funded Institutions
(UGC-funded and Self-funded Undergraduate Programmes)
<b>Hong Kong Baptist University</b>
BA (Hons) in Humanities
BA (Hons) in History
BA (Hons) in Religion, Philosophy and Ethics
BA (Hons) in English Language and Literature
BA (Hons) in Cultural Studies and Creative Industries
BA (Hons) in Visual Arts
BSocSc (Hons) in Media and Social Communication
BSocSc (Hons) in European Studies
<b>The University of Hong Kong</b>
BA in Hong Kong Studies
BA in American Studies
<b>The Chinese University of Hong Kong</b>
BA in Cultural Studies
BA in Philosophy
BSSc in Gender Studies
<b>City University of Hong Kong</b>
BA Chinese and History
BSocSc Asian and International Studies
BSocSc Public Policy and Politics
<b>The Hong Kong Polytechnic University</b>
BA (Hons) in Social Policy and Administration
<b>Lingnan University</b>
BA (Hons) in Philosophy
BA (Hons) in Cultural Studies
BA (Hons) in History
BA (Hons) in Visual Studies

# Music Studies

## 音樂學

In collaboration with the Department of Music, HKBU 與香港浸會大學音樂系合辦



## Programme Features

### 課程特色

This area of Concentration Studies aims to nurture young artists to acquire general musical knowledge and practical skills needed for a variety of careers in music while providing students with the opportunities for personal and intellectual development. Distinctive features include:

- Music courses designed and managed by the Department of Music, HKBU;
- Ample performing opportunities in ensembles offered by the Department of Music, HKBU.

本專修旨在培育青年藝術工作者，掌握就業所需的基本知識及專業技能，並提供個人及知性成長的機會。

課程特色包括：

- 音樂相關科目由香港浸會大學音樂系設計及管理；
- 同學可透過參與香港浸會大學音樂系的演奏樂團，獲得演出機會。

## Career Prospects

### 就業前景

Graduates will be equipped to apply their expertise in a diverse range of careers including arts and culture, music administration, performing, education and training.

畢業生可從事多個行業的工作，包括文化藝術、音樂行政、表演，以及教育和培訓。



[hkbucie.hk/musc](http://hkbucie.hk/musc)

For those who wish to pursue music, this programme will provide fundamental knowledge, practical training and performance opportunities, preparing students to the many musical pathways in the future.

Dr. Law Po-kwan  
Academic Co-ordinator

## Curriculum 課程

Discipline Specific Content	24 Units
<b>Concentration Studies (15 Units) and Elective Studies (9 Units)</b>	
Advanced Performance Studies I#	
Advanced Performance Studies II#	
Masterpieces of Western Music Literature	
Masterpieces of Western Music Literature II	
Music Pedagogy	
Performance Studies#	
Theory and Musicianship I	
Theory and Musicianship II	
Generic Content	38 Units
<b>Core Courses (16 units, including three English Language Courses)</b>	
<ul style="list-style-type: none"> <li>English Academic Writing I &amp; II</li> <li>Written and Spoken Modern Chinese<sup>†</sup> / Elementary Chinese<sup>‡</sup></li> <li>Healthy Lifestyle</li> <li>The Art of Persuasion</li> <li>English for Professional Communication / Literary Appreciation / Reading Contemporary Worlds (<i>select one course</i>)</li> </ul>	
<b>General Education</b>	
<b>Foundational Courses (9 units)</b> <i>select one course from each category</i>	
<ul style="list-style-type: none"> <li>History and Civilization</li> <li>Values and the Meaning of Life</li> <li>Quantitative Reasoning</li> </ul>	
<b>Interdisciplinary Thematic Courses (6 units)</b> <i>select two courses from any one or two themes</i>	
<ul style="list-style-type: none"> <li>Science, Technology and Society</li> <li>Sustainable Communities</li> <li>Culture, Creativity and Innovation</li> </ul>	
<b>Free Electives (7 units)</b> <i>Complete a total of 7 units from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences</i>	

## Music Ensembles of HKBU

### 香港浸會大學樂團

- Cantoria Hong Kong 香港浸會大學室樂合唱團
- Choral Union 香港浸會大學合唱團
- Collegium Musicum Hong Kong 香港巴羅克室樂團
- University Symphony Orchestra 香港浸會大學交響樂團

## Articulation Track Records 畢業生升學記錄

UGC-funded Institutions
(UGC-funded and Self-funded Undergraduate Programmes)
<b>Hong Kong Baptist University</b>
BA (Hons) in Music
BA (Hons) in Music Studies
BM (Hons) in Creative Industries
<b>The University of Hong Kong</b>
Bachelor of Arts
<b>The Chinese University of Hong Kong</b>
BA in Music
<b>The Education University of Hong Kong</b>
BA (Hons) in Creative Arts and Culture
Others
<b>The Hong Kong Academy for Performing Arts</b>
Bachelor of Music (Hons)
Overseas Universities
<b>U.S.A.</b>
Bachelor of Music - New England Conservatory of Music

## Instrument Requirement for Music Studies 音樂學的樂器要求

Grade 8 in practical examination of the Associated Board of the Royal Schools of Music (ABRSM) or equivalent in standard. Applicants are required to attend and pass the audition.

英國皇家音樂學院 (Associated Board of the Royal Schools of Music, ABRSM) 術科考試達八級或同等資格。申請者需出席並通過演奏面試。

Remarks:

<sup>†</sup> Taught in Cantonese / Putonghua

<sup>‡</sup> For Non-Chinese Speaking Students

\* All Performance Studies related courses will be taught in group classes. No one-on-one applied music instruction will be provided.

The course list is for reference only. The College reserves the right to make changes on the course list.

# Professional Communication and English Studies

## 專業傳意及英語研究



## Programme Features

### 課程特色

This area of Concentration Studies is a meticulously integrated English programme which encompasses the aspects of professional communication, English linguistics, and literary studies. With a good grasp of the three areas, our graduates will be given a real advantage in pursuing further studies for any English-related programmes at undergraduate level and entering the international job market where English and communication skills are key to success.

Distinctive features include:

- Sharpening students' oral and written communication skills which can be applied in a wide variety of professional contexts;
- Extending students' knowledge of the English language; and
- Developing students' ingenuity in creative writing and acumen for literary appreciation.

此專修屬綜合英語課程，涵蓋專業傳意、語言學及文學研究的三大範疇。良好具備這各方面知識和技巧的畢業生，在國際就業市場中將能脫穎而出。課程特色包括：

- 提升同學口語及寫作上的專業傳意技巧；
- 擴闊同學對英語方面的知識；
- 培養批判思維、創造力以及敏銳觸覺。

## Career Prospects

### 就業前景

Graduates can enter a variety of professions including but not limited to education, marketing, media, public relations, advertising, creative industries, and other careers which require demonstrable competence in English.

畢業生可投身於教育、市場推廣、傳媒、公共關係、廣告及創意工業等工作。



[hkbucie.hk/peng](http://hkbucie.hk/peng)

Professional Communication and English Studies cultivates and develops students' skills at using written and spoken English for professional purposes in both local and international contexts, thereby preparing them for new challenges from the global market as well as excellent opportunities for academic and career development.

**Dr. Bernie G.N. Mak**  
Academic Co-ordinator

## Curriculum

### 課程

Discipline Specific Content	24 Units
<b>Concentration Studies (15 Units)</b>	
Contemporary English Grammar	
Fundamentals of Linguistics	
Oral Communication for the Professions	
Professional English for Business	
Professional English for the Media	
<b>Elective Studies (9 Units)*</b>	
Creative English Writing	
Exploring English Cinema	
The Language of Modern Theatre	
Understanding Visual Culture	
Generic Content	38 Units
<b>Core Courses (16 units, including three English Language Courses)</b>	
<ul style="list-style-type: none"> <li>English Academic Writing I &amp; II</li> <li>Written and Spoken Modern Chinese<sup>†</sup> / Elementary Chinese<sup>‡</sup></li> <li>Healthy Lifestyle</li> <li>The Art of Persuasion</li> <li>English for Professional Communication / Literary Appreciation / Reading Contemporary Worlds (<i>select one course</i>)</li> </ul>	
<b>General Education</b>	
<b>Foundational Courses (9 units)</b>	
<i>select one course from each category</i>	
<ul style="list-style-type: none"> <li>History and Civilization</li> <li>Values and the Meaning of Life</li> <li>Quantitative Reasoning</li> </ul>	
<b>Interdisciplinary Thematic Courses (6 units)</b>	
<i>select two courses from any one or two themes</i>	
<ul style="list-style-type: none"> <li>Science, Technology and Society</li> <li>Sustainable Communities</li> <li>Culture, Creativity and Innovation</li> </ul>	
<b>Free Electives (7 units)</b>	
<i>Complete a total of 7 units from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences</i>	

## Articulation Track Records

### 畢業生升學記錄

UGC-funded Institutions
(UGC-funded and Self-funded Undergraduate Programmes)
<b>Hong Kong Baptist University</b>
BA (Hons) English Language and Literature
BA (Hons) in Cultural Studies and Creative Industries
BSocSc (Hons) in Media and Social Communication
<b>City University of Hong Kong</b>
BA in English
<b>The Hong Kong Polytechnic University</b>
BA (Hons) in English and Applied Linguistics
BA (Hons) in English Studies for the Professions
<b>The Education University of Hong Kong</b>
BA (Hons) in Language Studies (English Major)
BA (Hons) in Language Studies and BEd (Hons) (English Language)
<b>Lingnan University</b>
Bachelor of Business Administration (Hons)
BA (Hons) in Translation
Others
<b>The Hang Seng University of Hong Kong</b>
BA (Hons) in English
<b>The Hong Kong Polytechnic University - SPEED</b>
BA (Hons) in Language and Professional Communication
BA (Hons) in Marketing Management

Remarks:

<sup>†</sup> Taught in Cantonese / Putonghua

<sup>‡</sup> For Non-Chinese Speaking Students

\* Recommended Elective Studies course offered by this Concentration Studies

Students are required to take 3 courses from the above recommended list and/or from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences listed on p.27.

The course list is for reference only. The College reserves the right to make changes on the course list.

# Visual Arts

## 視覺藝術

In collaboration with the Academy of Visual Arts, HKBU 與香港浸會大學視覺藝術院合辦



## Programme Features

### 課程特色

This area of Concentration Studies aims to provide students with visual arts training needed for academic advancement and careers in arts and creative industries.

Distinctive features include:

- Encouraging individual development of concepts and skills in visual arts through a variety of courses offered in studio practice as well as art appreciation;
- Auxiliary art activities, such as lectures by established artists or curated art exhibitions, fostering a broader understanding of the field;
- Well-equipped studios and supporting facilities for professional visual arts training.

本專修為同學提供視覺藝術的基本訓練，為升學或從事藝術及創意工作做好準備。課程特色包括：

- 強調創作與欣賞並重，鼓勵發展藝術潛能，認識視覺藝術技巧與概念；
- 與知名藝術工作者交流及參觀藝術展覽，加深同學對藝術界別的認識；
- 校園設有藝術工作室及完善的教學設施，提供專業藝術訓練。

## Career Prospects

### 就業前景

Graduates will be able to engage in creative careers and work for arts centres, galleries, design firms or advertising companies.

畢業生可於創意行業發揮所長，或於藝術中心、畫廊、設計或廣告公司等機構工作。



[hkbucie.hk/vars](http://hkbucie.hk/vars)

Our programme provides students with the education essentials in various forms of visual arts, and emphasising relevant skills and knowledge acquisition. Graduates could pursue further education and careers in arts and creative industries.

**Dr. Francis W.L. Yu**  
Academic Co-ordinator

## Curriculum

### 課程

Discipline Specific Content	24 Units
<b>Concentration Studies (15 Units) and Elective Studies (9 Units)</b>	
Graphic Design and Visual Narratives	
Introduction to Visual Arts I	
Introduction to Visual Arts II	
Introduction to Western Art	
Introduction to Chinese Art	
Looking through the Lens	
Materials and Processes	
Visual Thinking and Observation	

Generic Content	38 Units
<b>Core Courses (16 units, including three English Language Courses)</b>	
<ul style="list-style-type: none"> <li>English Academic Writing I &amp; II</li> <li>Written and Spoken Modern Chinese<sup>†</sup> / Elementary Chinese<sup>‡</sup></li> <li>Healthy Lifestyle</li> <li>The Art of Persuasion</li> <li>English for Professional Communication / Literary Appreciation / Reading Contemporary Worlds (<i>select one course</i>)</li> </ul>	
<b>General Education</b>	
<b>Foundational Courses (9 units)</b>	
<i>select one course from each category</i>	
<ul style="list-style-type: none"> <li>History and Civilization</li> <li>Values and the Meaning of Life</li> <li>Quantitative Reasoning</li> </ul>	
<b>Interdisciplinary Thematic Courses (6 units)</b>	
<i>select two courses from any one or two themes</i>	
<ul style="list-style-type: none"> <li>Science, Technology and Society</li> <li>Sustainable Communities</li> <li>Culture, Creativity and Innovation</li> </ul>	
<b>Free Electives (7 units)</b>	
<i>Complete a total of 7 units from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences</i>	

Remarks:

<sup>†</sup> Taught in Cantonese / Putonghua

<sup>‡</sup> For Non-Chinese Speaking Students

The course list is for reference only. The College reserves the right to make changes on the course list.

## Articulation Track Records

### 畢業生升學記錄

UGC-funded Institutions
(UGC-funded and Self-funded Undergraduate Programmes)
<b>Hong Kong Baptist University</b>
BA (Hons) in Visual Arts
<b>The Chinese University of Hong Kong</b>
BA in Fine Arts
<b>City University of Hong Kong</b>
BA Creative Media
<b>The Hong Kong Polytechnic University</b>
BA (Hons) in Communication Design
<b>The Education University of Hong Kong</b>
BA (Hons) in Creative Arts and Culture & BEd (Hons) in Visual Arts
Others
<b>The Hong Kong Polytechnic University - SPEED</b>
BA (Hons) in Applied and Media Arts
<b>Hong Kong Art School &amp; RMIT</b>
Bachelor of Arts (Fine Art)





# Division of Business

## 商學部

Business Administration 工商管理

Financial Management 財務管理

Marketing 市場學

Professional Accountancy 專業會計學

Tourism and Hospitality Management 旅遊及款待業管理

# Programme Structure

## 課程結構

### Discipline Specific Content 專修內容



**24** Units  
學分



### Concentration Studies 專修科目

**15** Units  
學分

**5** Courses  
科目

Course details are available on the page designated for each area of Concentration Studies. 詳情列於各專修科目的內頁。



### Elective Studies 選修科目



**9** Units  
學分

**3** Courses  
科目

- Corporate and Media Communication in Chinese<sup>^</sup>
- Creative and Social Media
- Essentials of Financial Technology
- Essentials of Sociology
- Event Management\*
- Food Safety and Public Health Management
- Graphic Design and Visual Communication
- Human Physiology
- Introduction to Media and Communication
- Introduction to Philosophy
- Marketing Principles\*
- Popular Culture in Contemporary China<sup>^</sup>
- Principles of Microeconomics\*
- Professional English for the Media
- Text and Image: A Critical Analysis<sup>^</sup>

<sup>^</sup> Taught in Cantonese

\* Offered by the Division of Business

Each of the above is a 3-unit course. Subject to the arrangement of individual Concentration Studies, students are required to take 3 courses from the recommended Elective Studies list offered by each Concentration Studies and/or from the above list. Details are available on the page designated for each area of Concentration Studies. 每科目為3學分。視乎個別專修安排，同學須從各專修提供的建議科目及/或以上列表中修讀3科選修科目。詳情請參看各專修科目的內頁。

The course list is for reference only. The College reserves the right to make changes on the course list.

The Division of Business offers a wide range of Concentration Studies to meet students' needs for acquiring professional business knowledge and towards further education. The Division has a team of dedicated staff who do not only possess diversified business expertise, but are also devoted to teaching and mentoring students. The Division's strong network with local and overseas universities offers invaluable support for students to achieve their goals of further education.

To enable students to gain more industrial exposure, the Division joins hands with various business organisations to organise a wide range of business-related co-curricular activities and training programmes. Internship opportunities are also provided for students to gain practical business experience.

商學部提供多元化的專修，同學可學習專業的商業知識，並為日後繼續升學作好準備。我們的教學團隊來自不同的專業範疇，他們用心教學培育同學成長。學院與本地及海外大學建立了良好的銜接網絡，為同學提供多元升學選擇。

為使同學與業界有更多的接觸機會，實踐課堂所學，學部聯同不同的商業機構舉辦各樣與商業有關的課外活動和培訓計劃，更提供實習機會，讓同學爭取更多工作經驗。

# Business Administration

## 工商管理



### Programme Features

#### 課程特色

This area of Concentration Studies aims to provide students with all-round academic knowledge and rigorous practical training in management, economics, accounting, finance, marketing and law, and equip them for further study and career development. Distinctive features include:

- A flexible curriculum design that allows students to take a broad range of business courses;
- Unique exposure to real-life business working environments in diversified internship opportunities and business simulated activities;
- A wide range of activities, such as business plan competition, accounting and business management case competition, talks, seminars, workshops, sharing sessions and company visits to maximise students' industry exposure.

本專修旨在為同學提供全面的學術訓練，讓他們掌握有關行業所需的實用知識：商業管理、經濟、會計、財務、市場學及法律等，為將來升學及就業打好基礎。

課程特色包括：

- 課程組合靈活，同學可視乎興趣修讀不同的商業科目；
- 同學可透過不同的企業實習及模擬活動，體驗實際的營商環境，從而獲得寶貴的經驗；
- 舉辦多元化學科活動，如創業計劃比賽、會計及商業管理個案比賽、專題講座、工作坊、分享會及企業探訪等，讓同學走出課室，增廣見聞。

### Career Prospects

#### 就業前景

Graduates will be able to work in the field of marketing, human resources management, accounting, banking, finance, trading, and logistics.

畢業生可投身市場推廣、人力資源管理、會計、銀行金融、貿易及物流等不同工作。



[hkbucie.hk/buad](http://hkbucie.hk/buad)

Combining the all-round academic knowledge and rigorous practical training in economics, management, accounting, finance, marketing, and law, this programme will equip students for further study and career development. Graduates will be able to work in the fields of marketing, human resources management, accounting, banking, finance, trading, and logistics.

**Dr. John F.Y. Yeung**  
Academic Co-ordinator

## Curriculum

### 課程

Discipline Specific Content	24 Units
<b>Concentration Studies (15 Units)</b>	
Management Information Systems for Marketing and E-commerce	
Marketing Principles	
Principles of Accounting II (Management Accounting)	
Principles of Macroeconomics	
Principles of Microeconomics	
<b>Elective Studies (9 Units)*</b>	
Fundamental Principles of Law	
Organizational Behaviour	
Principles of Accounting I (Financial Accounting)	
Principles of Financial Management	
Generic Content	38 Units
<b>Core Courses (16 units, including three English Language Courses)</b>	
<ul style="list-style-type: none"> <li>English Academic Writing I &amp; II</li> <li>Written and Spoken Modern Chinese<sup>†</sup> / Elementary Chinese<sup>‡</sup></li> <li>Healthy Lifestyle</li> <li>The Art of Persuasion</li> <li>English for Professional Communication / Literary Appreciation / Reading Contemporary Worlds (select one course)</li> </ul>	
<b>General Education Foundational Courses (9 units)</b>	
<i>select one course from each category</i>	
<ul style="list-style-type: none"> <li>History and Civilization</li> <li>Values and the Meaning of Life</li> <li>Quantitative Reasoning</li> </ul>	
<b>Interdisciplinary Thematic Courses (6 units)</b>	
<i>select two courses from any one or two themes</i>	
<ul style="list-style-type: none"> <li>Science, Technology and Society</li> <li>Sustainable Communities</li> <li>Culture, Creativity and Innovation</li> </ul>	
<b>Free Electives (7 units)</b>	
<i>Complete a total of 7 units from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences</i>	

Remarks:

<sup>†</sup> Taught in Cantonese / Putonghua

<sup>‡</sup> For Non-Chinese Speaking Students

\* Recommended Elective Studies course offered by this Concentration Studies  
Students are required to take 3 courses from the above recommended list and/or from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences listed on p.39.

The course list is for reference only. The College reserves the right to make changes on the course list.

## Articulation Track Records

### 畢業生升學記錄

UGC-funded Institutions
(UGC-funded and Self-funded Undergraduate Programmes)
<b>Hong Kong Baptist University</b>
BBA (Hons) - Accounting Concentration
BCom (Hons) in Accountancy
Bachelor of Business Administration (Hons)
BBA (Hons) - Entrepreneurship Concentration
BBA (Hons) - Human Resources Management Concentration
BCom (Hons) in Human Resources Management
BSocSc (Hons) in Integrated Communication Management
BBA (Hons) - Marketing Concentration
BCom (Hons) in Marketing
<b>The University of Hong Kong</b>
BSc in Information Management
<b>The Chinese University of Hong Kong</b>
Integrated BBA
<b>The Hong Kong University of Science and Technology</b>
BBA in Business and Management
<b>City University of Hong Kong</b>
BBA Business Analysis
BBA Business Economics
BBA Finance
BA Translation and Interpretation
<b>The Hong Kong Polytechnic University</b>
BBA (Hons) in Financial Services
BBA (Hons) in Marketing
BBA (Hons) in Management
<b>Lingnan University</b>
BBA (Hons) in Human Resource Management
<b>The Education University of Hong Kong</b>
Bachelor of Education (Hons)
Others
<b>Hong Kong Metropolitan University</b>
BBA (Hons) in Professional Accounting
<b>The Hang Seng University of Hong Kong</b>
BA (Hons) in English
Overseas Universities
<b>Australia</b>
BBus in Finance - University of Technology Sydney
<b>U.K.</b>
BSc (Hons) in Marketing - University of Kent
<b>U.S.A.</b>
BA in Accounting - Michigan State University
Mainland Universities
中醫學專業學士學位課程 - Guangzhou University of Chinese Medicine
<b>BNU-HKBU United International College</b>
BBA (Hons) in Accounting
BBA (Hons) in Applied Economics
BBA (Hons) in Culture, Creativity and Management
BBA (Hons) in Finance
BBA (Hons) in Management of Human Resources
BBA (Hons) in Marketing Management

# Financial Management

## 財務管理



## Programme Features

### 課程特色

This area of Concentration Studies aims to provide students with knowledge in finance, economics, accounting, investment and financial planning that are very useful in daily life. It does not only equip students with the knowledge to articulate to a finance or business-related bachelor degree, such as Finance, Economics, Accounting, Marketing and Human Resources Management, or pursue a career in the financial field but also enables them to apply the practical knowledge on their own investment and financial planning, such as funds and shares investment, loans selection, tax avoidance and retirement planning. Distinctive features include:

- Finance courses taught by experienced professionals, e.g. Chartered Financial Analyst (CFA), Financial Risks Manager (FRM) and Certified Financial Planner (CFP<sup>CM</sup>), with emphasis on the application of theories in the real world;
- Opportunities to take part in the activities organised by the Investment Club, such as investment seminars and competitions, to gain valuable organising and leadership experience;
- Internship, Professional Mentorship, Alumni Mentorship, company visits, study tours, Investment Simulation Game and Investment Plan Competition are organised for students to gain a deeper understanding of the financial world, enhance articulation and career planning, as well as sharpen research skills and investment sense;
- The exemptions granted by HKRFP and ACCA for some examination papers and IFPHK for AFP certification education requirements.

本專修旨在培育學生在金融、經濟、會計、投資及財務策劃的知識，這些知識十分實用。除了能夠裝備同學繼續進修金融或商業相關的學士學位，例如金融學、經濟學、會計學、市場學和人力資源學，或投身金融行業發展之外，在課堂上學到的金融知識也可以應用於個人投資、貸款選擇、減稅及退休計劃等。課程特色包括：

- 金融課程由資深專業人士，例如特許財經分析師 (CFA)、財務風險管理師 (FRM) 和認可財務策劃師 (CFP<sup>CM</sup>) 教授，特別注重運用課堂所學的理论於現實世界之中；
- 同學可以參與策劃投資學會的活動，例如投資講座及比賽，增進領導及組織能力；
- 通過參加企業實習計劃、企業師友計劃、校友導師計劃、公司探訪、遊學團、模擬投資比賽和投資策劃比賽，以加深對財經世界的認識、完善升學及職業生涯的策劃、強化投資和研究的觸覺；
- 畢業生可獲豁免部分註冊財務策劃師協會 (HKRFP) 及特許公認會計師公會 (ACCA) 的專業考試，同時更可獲豁免香港財務策劃師學會 (IFPHK) 的AFP資格認證所需的學歷要求。

## Career Prospects

### 就業前景

Graduates may explore their career opportunities in the areas of banking, securities brokerage, assets management, corporate finance, financial planning, risks analysis and investment research.

畢業生可從事銀行業、證券業、資產管理、企業融資、財務策劃、風險分析、投資研究等專業工作。



[hkbu.cie.hk/fmgt](http://hkbu.cie.hk/fmgt)



Hong Kong is an international financial centre, studying Financial Management is one of the best choices for building up students' bright future, including their own wealth to achieve financial freedom.

Mr. William K.W. Lai  
Academic Co-ordinator

## Curriculum

### 課程

Discipline Specific Content	24 Units
<b>Concentration Studies (15 Units)</b>	
Financial Planning	
Investment Management	
Principles of Financial Management	
Principles of Insurance	
Principles of Macroeconomics	
<b>Elective Studies (9 Units)*</b>	
Principles of Microeconomics	
Principles of Accounting I (Financial Accounting)	
Principles of Accounting II (Management Accounting)	
Generic Content	38 Units
<b>Core Courses (16 units, including three English Language Courses)</b>	
<ul style="list-style-type: none"> <li>English Academic Writing I &amp; II</li> <li>Written and Spoken Modern Chinese<sup>†</sup> / Elementary Chinese<sup>‡</sup></li> <li>Healthy Lifestyle</li> <li>The Art of Persuasion</li> <li>English for Professional Communication / Literary Appreciation / Reading Contemporary Worlds (<i>select one course</i>)</li> </ul>	
<b>General Education</b>	
<b>Foundational Courses (9 units)</b>	
<i>select one course from each category</i>	
<ul style="list-style-type: none"> <li>History and Civilization</li> <li>Values and the Meaning of Life</li> <li>Quantitative Reasoning</li> </ul>	
<b>Interdisciplinary Thematic Courses (6 units)</b>	
<i>select two courses from any one or two themes</i>	
<ul style="list-style-type: none"> <li>Science, Technology and Society</li> <li>Sustainable Communities</li> <li>Culture, Creativity and Innovation</li> </ul>	
<b>Free Electives (7 units)</b>	
<i>Complete a total of 7 units from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences</i>	

Remarks:

<sup>†</sup> Taught in Cantonese / Putonghua

<sup>‡</sup> For Non-Chinese Speaking Students

\* Recommended Elective Studies course offered by this Concentration Studies  
Students are required to take 3 courses from the above recommended list and/or from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences listed on p.39.

The course list is for reference only. The College reserves the right to make changes on the course list.

## Articulation Track Records

### 畢業生升學記錄

UGC-funded Institutions
(UGC-funded and Self-funded Undergraduate Programmes)
<b>Hong Kong Baptist University</b>
BBA (Hons) - Accounting Concentration
BCom (Hons) in Accountancy
BBA (Hons) - Finance Concentration
BCom (Hons) in Human Resources Management
BCom (Hons) in Marketing
BSocSc (Hons) in Media and Social Communication
<b>The Chinese University of Hong Kong</b>
Integrated BBA
BBA in Professional Accountancy
<b>City University of Hong Kong</b>
BBA Business Analysis
<b>The Hong Kong Polytechnic University</b>
BBA (Hons) in Accounting and Finance
BBA (Hons) in Financial Services
BSc (Hons) in Property Management
BSc (Hons) in Financial Technology and Artificial Intelligence
<b>Lingnan University</b>
BBA (Hons) Finance
BBA (Hons) Risk and Insurance Management
BSocSc (Hons) in Economics
Others
<b>Hong Kong Metropolitan University</b>
BBA (Hons) in Banking and Finance
BBA (Hons) in Business Management
BBA (Hons) in Global Business and Marketing
<b>The Hang Seng University of Hong Kong</b>
BBA (Hons) in Finance and Banking
BBA (Hons) in Financial Analysis
BSc (Hons) in Data Science and Business Intelligence
<b>City University of Hong Kong - SCOPE</b>
BA (Hons) in Accounting and Finance - Edinburgh Napier University
<b>The Hong Kong Polytechnic University - SPEED</b>
BBA (Hons) in Accountancy
BA (Hons) in Business (Finance)
BA (Hons) in Business (International Business)
Overseas Universities
<b>Australia</b>
BCom in Finance - The University of Queensland
BCom in Professional Accounting - Macquarie University
BBus (Management) - University of South Australia
<b>U.K.</b>
BSc Accounting and Finance - University of Birmingham
BA Business and Management - Durham University
<b>U.S.A.</b>
BA in Accounting - Michigan State University
Mainland Universities
<b>BNU-HKBU United International College</b>
BBA (Hons) in Finance
BBA (Hons) in Marketing Management
BBA (Hons) in Management of Human Resources

# Marketing

## 市場學



## Programme Features

### 課程特色

This area of Concentration Studies trains students to apply various marketing theories and techniques to real-world marketing situations. Students are equipped with the knowledge to pursue an academic or professional career in marketing, business administration, and human resources management. Distinctive features include:

- Practical marketing knowledge on topics such as branding, product positioning, advertising, and market segmentation;
- Learning modern marketing principles and applying them in a practical way through experiential learning activities such as internship, company visits, professional workshops, company attachments and competitions.

本專修旨在訓練同學應用市場學的理论及技巧，分析及訂定市場營銷策略。同學畢業後可修讀市場學、工商管理、人力資源管理學士課程或從事有關行業。課程特色包括：

- 以當前的實際例子教授同學市場營銷的概念及理論，鞏固同學在市場推廣方面的實用專業知識；
- 透過一系列學習體驗活動，如工作實習、企業探訪、工作坊、企業體驗計劃及比賽，學習現今市場學理論及應用技巧。

## Career Prospects

### 就業前景

Graduates will be able to apply their expertise and develop their careers in the field of marketing, advertising, and public relations in a diverse range of business sectors. The sectors cover a range of businesses such as international trade, finance, service, retail, wholesale and e-commerce.

畢業生可擔任不同行業的市場策劃及推廣、廣告及公共關係等工作。行業包括國際貿易、金融、服務、零售、批發、電子商務等。



[hkbu.cie.hk/mrtg](http://hkbu.cie.hk/mrtg)

Our programme will help students build a solid foundation in this exciting field. The professional training on basic business skills, marketing knowledge and practice for creativity and innovation will enable students to gain entry to a variety of choices for academic articulation and marketing career development.

**Dr. Angel Lai**  
Academic Co-ordinator

## Curriculum

### 課程

Discipline Specific Content	24 Units
<b>Concentration Studies (15 Units)</b>	
Marketing Communications	
Management Information Systems for Marketing and E-commerce	
Marketing Principles	
Organizational Behaviour	
Principles of Microeconomics	
<b>Elective Studies (9 Units)*</b>	
Consumer Behaviour	
Principles of Accounting I (Financial Accounting)	
Principles of Accounting II (Management Accounting)	
Principles of Macroeconomics	
Services Marketing	
Generic Content	38 Units
<b>Core Courses (16 units, including three English Language Courses)</b>	
<ul style="list-style-type: none"> <li>English Academic Writing I &amp; II</li> <li>Written and Spoken Modern Chinese<sup>†</sup> / Elementary Chinese<sup>‡</sup></li> <li>Healthy Lifestyle</li> <li>The Art of Persuasion</li> <li>English for Professional Communication / Literary Appreciation / Reading Contemporary Worlds (<i>select one course</i>)</li> </ul>	
<b>General Education</b>	
<b>Foundational Courses (9 units)</b>	
<i>select one course from each category</i>	
<ul style="list-style-type: none"> <li>History and Civilization</li> <li>Values and the Meaning of Life</li> <li>Quantitative Reasoning</li> </ul>	
<b>Interdisciplinary Thematic Courses (6 units)</b>	
<i>select two courses from any one or two themes</i>	
<ul style="list-style-type: none"> <li>Science, Technology and Society</li> <li>Sustainable Communities</li> <li>Culture, Creativity and Innovation</li> </ul>	
<b>Free Electives (7 units)</b>	
<i>Complete a total of 7 units from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences</i>	

## Articulation Track Records

### 畢業生升學記錄

UGC-funded Institutions
(UGC-funded and Self-funded Undergraduate Programmes)
<b>Hong Kong Baptist University</b>
BBA (Hons) - Entrepreneurship Concentration
BBA (Hons) - Marketing Concentration
BCom (Hons) in Accountancy
BCom (Hons) in Human Resources Management
BCom (Hons) in Marketing
BSocSc (Hons) in Integrated Communication Management
BA (Hons) in Cultural Studies and Creative Industries
<b>The University of Hong Kong</b>
BSc in Information Management
<b>The Chinese University of Hong Kong</b>
BSSc in Gender Studies
<b>The Hong Kong University of Science and Technology</b>
BBA in Business and Management
<b>City University of Hong Kong</b>
BBA Marketing
<b>The Hong Kong Polytechnic University</b>
BBA (Hons) in Marketing
Others
<b>Hong Kong Baptist University - SCE</b>
Bachelor of Business (Tourism and Event Management) - University of South Australia
<b>Hong Kong Metropolitan University</b>
BBA (Hons) in Business Intelligence and Analytics
<b>The Hang Seng University of Hong Kong</b>
BBA (Hons) in Management
BBA (Hons) in Human Resource Management
BBA (Hons) in Marketing
<b>The University of Hong Kong - SPACE</b>
BA (Hons) in Marketing and Management - University of Hull (U.K.)
Overseas Universities
<b>Canada</b>
Bachelor of Business Administration - Simon Fraser University

Remarks:

<sup>†</sup> Taught in Cantonese / Putonghua

<sup>‡</sup> For Non-Chinese Speaking Students

\* Recommended Elective Studies course offered by this Concentration Studies  
Students are required to take 3 courses from the above recommended list and/or from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences listed on p.39.

The course list is for reference only. The College reserves the right to make changes on the course list.

# Professional Accountancy

## 專業會計學



## Programme Features

### 課程特色

This area of Concentration Studies aims to prepare students for their future career in accounting or accounting-related areas or further study. It consists of a substantial element of general education, a wide selection of business subjects, as well as a rigorous emphasis on professional accountancy training. Distinctive features include:

- Opportunities to join summer internship programmes in accounting firms or commercial companies;
- Exemption of papers from the Hong Kong Institute of Certified Public Accountants (HKICPA) and the Association of Chartered Certified Accountants (ACCA).

本專修為有志進修會計學及取得會計專業資格的同学而設，旨在幫助同學掌握會計、審計及稅務等行業的知識和技巧。同學亦可修讀商業及通識教育科目，為升學及就業奠下良好基礎。課程特色包括：

- 同學可參與暑期實習計劃，到會計師樓或其他機構工作，汲取實戰經驗；
- 畢業生可獲香港會計師公會 (HKICPA) 及特許公認會計師公會 (ACCA) 豁免部分考卷。

## Career Prospects

### 就業前景

Graduates will be able to work in the field of accounting, finance, and banking industries.

畢業生可投身會計、金融及銀行等工作。



[hkbucie.hk/acty](http://hkbucie.hk/acty)

Certified public accountants (CPAs) have been acting as corporate doctors to set up corporations, to help corporations to grow and to heal corporations when they are sick. We sincerely invite students to take up the challenge to learn to become a CPA by enrolling in our Concentration Studies. Two HKBU undergraduate degrees are available for graduates to apply for articulation to get further training as a CPA.

**Mr. Anthony T.F. Cheng**  
Academic Co-ordinator

## Curriculum

### 課程

Discipline Specific Content	24 Units
<b>Concentration Studies (15 Units) and Elective Studies (9 Units)</b>	
Hong Kong Taxation	
Information Systems for Accounting	
Marketing Principles	
Principles of Financial Accounting	
Principles of Law	
Principles of Macroeconomics	
Principles of Managerial Accounting	
Principles of Microeconomics	

Generic Content	38 Units
<b>Core Courses (16 units, including three English Language Courses)</b>	
<ul style="list-style-type: none"> <li>English Academic Writing I &amp; II</li> <li>Written and Spoken Modern Chinese<sup>†</sup> / Elementary Chinese<sup>‡</sup></li> <li>Healthy Lifestyle</li> <li>The Art of Persuasion</li> <li>English for Professional Communication / Literary Appreciation / Reading Contemporary Worlds (<i>select one course</i>)</li> </ul>	
<b>General Education</b>	
<b>Foundational Courses (9 units)</b>	
<i>select one course from each category</i>	
<ul style="list-style-type: none"> <li>History and Civilization</li> <li>Values and the Meaning of Life</li> <li>Quantitative Reasoning</li> </ul>	
<b>Interdisciplinary Thematic Courses (6 units)</b>	
<i>select two courses from any one or two themes</i>	
<ul style="list-style-type: none"> <li>Science, Technology and Society</li> <li>Sustainable Communities</li> <li>Culture, Creativity and Innovation</li> </ul>	
<b>Free Electives (7 units)</b>	
<i>Complete a total of 7 units from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences</i>	

## Articulation Track Records

### 畢業生升學記錄

UGC-funded Institutions
(UGC-funded and Self-funded Undergraduate Programmes)
<b>Hong Kong Baptist University</b>
BBA (Hons) in Accounting Concentration
BCom (Hons) in Accountancy
BCom (Hons) in Human Resources Management
<b>The University of Hong Kong</b>
BBA in Accountancy and Finance
<b>The Chinese University of Hong Kong</b>
BBA Accountancy



Remarks:

<sup>†</sup> Taught in Cantonese / Putonghua

<sup>‡</sup> For Non-Chinese Speaking Students

The course list is for reference only. The College reserves the right to make changes on the course list.

# Tourism and Hospitality Management

## 旅遊及款待業管理



### Programme Features

#### 課程特色

This area of Concentration Studies provides knowledge and skills combined in both Tourism and Hospitality perspectives. It does not only enable students to receive complete training but also enhance their competitiveness for further study or future careers in a more efficient and effective manner. Distinctive features include:

- Industry Attachment as their Elective Studies: placements include hotels, travel agencies, food and beverages operators, and other companies in the tourism and hospitality service industry;
- Opportunities to participate in career talks, seminars, field trips, company visits, service learning, academic and exchange tours as well as internship programmes that widen students' horizons and deepen their learning experiences.

本專修旨在教授旅遊及款待業的商業知識及執行技巧。同學可獲全面的專業培訓，有助繼續升學及發展相關事業。

課程特色包括：

- 同學可選修工作實習，透過實習機會加深對酒店及旅遊業界的認識。工作實習的行業包括酒店、旅行社、餐飲業和其他旅遊及款待業機構；
- 邀請業界專才分享、舉辦講座、實地考察、企業參觀、服務學習計劃與學術及文化交流等，同學更可參加企業實習，加強學習體驗。

### Career Prospects

#### 就業前景

Graduates will be able to work in different sectors and industries such as hotel, airlines, convention and exhibition centres, theme parks, cultural attractions, event management, cruises and travel agencies.

畢業生可從事多個相關行業的工作，包括酒店、航空公司、會議及展覽中心、主題公園、文化康樂、活動策劃、郵輪及旅行社。



[hkbu.cie.hk/tsmg](http://hkbu.cie.hk/tsmg)

Tourism & Hospitality Industry is exciting and full of fun. It is teamwork-based which enables students to grow up through personal development. Join us to learn how to create memories for our future guests with our passions and service spirits!

**Mr. Eric T.K. Lau**  
Associate Programme Director

## Curriculum

### 課程

Discipline Specific Content	24 Units
<b>Concentration Studies (15 Units)</b>	
Hospitality Management	
Hotel Management	
Marketing Principles	
Principles of Microeconomics	
Travel and Tourism Management	
<b>Elective Studies (9 Units)*</b>	
Event Management	
Industry Attachment	
Principles of Accounting I (Financial Accounting)	
Principles of Financial Management	
Principles of Macroeconomics	
Generic Content	38 Units
<b>Core Courses (16 units, including three English Language Courses)</b>	
<ul style="list-style-type: none"> <li>English Academic Writing I &amp; II</li> <li>Written and Spoken Modern Chinese<sup>†</sup> / Elementary Chinese<sup>‡</sup></li> <li>Healthy Lifestyle</li> <li>The Art of Persuasion</li> <li>English for Professional Communication / Literary Appreciation / Reading Contemporary Worlds (<i>select one course</i>)</li> </ul>	
<b>General Education</b>	
<b>Foundational Courses (9 units)</b>	
<i>select one course from each category</i>	
<ul style="list-style-type: none"> <li>History and Civilization</li> <li>Values and the Meaning of Life</li> <li>Quantitative Reasoning</li> </ul>	
<b>Interdisciplinary Thematic Courses (6 units)</b>	
<i>select two courses from any one or two themes</i>	
<ul style="list-style-type: none"> <li>Science, Technology and Society</li> <li>Sustainable Communities</li> <li>Culture, Creativity and Innovation</li> </ul>	
<b>Free Electives (7 units)</b>	
<i>Complete a total of 7 units from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences</i>	

Remarks:

<sup>†</sup> Taught in Cantonese / Putonghua

<sup>‡</sup> For Non-Chinese Speaking Students

\* Recommended Elective Studies course offered by this Concentration Studies Students are required to take 3 courses from the above recommended list and/or from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences listed on p.39.

The course list is for reference only. The College reserves the right to make changes on the course list.

## Articulation Track Records

### 畢業生升學記錄

UGC-funded Institutions
(UGC-funded and Self-funded Undergraduate Programmes)
<b>Hong Kong Baptist University</b>
BBA (Hons) Marketing Concentration
BCom (Hons) in Marketing
BCom (Hons) in Human Resources Management
<b>The Hong Kong Polytechnic University</b>
BBA (Hons) in Management
BSc (Hons) in Hotel Management
BSc (Hons) in Tourism and Events Management
Others
<b>Hong Kong Baptist University - SCE</b>
Bachelor of Business (Tourism and Event Management) - University of South Australia
<b>The Hang Seng University of Hong Kong</b>
BBA (Hons) in Marketing
BBA (Hons) in Human Resource Management
<b>The Hong Kong Polytechnic University - SPEED</b>
BA (Hons) in Hospitality Management
BA (Hons) in Travel Industry Management





*Division of*  
**Communication**

**傳理學部**

Creative Communication 傳理學

Creative Digital Media Design 創意數碼媒體設計

Creative Media Writing 創意媒體寫作

Film, Television and Digital Media Studies 電影、電視及數碼媒體學

Journalism 新聞學

Media Communication 媒體傳播

# Programme Structure

## 課程結構

The Division of Communication offers a comprehensive range of Concentration Studies encompassing a broad range of media sectors, including journalism, television, film, advertising, public relations, digital media, and other forms of new media. Students will be equipped with solid knowledge and skills in their interested area so that they could pursue various communication related degree programmes for future academic development.

Given the Division's strong connection with industry practitioners, students will gain exposure and practical experiences through various experiential learning opportunities. With the well balanced training in the Division, students will become critical and committed media professionals to serve the community.

傳理學部的專修範圍涵蓋各種傳媒行業，包括新聞、電視、電影、廣告、公關、數碼媒體，以及其他新媒體等。同學可以根據興趣選擇相關的專修，掌握專業知識及技巧，以助升讀與傳播學相關的學士學位課程。

學部與業界經常保持緊密連繫，為同學提供各項體驗學習的機會，從而擴闊視野，實踐所學。學部亦著重同學的多元發展，訓練同學成為責任感與批判思考兼備的傳媒工作者，為社會作出貢獻。

### Discipline Specific Content 專修內容



# 24

Units  
學分



# 15

Units  
學分

5 Courses  
科目

Course details are available on the page designated for each area of Concentration Studies. 詳情列於各專修科目的內頁。



### Elective Studies 選修科目



# 9

Units  
學分

3 Courses  
科目

- Corporate and Media Communication in Chinese<sup>^</sup>
- Creative and Social Media\*
- Essentials of Financial Technology
- Essentials of Sociology
- Event Management
- Food Safety and Public Health Management
- Graphic Design and Visual Communication\*
- Human Physiology
- Introduction to Media and Communication\*
- Introduction to Philosophy
- Marketing Principles
- Popular Culture in Contemporary China<sup>^</sup>
- Principles of Microeconomics
- Professional English for the Media
- Text and Image: A Critical Analysis<sup>^</sup>

<sup>^</sup> Taught in Cantonese

\* Offered by the Division of Communication

Each of the above is a 3-unit course. Subject to the arrangement of individual Concentration Studies, students are required to take 3 courses from the recommended Elective Studies list offered by each Concentration Studies and/or from the above list. Details are available on the page designated for each area of Concentration Studies. 每科目為3學分。視乎個別專修安排，同學須從各專修提供的建議科目及/或以上列表中修讀3科選修科目。詳情請參看各專修科目的內頁。

The course list is for reference only. The College reserves the right to make changes on the course list.

# Creative Communication

## 傳理學



## Programme Features

### 課程特色

This area of Concentration Studies provides diversified knowledge and practical trainings on advertising, public relations, broadcasting and mass media. Specifically, it aims to equip students with creativity and critical ability that facilitate their further study or career in the media industry. Distinctive features include:

- Diversified trainings on strategic planning, visual communication, broadcast communication as well as performing arts, which gives students the chance to enhance their critical, creative and organising abilities;
- Experiential learning experiences for students to explore the industry. For instance, organising study tours and the annual AD HERE Advertising Competition in collaboration with well-known companies to give students the chance to work for real clients;
- Industrial talks / seminars to facilitate students' understanding on the latest media development and providing internship opportunities.

本專修秉承香港浸會大學傳理學優良傳統，為有志於傳播創意、增強組織能力及鍛鍊批判思維的同學而設。課程理論及實踐並重，讓同學了解及掌握公關廣告以及媒體傳播技巧。

課程特色包括：

- 培訓同學公關廣告策略組織、數碼設計、電台節目製作及表演藝術等方面的技巧；
- 提供多元學習體驗，例如：舉辦交流團及與著名品牌合作舉辦年度廣告大賽 — 「AD HERE廣告大賽」，讓同學為客戶擬定廣告公關策略；
- 舉辦專業訓練、講座及工作坊，讓同學了解行業最新動態以及提供實習機會。

## Special Facilities 特別設備

Comm-aLive Studio (廣播製作室) at Shek Mun campus provides facilities for students to carry out broadcasting projects and other media activities.

## Career Prospects 就業前景

Graduates will be able to work in the field of advertising and public relations, marketing, event management, media, entertainment, online media, journalism, broadcasting, digital production and publishing.

畢業生可投身廣告公關、市場推廣、活動策劃、傳媒、娛樂事業、網絡媒體、新聞、廣播、數碼製作及出版等工作。



[hkbu.cie.hk/crcm](http://hkbu.cie.hk/crcm)

The programme unleashes the potential of the youth to meet the communication needs of creative industries: advertising, public relations, media production, publishing, corporate management, among others. Graduates are with diverse and satisfactory articulations to undergraduate programmes offered by the eight UGC-funded local universities.

**Ms. Anna W.Y. Yuen**  
Academic Co-ordinator

## Curriculum

### 課程

Discipline Specific Content	24 Units
<b>Concentration Studies (15 Units)</b>	
Communication Strategies for Globalization	
Introduction to Communication Theory	
Introduction to Media and Communication	
Principles and Practices of Public Relations and Advertising	
Visual Communication in Multimedia	
<b>Elective Studies (9 Units)*</b>	
Art Direction	
Broadcast Laboratory <sup>^</sup>	
Chinese Copywriting and Creative Advertising <sup>^</sup>	
Documentary: Theory and Practice	
Performing Arts Appreciation	
Generic Content	38 Units
<b>Core Courses (16 units, including three English Language Courses)</b>	
<ul style="list-style-type: none"> <li>English Academic Writing I &amp; II</li> <li>Written and Spoken Modern Chinese<sup>†</sup> / Elementary Chinese<sup>‡</sup></li> <li>Healthy Lifestyle</li> <li>The Art of Persuasion</li> <li>English for Professional Communication / Literary Appreciation / Reading Contemporary Worlds (<i>select one course</i>)</li> </ul>	
<b>General Education</b>	
<b>Foundational Courses (9 units)</b>	
<i>select one course from each category</i>	
<ul style="list-style-type: none"> <li>History and Civilization</li> <li>Values and the Meaning of Life</li> <li>Quantitative Reasoning</li> </ul>	
<b>Interdisciplinary Thematic Courses (6 units)</b>	
<i>select two courses from any one or two themes</i>	
<ul style="list-style-type: none"> <li>Science, Technology and Society</li> <li>Sustainable Communities</li> <li>Culture, Creativity and Innovation</li> </ul>	
<b>Free Electives (7 units)</b>	
<i>Complete a total of 7 units from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences</i>	

Remarks:

<sup>^</sup> Taught in Cantonese

<sup>†</sup> Taught in Cantonese / Putonghua

<sup>‡</sup> For Non-Chinese Speaking Students

\* Recommended Elective Studies course offered by this Concentration Studies  
Students are required to take 3 courses from the above recommended list and/or from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences listed on p.51.

The course list is for reference only. The College reserves the right to make changes on the course list.

## Articulation Track Records

### 畢業生升學記錄

UGC-funded Institutions
<b>(UGC-funded and Self-funded Undergraduate Programmes)</b>
<b>Hong Kong Baptist University</b>
BCOMM (Hons) - Public Relations and Advertising Major - Advertising and Branding Concentration
BCOMM (Hons) - Public Relations and Advertising Major - Public Relations Concentration
BCOMM (Hons) - Public Relations and Advertising Major - Organizational Communication Concentration
BCOMM (Hons) - Journalism and Digital Media Major - Chinese Journalism Concentration
BCOMM (Hons) - Journalism and Digital Media Major - Data and Media Communication Concentration
BCOMM (Hons) - Journalism and Digital Media Major - International Journalism Concentration
BCOMM (Hons) - Film Major - Film and Television Concentration
BSocSc (Hons) in Integrated Communication Management
BSocSc (Hons) in Media and Social Communication
BA (Hons) in Creative Writing for Film, Television and New Media
BA (Hons) in Cultural Studies and Creative Industries
BA (Hons) in Religion, Philosophy and Ethics
BSocSc (Hons) in Psychology
BSocSc (Hons) in Social Policy
<b>The University of Hong Kong</b>
BA Global Creative Industries
BA Comparative Literature
BSocSc Sociology
Bachelor of Social Sciences
BED& BSS (Double Degree)
<b>The Chinese University of Hong Kong</b>
BSSc in Journalism and Communication
BSSc in Gender Studies
BSSc in Global Studies
<b>City University of Hong Kong</b>
BA Creative Media
BA Media and Communication
BA Digital Television and Broadcasting
BSocSc Asian and International Studies
BSocSc Criminology and Sociology
BBA Marketing
<b>The Hong Kong Polytechnic University</b>
BA (Hons) in Advertising Design
BA (Hons) in Communication Design
<b>Lingnan University</b>
BA (Hons) in Cultural Studies
Bachelor of Social Sciences (Hons)
<b>Others</b>
<b>Hong Kong Metropolitan University</b>
BA (Hons) in Creative Writing and Film Arts
BSSc (Hons) in China Studies
<b>Hong Kong Shue Yan University</b>
BA (Hons) in Journalism and Mass Communication
<b>The Hang Seng University of Hong Kong</b>
Bachelor of Journalism and Communication (Hons)
<b>Overseas Universities</b>
<b>Australia</b>
Bachelor of Communication - The University of Queensland
Bachelor of Arts - Monash University
Bachelor of Communication and Media - University of South Australia
<b>South Korea</b>
BSocSc Communication & Media - Ewha Womans University
<b>U.K.</b>
BA (Hons) Media, Communication and Cultural Studies - Newcastle University

# Creative Digital Media Design

## 創意數碼媒體設計



## Programme Features

### 課程特色

This area of Concentration Studies aims to train students to acquire broadbased knowledge in digital media design from planning, creative development and production to management. The programme will provide students with the opportunities for the innovative use of digital and media-related technologies in design and media industries. Distinctive features include:

- A comprehensive and integrative approach to learning which helps students study the principles and concepts of communication and multimedia design;
- Preparing students for professional practices in a wide range of design disciplines, for example, communication design, branding and design management, imaging & publishing, animation and digital narrative production.

本專修為同學提供創意數碼媒體設計及製作方面的專業知識及訓練，包括學習如何籌劃、創作、製作以至管理數碼媒體，並激發創意、強化思維，將數碼科技活用於藝術設計及傳媒行業。課程特色包括：

- 以全面的學習模式探討與整合商業、傳播學及多媒體設計的原理及概念；
- 同學將接觸不同的專業設計範疇，包括平面設計、品牌設計與管理、數碼影像處理、動畫製作及影視製作等。

## Career Prospects

### 就業前景

Graduates will be able to work in the field of new media and creative media, digital marketing, user experience design, multi-media design and entertainment, interactive advertising, information and communications, corporate identity design, videography and photography, animation and motion graphic, public relations, event management and research.

畢業生可投身新媒體及創意媒體的相關行業、數碼營銷、互動媒體設計、廣告創作、資訊及傳播設計、品牌管理及設計、影像製作、動畫、公關及項目管理等。



[hkbu.cie.hk/cdmd](http://hkbu.cie.hk/cdmd)

Students are encouraged to explore the possibilities in creative arts, design and culture, multimedia, and visual communication in this programme. Their aesthetics are developed with the knowledge gained from research skills, concept development to practical visual production. Articulation pathways cover different aspects of creative industries and communication design in local and overseas universities.

**Mr. Keith Tse**  
Academic Co-ordinator

## Curriculum

### 課程

Discipline Specific Content	24 Units
<b>Concentration Studies (15 Units)</b>	
Communication Design Fundamentals	
Corporate Identity, Branding and Design Management	
Creative Digital Imaging and Publishing	
Digital Animation Fundamentals	
Digital Narrative Production	
<b>Elective Studies (9 Units)*</b>	
Art Direction	
Broadcast Laboratory <sup>^</sup>	
Chinese Copywriting and Creative Advertising <sup>^</sup>	
Documentary: Theory and Practice	
Generic Content	38 Units
<b>Core Courses (16 units, including three English Language Courses)</b>	
<ul style="list-style-type: none"> <li>English Academic Writing I &amp; II</li> <li>Written and Spoken Modern Chinese<sup>†</sup> / Elementary Chinese<sup>‡</sup></li> <li>Healthy Lifestyle</li> <li>The Art of Persuasion</li> <li>English for Professional Communication / Literary Appreciation / Reading Contemporary Worlds (<i>select one course</i>)</li> </ul>	
<b>General Education</b>	
<b>Foundational Courses (9 units)</b>	
<i>select one course from each category</i>	
<ul style="list-style-type: none"> <li>History and Civilization</li> <li>Values and the Meaning of Life</li> <li>Quantitative Reasoning</li> </ul>	
<b>Interdisciplinary Thematic Courses (6 units)</b>	
<i>select two courses from any one or two themes</i>	
<ul style="list-style-type: none"> <li>Science, Technology and Society</li> <li>Sustainable Communities</li> <li>Culture, Creativity and Innovation</li> </ul>	
<b>Free Electives (7 units)</b>	
<i>Complete a total of 7 units from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences</i>	

Remarks:

<sup>^</sup> Taught in Cantonese

<sup>†</sup> Taught in Cantonese / Putonghua

<sup>‡</sup> For Non-Chinese Speaking Students

\* Recommended Elective Studies course offered by this Concentration Studies  
Students are required to take 3 courses from the above recommended list and/or from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences listed on p.51.

The course list is for reference only. The College reserves the right to make changes on the course list.

## Articulation Track Records

### 畢業生升學記錄

UGC-funded Institutions
<b>(UGC-funded and Self-funded Undergraduate Programmes)</b>
<b>Hong Kong Baptist University</b>
BComm (Hons) - Film Major - Animation and Media Arts Concentration
BSocSc (Hons) in Integrated Communication Management
BSocSc (Hons) in Media and Social Communication
BA (Hons) in Visual Arts
<b>The Chinese University of Hong Kong</b>
BA in Fine Arts
BA in Philosophy
<b>City University of Hong Kong</b>
BA in Creative Media
BA in Digital Television and Broadcasting
BA in Media and Communication
BAS in New Media
BSc in Creative Media
<b>The Hong Kong Polytechnic University</b>
BA (Hons) in Digital Media
BA (Hons) in Interactive Media
BA (Hons) in Social Design
BA (Hons) in Advertising Design
BA (Hons) in Communication Design
<b>The Education University of Hong Kong</b>
BA (Hons) in Creative Arts and Culture
<b>Lingnan University</b>
BA (Hons) in Animation and Digital Arts
Others
<b>Hang Seng University of Hong Kong</b>
BA (Hons) in Cultural and Creative Industries
<b>Hong Kong Metropolitan University</b>
BFA (Hons) in Cinematic Design and Photographic Digital Art
Overseas Universities
<b>Australia</b>
Bachelor of Design in Visual Communication - University of Technology Sydney
Bachelor of Games and Interactivity - Swinburne University of Technology
<b>U.K.</b>
BA (Hons) in Graphic Design - School of Art and Design, Coventry University
<b>U.S.A.</b>
BDes in Graphic Design - University of Illinois at Chicago



The programme will provide students with practical techniques for various forms of media writing. Write, express, create, inform, persuade and entertain.

**Mr. Wilkins K.M. Cheung**  
Academic Co-ordinator

## Curriculum

### 課程

Discipline Specific Content	24 Units
<b>Concentration Studies (15 Units)</b>	
Adaptation Workshop <sup>^</sup>	
Creative Chinese Writing Workshop <sup>^</sup>	
Film and Television Genres	
Non-fiction Writing for Visual Media <sup>^</sup>	
Script Writing <sup>^</sup>	
<b>Elective Studies (9 Units)*</b>	
Broadcast Laboratory <sup>^</sup>	
Chinese Copywriting and Creative Advertising <sup>^</sup>	
Documentary: Theory and Practice	
Graphic Design and Visual Communication	
Generic Content	38 Units
<b>Core Courses (16 units, including three English Language Courses)</b>	
<ul style="list-style-type: none"> <li>English Academic Writing I &amp; II</li> <li>Written and Spoken Modern Chinese<sup>†</sup> / Elementary Chinese<sup>‡</sup></li> <li>Healthy Lifestyle</li> <li>The Art of Persuasion</li> <li>English for Professional Communication / Literary Appreciation / Reading Contemporary Worlds (<i>select one course</i>)</li> </ul>	
<b>General Education</b>	
<b>Foundational Courses (9 units)</b>	
<i>select one course from each category</i>	
<ul style="list-style-type: none"> <li>History and Civilization</li> <li>Values and the Meaning of Life</li> <li>Quantitative Reasoning</li> </ul>	
<b>Interdisciplinary Thematic Courses (6 units)</b>	
<i>select two courses from any one or two themes</i>	
<ul style="list-style-type: none"> <li>Science, Technology and Society</li> <li>Sustainable Communities</li> <li>Culture, Creativity and Innovation</li> </ul>	
<b>Free Electives (7 units)</b>	
<i>Complete a total of 7 units from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences</i>	

Remarks:

<sup>^</sup> Taught in Cantonese

<sup>†</sup> Taught in Cantonese / Putonghua

<sup>‡</sup> For Non-Chinese Speaking Students

\* Recommended Elective Studies course offered by this Concentration Studies

Students are required to take 3 courses from the above recommended list and/or from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences listed on p.51.

The course list is for reference only. The College reserves the right to make changes on the course list.

## Articulation Track Records

### 畢業生升學記錄

UGC-funded Institutions
<b>(UGC-funded and Self-funded Undergraduate Programmes)</b>
<b>Hong Kong Baptist University</b>
BCOMM (Hons) - Film Major - Film and Television Concentration
BA (Hons) in Creative and Professional Writing
BA (Hons) in Creative Writing for Film, Television and New Media
BSocSc (Hons) in Media and Social Communication
BSocSc (Hons) in Integrated Communication Management
<b>The University of Hong Kong</b>
BA in Global Creative Industries
<b>City University of Hong Kong</b>
BA Digital Television and Broadcasting
Others
<b>The Hang Seng University of Hong Kong</b>
BA (Hons) in Chinese



# Film, Television and Digital Media Studies

## 電影、電視及數碼媒體學



### Programme Features

#### 課程特色

This area of Concentration Studies is designed to integrate history and theory with creative production in the fields of film and television. Students can perform creatively with authentic connection to our culture and society.

Distinctive features include:

- Learning to produce their own creative visual works. The output formats include but are not limited to narrative film, documentary film, MV, stop motion, and photo narrative;
- Knowledge on different types of script writing including narrative film, infotainment and feature story;
- Historical, cultural and social perspectives in studying film and television as modern art forms and cultural products.

Students should be competent in reading and writing Chinese, and able to communicate in Cantonese.

修讀同學須具備中文讀寫能力，並能以廣東話溝通。

本專修結合歷史、理論與創作，探討電影與電視的製作過程，協同學員迎接電影電視行業發展所帶來的挑戰，並結合傳統理念與當今文化及社會，以發揮創意。

課程特色包括：

- 製作敘事電影、紀錄片、音樂錄像、定格動畫及照片敘事等；
- 教授各類型劇本寫作，包括敘事電影、資訊娛樂寫作及專題故事等；
- 從歷史、文化及社會層面探討電影及電視發展。

### Career Prospects

#### 就業前景

Graduates will be able to work in TV stations, film industry, digital media design and multi-media design.

畢業生可從事電視、電影、數碼媒體設計及多媒體設計的行業。



[hkbu.cie.hk/ftdm](http://hkbu.cie.hk/ftdm)

The programme is not just about appreciating and making films. We encourage, inspire and nurture self-expression and creativity.

**Mr. Wilkins K.M. Cheung**  
Academic Co-ordinator

## Curriculum 課程

Discipline Specific Content	24 Units
<b>Concentration Studies (15 Units)</b>	
Digital Animation Fundamentals	
Digital Narrative Production	
Film History	
Script Writing <sup>^</sup>	
Television and Hong Kong Society <sup>^</sup>	
<b>Elective Studies (9 Units)*</b>	
Art Direction	
Chinese Copywriting and Creative Advertising <sup>^</sup>	
Documentary: Theory and Practice	
Graphic Design and Visual Communication	
Performing Arts Appreciation	
Generic Content	38 Units
<b>Core Courses (16 units, including three English Language Courses)</b>	
<ul style="list-style-type: none"> <li>English Academic Writing I &amp; II</li> <li>Written and Spoken Modern Chinese<sup>†</sup> / Elementary Chinese<sup>‡</sup></li> <li>Healthy Lifestyle</li> <li>The Art of Persuasion</li> <li>English for Professional Communication / Literary Appreciation / Reading Contemporary Worlds (<i>select one course</i>)</li> </ul>	
<b>General Education</b>	
<b>Foundational Courses (9 units)</b>	
<i>select one course from each category</i>	
<ul style="list-style-type: none"> <li>History and Civilization</li> <li>Values and the Meaning of Life</li> <li>Quantitative Reasoning</li> </ul>	
<b>Interdisciplinary Thematic Courses (6 units)</b>	
<i>select two courses from any one or two themes</i>	
<ul style="list-style-type: none"> <li>Science, Technology and Society</li> <li>Sustainable Communities</li> <li>Culture, Creativity and Innovation</li> </ul>	
<b>Free Electives (7 units)</b>	
<i>Complete a total of 7 units from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences</i>	

Remarks:

<sup>^</sup> Taught in Cantonese

<sup>†</sup> Taught in Cantonese / Putonghua

<sup>‡</sup> For Non-Chinese Speaking Students

\* Recommended Elective Studies course offered by this Concentration Studies

Students are required to take 3 courses from the above recommended list and/or from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences listed on p.51.

The course list is for reference only. The College reserves the right to make changes on the course list.

## Articulation Track Records 畢業生升學記錄

UGC-funded Institutions
(UGC-funded and Self-funded Undergraduate Programmes)
<b>Hong Kong Baptist University</b>
BCOMM (Hons) - Film Major - Animation and Media Arts Concentration
BCOMM (Hons) - Film Major - Film and Television Concentration
BA (Hons) in Creative Writing for Film, Television and New Media
BA (Hons) in Humanities
BA (Hons) in Cultural Studies and Creative Industries
BSocSc (Hons) in Integrated Communication Management
BSocSc (Hons) in Media and Social Communication
<b>The University of Hong Kong</b>
BA in Global Creative Industries
<b>City University of Hong Kong</b>
BA Creative Media
BA Media and Communication
BAS New Media
<b>The Hong Kong Polytechnic University</b>
BA (Hons) in Digital Media
BA (Hons) in Advertising Design
<b>The Education University of Hong Kong</b>
BA (Hons) in Language Studies - Chinese / English
Bachelor of Education (Hons) (Secondary) - Information and Communication Technology
<b>Lingnan University</b>
BA (Hons) in Chinese
BA (Hons) in Visual Studies
BA (Hons) in Animation and Digital Arts
Others
<b>Hong Kong Metropolitan University</b>
BA (Hons) in Creative Writing and Film Arts
BFA (Hons) in Cinematic Design and Photographic Digital Art
<b>The Hang Seng University of Hong Kong</b>
Bachelor of Journalism and Communication (Hons)
BA (Hons) in Cultural and Creative Industries
<b>The Hong Kong Polytechnic University - SPEED</b>
BA (Hons) in Applied and Media Arts
<b>The Hong Kong Academy for Performing Arts</b>
BFA (Hons) in Film and Television

# Journalism

## 新聞學

In collaboration with the Department of Journalism, HKBU 與香港浸會大學新聞系合辦



## Programme Features

### 課程特色

This area of Concentration Studies aims to introduce students to the theories and skills of journalism as a profession by offering them the opportunity to study law, politics, sociology, media and other related fields as a whole. The programme aims to train students to acquire an understanding of the role of journalism in society and to put their knowledge into practice. Distinctive features include:

- Both practical journalistic skills and theoretical understanding of journalism;
- Joining reporting field trips.

本專修教授新聞學的理論及技巧，並涉及法律、政治、社會學及媒體等相關學科，使同學認識新聞學在社會上的角色並能學以致用。課程特色包括：

- 涵蓋新聞學理論與實用技巧；
- 參加採訪活動，運用新聞知識和實踐採訪技巧。

Students should be competent in reading and writing Chinese, and able to communicate in Cantonese.  
修讀同學須具備中文讀寫能力，並能以廣東話溝通。

## Career Prospects

### 就業前景

Graduates with a vision for media industry in Asia-Pacific (including mainland China and Hong Kong) can pursue their career in editorial, journalistic, public relations, entertainment and advertising sectors.

有志投身亞太區（包括中國內地及香港）傳媒行業的畢業生，可從事編輯、記者、公關、娛樂及廣告等工作。



[hkbucie.hk/jorm](http://hkbucie.hk/jorm)

This course will create a new generation of critical thinkers, future-driven media and journalism professionals who will dare to create positive change across all endeavours. It helps students to develop the practical experience and work-ready skills.

**Dr. Janet Lo**  
Academic Co-ordinator

## Curriculum

### 課程

Discipline Specific Content	24 Units
<b>Concentration Studies (15 Units)</b>	
Broadcast News Production <sup>^</sup>	
Chinese News Writing and Reporting <sup>^</sup>	
Data Journalism <sup>±</sup>	
Journalism, Ethics and Society <sup>±</sup>	
Reporting in English	
<b>Elective Studies (9 Units)*</b>	
Introduction to Communication Theory	
Introduction to Media and Communication	
Principles of Microeconomics	
Visual Production for New Media	
Generic Content	38 Units
<b>Core Courses (16 units, including three English Language Courses)</b>	
<ul style="list-style-type: none"> <li>English Academic Writing I &amp; II</li> <li>Written and Spoken Modern Chinese<sup>†</sup> / Elementary Chinese<sup>‡</sup></li> <li>Healthy Lifestyle</li> <li>The Art of Persuasion</li> <li>English for Professional Communication / Literary Appreciation / Reading Contemporary Worlds (<i>select one course</i>)</li> </ul>	
<b>General Education</b>	
<b>Foundational Courses (9 units)</b>	
<i>select one course from each category</i>	
<ul style="list-style-type: none"> <li>History and Civilization</li> <li>Values and the Meaning of Life</li> <li>Quantitative Reasoning</li> </ul>	
<b>Interdisciplinary Thematic Courses (6 units)</b>	
<i>select two courses from any one or two themes</i>	
<ul style="list-style-type: none"> <li>Science, Technology and Society</li> <li>Sustainable Communities</li> <li>Culture, Creativity and Innovation</li> </ul>	
<b>Free Electives (7 units)</b>	
<i>Complete a total of 7 units from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences</i>	

Remarks:

<sup>^</sup> Taught in Cantonese

<sup>†</sup> Taught in Cantonese / Putonghua

<sup>‡</sup> For Non-Chinese Speaking Students

<sup>±</sup> Subject to approval

\* Recommended Elective Studies course offered by this Concentration Studies  
Students are required to take 3 courses from the above recommended list and/or from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences listed on p.51.

The course list is for reference only. The College reserves the right to make changes on the course list.

## Articulation Track Records

### 畢業生升學記錄

UGC-funded Institutions
<b>(UGC-funded and Self-funded Undergraduate Programmes)</b>
<b>Hong Kong Baptist University</b>
BCOMM (Hons) - Journalism and Digital Media Major - Chinese Journalism Concentration
BCOMM (Hons) - Journalism and Digital Media Major - Data and Media Communication Concentration
BCOMM (Hons) - Journalism and Digital Media Major - International Journalism Concentration
BSocSc (Hons) in Integrated Communication Management
BSocSc (Hons) in Media and Social Communication
BA (Hons) in Creative Writing for Film, Television and New Media
BA (Hons) in Cultural Studies and Creative Industries
<b>The Chinese University of Hong Kong</b>
BSSc in Global Studies
<b>City University of Hong Kong</b>
BA Digital Television and Broadcasting
<b>The Education University of Hong Kong</b>
BA (Hons) in Language Studies
<b>Lingnan University</b>
Bachelor of Social Sciences (Hons)
Others
<b>Hong Kong Shue Yan University</b>
BA (Hons) in Journalism and Mass Communication
<b>Chu Hai College of Higher Education</b>
BA (Hons) in Journalism and Communication



# Media Communication

## 媒體傳播



## Programme Features

### 課程特色

This area of Concentration Studies allows students to explore the role and application of new media as well as the current media landscape. The curriculum introduces students to the comprehensive and in-depth operations of both new and traditional media, from planning to execution of media content. With broad-based training in various areas of media communication, students will acquire skills and knowledge to devise and practise new media strategies to succeed in the ever-changing and convergent media environment. Distinctive features include:

- Acquainting students with the emergent media development of social media and other creative media through industrial talks / seminars;
- Gaining experience in the comprehensive process of media content production from research, planning, to execution in both writing and visualisation;
- Offering practical experience by working on a comprehensive online promotion strategy for a social enterprise or non-government organisation.

本專修旨在讓同學探索在資訊網絡迅速發展下，網上媒體及新媒體的角色與應用以及現行的傳媒生態。課程幫助同學認識網上媒體及傳統媒體的運作，了解媒體從策劃至執行的具體過程。透過專業訓練，同學將全面掌握新媒體傳播策略，以應對在網絡時代下變化萬千、日趨融合的傳媒生態。課程特色包括：

- 透過專業訓練及業界分享，認識社交媒體及不同創意媒體的發展趨勢；
- 從資料搜集、籌劃，以至文字及圖像運作概念的經驗中掌握媒體製作流程；
- 提供實戰經驗，每年安排同學為社會企業或慈善機構設計全方位的網絡推廣策略。

## Career Prospects

### 就業前景

Graduates will be well equipped and able to apply for positions in online media, strategic communication, advertising, public relations, journalism and digital marketing.

畢業生可投身網絡媒體、策略傳播、廣告、公關、市場推廣、新聞及數碼營銷等工作。



[hkbu.cie.hk/mecm](http://hkbu.cie.hk/mecm)

The programme provides broad-based training of strategic communication in new media environment. Students will acquire essential skills of strategic planning and media execution. Graduates can pursue further studies in public relations, advertising, corporate communication and social media marketing.

**Dr. Tsen Wai-sing**  
Associate Programme Director

## Curriculum

### 課程

Discipline Specific Content	24 Units
<b>Concentration Studies (15 Units)</b>	
Creative and Social Media	
Media Audience Analysis	
Principles and Practices of Media Communication	
Visual Production for New Media	
Writing and Editing for Media	
<b>Elective Studies (9 Units)*</b>	
Art Direction	
Broadcast Laboratory <sup>^</sup>	
Chinese Copywriting and Creative Advertising <sup>^</sup>	
Documentary: Theory and Practice	
Introduction to Media and Communication	
Generic Content	38 Units
<b>Core Courses (16 units, including three English Language Courses)</b>	
<ul style="list-style-type: none"> <li>English Academic Writing I &amp; II</li> <li>Written and Spoken Modern Chinese<sup>†</sup> / Elementary Chinese<sup>‡</sup></li> <li>Healthy Lifestyle</li> <li>The Art of Persuasion</li> <li>English for Professional Communication / Literary Appreciation / Reading Contemporary Worlds (<i>select one course</i>)</li> </ul>	
<b>General Education</b>	
<b>Foundational Courses (9 units)</b>	
<i>select one course from each category</i>	
<ul style="list-style-type: none"> <li>History and Civilization</li> <li>Values and the Meaning of Life</li> <li>Quantitative Reasoning</li> </ul>	
<b>Interdisciplinary Thematic Courses (6 units)</b>	
<i>select two courses from any one or two themes</i>	
<ul style="list-style-type: none"> <li>Science, Technology and Society</li> <li>Sustainable Communities</li> <li>Culture, Creativity and Innovation</li> </ul>	
<b>Free Electives (7 units)</b>	
<i>Complete a total of 7 units from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences</i>	

Remarks:

<sup>^</sup> Taught in Cantonese

<sup>†</sup> Taught in Cantonese / Putonghua

<sup>‡</sup> For Non-Chinese Speaking Students

\* Recommended Elective Studies course offered by this Concentration Studies  
Students are required to take 3 courses from the above recommended list and/or from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences listed on p.51.

The course list is for reference only. The College reserves the right to make changes on the course list.

## Articulation Track Records

### 畢業生升學記錄

UGC-funded Institutions
<b>(UGC-funded and Self-funded Undergraduate Programmes)</b>
<b>Hong Kong Baptist University</b>
BCOMM (Hons) - Journalism and Digital Media Major - Chinese Journalism Concentration (Broadcast Journalism Stream)
BCOMM (Hons) - Journalism and Digital Media Major - Data and Media Communication Concentration
BCOMM (Hons) - Public Relations and Advertising Major - Advertising and Branding Concentration
BCOMM (Hons) - Public Relations and Advertising Major - Organizational Communication Concentration
BCOMM (Hons) - Public Relations and Advertising Major - Public Relations Concentration
BSocSc (Hons) in Government & International Studies
BSocSc (Hons) in Integrated Communication Management
BSocSc (Hons) in Media and Social Communication
BA (Hons) in Creative Writing for Film, Television and New Media
BA (Hons) in Cultural Studies and Creative Industries
<b>The University of Hong Kong</b>
Bachelor of Arts
<b>The Chinese University of Hong Kong</b>
BSSc in Global Studies
<b>City University of Hong Kong</b>
BA Digital Television and Broadcasting
BSocSc Asian and International Studies
<b>The Hong Kong Polytechnic University</b>
BA (Hons) in Social Design
<b>Lingnan University</b>
BA (Hons) in Animation and Digital Arts
<b>Others</b>
<b>Hong Kong Metropolitan University</b>
BA (Hons) in Creative Writing and Film Arts
BSSc (Hons) in Applied Social Studies
<b>Hong Kong Shue Yan University</b>
BA (Hons) in Journalism and Mass Communication
<b>The Hang Seng University of Hong Kong</b>
BA (Hons) in Convergent Media and Communication Technology
Bachelor of Journalism and Communication (Hons)
<b>The University of Hong Kong - SPACE</b>
BA (Hons) in Media and Cultural Studies - Middlesex University (U.K.)
<b>City University of Hong Kong - SCOPE</b>
BA (Hons) in Public Administration and Management - De Monfort University (U.K.)
<b>UOW College Hong Kong</b>
Bachelor of Communication and Media Studies
<b>The Hong Kong Polytechnic University - SPEED</b>
BA (Hons) in Business (International Business)
<b>Overseas Universities</b>
<b>U.K.</b>
BA (Hons) in International Event and Hospitality Management - Coventry University
<b>Australia</b>
Bachelor of Arts - Monash University
Bachelor of Marketing - The University of Adelaide
Bachelor of Communication in Digital Media - The University of Queensland
<b>Mainland Universities</b>
BA (Hons) in Cinema and Television - BNU-HKBU United International College



*Division of*  
**Social  
Sciences**

**社會科學學部**

Applied Social Service 應用社會服務

History and Hong Kong Studies 歷史及香港研究

Practical Philosophy 實踐哲學

Psychology 心理學

Social and Public Policy Studies 社會及公共政策研究

Society and Wellness Studies 社會與健康研究

Sport and Recreation Studies 運動及康樂學

# Programme Structure

## 課程結構

The Division of Social Sciences aims at providing quality Concentration Studies which emphasise both academic training and practical field experience. Students will not only learn inside the classroom from our professional and experienced lecturers, but will also be provided with a lot of opportunities to put their acquired knowledge to use through co-curricular activities, internships, field visits, and many other out-of-classroom events.

All Concentration Studies have clear articulation paths to HKBU Self-funded Undergraduate Programmes, as well as to UGC-funded ones in related disciplines. The Division aspires to produce graduates with solid academic foundations, wide exposure in the field, and also a positive attitude to life, which enable them to excel in academic and professional careers.

社會科學學部致力提供學術與實踐兼備的優質專修。同學不單可在經驗豐富的講師指導下於課堂上學習，亦可透過實習計劃、課外活動和實地考察等活動汲取知識。

各項專修均有明確的銜接階梯以升讀香港浸會大學自資學士學位課程，以及相關的政府資助學士學位課程。學部希望鞏固同學的學術基礎，加強他們對業界的認識之餘，亦能幫助同學建立積極的生活態度，使他們在升學和就業方面均能脫穎而出。

### Discipline Specific Content 專修內容



**24** Units  
學分

### Concentration Studies 專修科目



**15** Units  
學分

► **5** Courses  
科目

Course details are available on the page designated for each area of Concentration Studies. 詳情列於各專修科目的內頁。



### Elective Studies 選修科目



**9** Units  
學分

► **3** Courses  
科目

- Corporate and Media Communication in Chinese<sup>^</sup>
- Creative and Social Media
- Essentials of Financial Technology
- Essentials of Sociology<sup>\*</sup>
- Event Management
- Food Safety and Public Health Management
- Graphic Design and Visual Communication
- Human Physiology
- Introduction to Media and Communication
- Introduction to Philosophy<sup>\*</sup>
- Marketing Principles
- Popular Culture in Contemporary China<sup>^\*</sup>
- Principles of Microeconomics
- Professional English for the Media
- Text and Image: A Critical Analysis<sup>^</sup>

<sup>^</sup> Taught in Cantonese

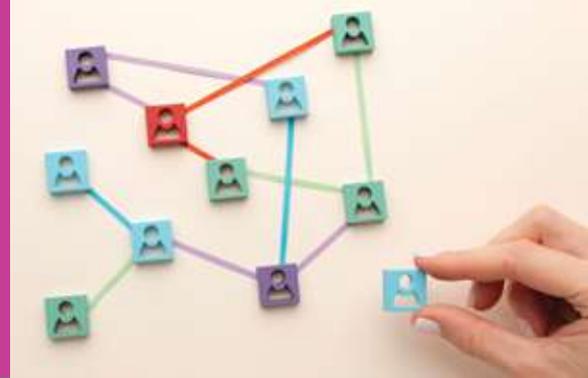
<sup>\*</sup> Offered by the Division of Social Sciences

Each of the above is a 3-unit course. Subject to the arrangement of individual Concentration Studies, students are required to take 3 courses from the recommended Elective Studies list offered by each Concentration Studies and/or from the above list. Details are available on the page designated for each area of Concentration Studies. 每科目為3學分。視乎個別專修安排，同學須從各專修提供的建議科目及/或以上列表中修讀3科選修科目。詳情請參看各專修科目的內頁。

The course list is for reference only. The College reserves the right to make changes on the course list.

# Applied Social Service

## 應用社會服務



## Programme Features

### 課程特色

This area of Concentration Studies covers basic and essential knowledge and skills in social services. Students are prepared to work or continue their studies in social work, social policy and human service, at the bachelor's level.

Distinctive features include:

- A 200-hour attachment in social service agencies, which provides a good understanding of the social service sectors in Hong Kong;
- Good network with NGOs to broaden students' exposure.

本專修旨在教授同學有關專業社會服務的基礎概念、實用知識及相關技巧。為有志就業或繼續攻讀社會政策、社會服務或專業社工等學位課程的同學而設。課程特色包括：

- 提供200小時的社會服務機構實務體驗，加強同學對香港社會服務的了解；
- 理論與實務並重，與社福機構建立良好網絡以提供相關行業體驗，擴闊同學視野。

Applicable to local students only  
只供本地同學申請

Students should be competent in reading and writing Chinese, and able to communicate in Cantonese.  
修讀同學須具備中文讀寫能力，並能以廣東話溝通。

## Career Prospects

### 就業前景

With training and exposure in social work and social welfare, graduates will be able to develop their career in the social service sector, NGOs, education or sectors related to social policy.

畢業生可投身社會福利界或社會服務的志願機構外，更可在政府、教育界及社會政策等領域一展所長。



[hkbucie.hk/apss](http://hkbucie.hk/apss)

The study of applied social service is very meaningful and challenging. Students will not just learn the knowledge and skills in helping others but also get attached to social service agencies to put theories into practice. It is a good chance to learn how to help and enrich life.

**Mr. Max S.G. Leung**  
Academic Co-ordinator

## Curriculum 課程

Discipline Specific Content	24 Units
<b>Concentration Studies (15 Units)</b>	
Introduction to Social Work Practice and Processes	
Lifespan Development	
Social Policy in Hong Kong	
Social Service Attachment <sup>^</sup>	
Social Work and Social Service in Hong Kong	
<b>Elective Studies (9 Units)*</b>	
Helping in Children, Youth and Families	
Helping in Elderly Services	
Helping in Rehabilitation Services	
Helping in Socially Disadvantaged and Minority Groups	
Personal Growth and Development <sup>^</sup>	
Generic Content	38 Units
<b>Core Courses (16 units, including three English Language Courses)</b>	
<ul style="list-style-type: none"> <li>English Academic Writing I &amp; II</li> <li>Written and Spoken Modern Chinese<sup>†</sup> / Elementary Chinese<sup>‡</sup></li> <li>Healthy Lifestyle</li> <li>The Art of Persuasion</li> <li>English for Professional Communication / Literary Appreciation / Reading Contemporary Worlds (<i>select one course</i>)</li> </ul>	
<b>General Education</b>	
<b>Foundational Courses (9 units)</b>	
<i>select one course from each category</i>	
<ul style="list-style-type: none"> <li>History and Civilization</li> <li>Values and the Meaning of Life</li> <li>Quantitative Reasoning</li> </ul>	
<b>Interdisciplinary Thematic Courses (6 units)</b>	
<i>select two courses from any one or two themes</i>	
<ul style="list-style-type: none"> <li>Science, Technology and Society</li> <li>Sustainable Communities</li> <li>Culture, Creativity and Innovation</li> </ul>	
<b>Free Electives (7 units)</b>	
<i>Complete a total of 7 units from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences</i>	

Remarks:

<sup>^</sup> Taught in Cantonese

<sup>†</sup> Taught in Cantonese / Putonghua

<sup>‡</sup> For Non-Chinese Speaking Students

\* Recommended Elective Studies course offered by this Concentration Studies

Students are required to take 3 courses from the above recommended list and/or from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences listed on p.65.

The course list is for reference only. The College reserves the right to make changes on the course list.

## Articulation Track Records 畢業生升學記錄

UGC-funded Institutions
<b>(UGC-funded and Self-funded Undergraduate Programmes)</b>
<b>Hong Kong Baptist University</b>
Bachelor of Social Work (Hons)
BSocSc (Hons) in Social Policy
BSocSc (Hons) in Psychology
BA (Hons) in Cultural Studies and Creative Industries
<b>City University of Hong Kong</b>
BSocSc Social Work
<b>The Education University of Hong Kong</b>
Bachelor of Education (Hons) (Primary) - General Studies / Mathematics
<b>Lingnan University</b>
Bachelor of Social Sciences (Hons)
Others
<b>Hong Kong Metropolitan University</b>
Bachelor of Social Sciences with Honours
<b>Hong Kong Shue Yan University</b>
Bachelor of Social Work (Hons)
BSocSc (Hons) in Counselling and Psychology
<b>Tung Wah College</b>
Bachelor of Health Science (Hons) in Nursing
BSc (Hons) in Applied Gerontology
<b>The Hong Kong Polytechnic University - SPEED</b>
Bachelor of Social Sciences (Hons)
BSSc (Hons) in Public Administration
<b>City University of Hong Kong - SCOPE</b>
BA (Hons) Applied Social Science - Sheffield Hallam University (U.K.)
<b>Caritas Institute of Higher Education</b>
BSocSc (Hons) in Social Work

# History and Hong Kong Studies

## 歷史及香港研究



## Programme Features

### 課程特色

This area of Concentration Studies aims to provide students with broad-based knowledge and training in areas related to History and Hong Kong Studies, and to develop their ability to critically analyse historical, political, economic, social and cultural issues in contemporary Hong Kong, China and the World. Distinctive features include:

- Strong emphasis on historiography to enhance students' research skills in history as well as to equip them for further study;
- Training in both History and Hong Kong studies, which helps students to cultivate an international outlook and in-depth knowledge of Hong Kong in historical, political, social, economic and cultural aspects.

Students should be competent in reading and writing Chinese, and able to communicate in Cantonese.

修讀同學須具備中文讀寫能力，並能以廣東話溝通。

本專修旨在鞏固同學對歷史學和香港研究的知識，建立對香港、中國及世界在歷史、政治、經濟、社會和文化等範疇不同課題的批判能力，為同學升讀歷史學、香港研究、中國研究、亞洲研究、全球研究及其他人文及社會科學課程作好準備。課程特色包括：

- 強調研究及史學方法等基礎訓練，為升學作好準備；
- 課程包括多個歷史學和香港研究的範疇，讓同學開拓宏觀的國際視野，並對香港的歷史、政治、社會、經濟和文化有深入的瞭解。

## Career Prospects

### 就業前景

Graduates are able to work in different industries related to cultural and heritage management, editing and publishing, education, media and journalism, government and non-governmental organisations, etc.

畢業生可選擇在多個行業工作，例如文化遺產保育及管理、出版業、教育機構、傳播媒體、非政府／資助機構等，也可投考政府公務員。



[hkbucie.hk/hhks](http://hkbucie.hk/hhks)

In the past few years, many graduates from our Concentration Studies successfully obtained senior places in the programmes of history, sociology, political science, Hong Kong studies, China studies, global studies, and other relevant programmes in humanities and social sciences in the eight UGC-funded local universities.

**Dr. Michael W.H. Kam**  
Associate Programme Director

## Curriculum 課程

Discipline Specific Content	24 Units
<b>Concentration Studies (15 Units)</b>	
China and the World <sup>^</sup>	
Contemporary Issues in Hong Kong Studies	
Introduction to Historiography <sup>^</sup>	
Transformations of the Hong Kong Economy	
World Civilizations	
<b>Elective Studies (9 Units)*</b>	
Essentials of Sociology	
Introduction to Oral History	
Introduction to Philosophy	
Introduction to Political Science	
Popular Culture in Contemporary China <sup>^</sup>	
Generic Content	38 Units
<b>Core Courses (16 units, including three English Language Courses)</b>	
<ul style="list-style-type: none"> <li>English Academic Writing I &amp; II</li> <li>Written and Spoken Modern Chinese<sup>†</sup> / Elementary Chinese<sup>‡</sup></li> <li>Healthy Lifestyle</li> <li>The Art of Persuasion</li> <li>English for Professional Communication / Literary Appreciation / Reading Contemporary Worlds (<i>select one course</i>)</li> </ul>	
<b>General Education</b>	
<b>Foundational Courses (9 units)</b>	
<i>select one course from each category</i>	
<ul style="list-style-type: none"> <li>History and Civilization</li> <li>Values and the Meaning of Life</li> <li>Quantitative Reasoning</li> </ul>	
<b>Interdisciplinary Thematic Courses (6 units)</b>	
<i>select two courses from any one or two themes</i>	
<ul style="list-style-type: none"> <li>Science, Technology and Society</li> <li>Sustainable Communities</li> <li>Culture, Creativity and Innovation</li> </ul>	
<b>Free Electives (7 units)</b>	
<i>Complete a total of 7 units from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences</i>	

Remarks:

<sup>^</sup> Taught in Cantonese

<sup>†</sup> Taught in Cantonese / Putonghua

<sup>‡</sup> For Non-Chinese Speaking Students

\* Recommended Elective Studies course offered by this Concentration Studies

Students are required to take 3 courses from the above recommended list and/or from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences listed on p.65.

The course list is for reference only. The College reserves the right to make changes on the course list.

## Articulation Track Records 畢業生升學記錄

UGC-funded Institutions
<b>(UGC-funded and Self-funded Undergraduate Programmes)</b>
<b>Hong Kong Baptist University</b>
BA (Hons) in History
BA (Hons) in Cultural Studies and Creative Industries
BSocSc (Hons) in Social Policy
BSocSc (Hons) in Integrated Communication Management
BCom (Hons) in Human Resources Management
<b>The University of Hong Kong</b>
BA in Hong Kong Studies
BSocSc in Social Work and Social Administration
<b>The Chinese University of Hong Kong</b>
BA in History
BA in Philosophy
BA in Religious Studies
BSSc in Global Studies
BSSc in Gender Studies
<b>The Hong Kong University of Science and Technology</b>
BSc in Global China Studies
<b>City University of Hong Kong</b>
BA Chinese and History
BSocSc Asian and International Studies
BSocSc Public Policy and Politics
BA Translation and Interpretation
BSocSc Criminology and Sociology
<b>The Education University of Hong Kong</b>
BSocSc (Hons) in Global and Hong Kong Studies
BSocSc (Hons) in Greater China Studies
<b>Lingnan University</b>
BA (Hons) in History
Others
<b>Hong Kong Metropolitan University</b>
BSocSc (Hons) in Politics and Public Administration
<b>Hong Kong Shue Yan University</b>
BA (Hons) in History
<b>The Hong Kong Polytechnic University - SPEED</b>
BSSc (Hons) in Public Administration
Overseas Universities
<b>Taiwan</b>
BA in History - Taiwan National Chengchi University

# Practical Philosophy

## 實踐哲學



## Programme Features

### 課程特色

This area of Concentration Studies aims to train students to acquire analytical and critical thinking abilities on various philosophical, political, social and ethical issues. Students are equipped with both interdisciplinary knowledge and problem-solving skills; students are capable of analysing information related to the complex and controversial issues in those areas. Distinctive features include:

- Investigating into a diversity of philosophical issues from an interdisciplinary perspective;
- Analysing and solving complex problems using an evidence-based, objective and critical approach;
- Applying philosophical knowledge and utilising analytical skills in philosophical, religious, social, political and cultural issues as well as problems encountered in daily life.

本專修旨在提升同學的分析能力與批判思考能力、提供論證分析與邏輯思考的訓練；裝備同學跨學科知識及靈活思辨能力，令同學能客觀理性地分析各種資訊及複雜、具爭議性的課題。課程特色包括：

- 從跨學科角度，處理各與日常生活息息相關的哲學議題；
- 以獨立、理性及注重實證的思考方法分析、解決複雜疑難；
- 應用哲學理論及論證分析技巧於不同的社會、政治和道德議題、及個人生活中。

## Career Prospects

### 就業前景

Graduates will develop analytical, logical thinking and communication skills that allow them to pursue their career in education sector, arts and cultural, legal, media and commercial companies.

此專修畢業生具備良好的邏輯分析和溝通能力，可選擇從事教育、文化工作、法律、傳媒、商界等行業。



[hkbucie.hk/pphl](http://hkbucie.hk/pphl)

Practical Philosophy equips students with philosophical thinking skills and interdisciplinary knowledge of practical utility that help deal with various ethical, political, social and technological challenges in the contemporary world. The training helps students flourish at work and in life.

Dr. Lorraine K.C. Yeung  
Academic Co-ordinator

## Curriculum 課程

Discipline Specific Content	24 Units
<b>Concentration Studies (15 Units)</b>	
Bioethics and Society	
Logic: The Art of Thinking	
Moral Philosophy and Moral Psychology	
Problems in Political Philosophy	
Technology and the Future of Humanity	
<b>Elective Studies (9 Units)*</b>	
Chinese Culture and Contemporary Society <sup>^</sup>	
Introduction to Philosophy	
World Civilizations	
Generic Content	38 Units
<b>Core Courses (16 units, including three English Language Courses)</b>	
<ul style="list-style-type: none"> <li>English Academic Writing I &amp; II</li> <li>Written and Spoken Modern Chinese<sup>†</sup> / Elementary Chinese<sup>‡</sup></li> <li>Healthy Lifestyle</li> <li>The Art of Persuasion</li> <li>English for Professional Communication / Literary Appreciation / Reading Contemporary Worlds (<i>select one course</i>)</li> </ul>	
<b>General Education Foundational Courses (9 units)</b>	
<i>select one course from each category</i>	
<ul style="list-style-type: none"> <li>History and Civilization</li> <li>Values and the Meaning of Life</li> <li>Quantitative Reasoning</li> </ul>	
<b>Interdisciplinary Thematic Courses (6 units)</b>	
<i>select two courses from any one or two themes</i>	
<ul style="list-style-type: none"> <li>Science, Technology and Society</li> <li>Sustainable Communities</li> <li>Culture, Creativity and Innovation</li> </ul>	
<b>Free Electives (7 units)</b>	
<i>Complete a total of 7 units from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences</i>	

Remarks:

<sup>^</sup> Taught in Cantonese

<sup>†</sup> Taught in Cantonese / Putonghua

<sup>‡</sup> For Non-Chinese Speaking Students

\* Recommended Elective Studies course offered by this Concentration Studies

Students are required to take 3 courses from the above recommended list and/or from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences listed on p.65.

The course list is for reference only. The College reserves the right to make changes on the course list.

## Articulation Opportunities 升學機會

HKBU is offering a number of two-year Self-funded Undergraduate Programmes suitable for graduates of this Concentration Studies. Please refer to P.80 for details.

Graduates can apply for undergraduate programmes offered by local universities and other institutions in areas of Philosophy or related fields.

Relevant articulation programmes include:

<b>Hong Kong Baptist University</b>
BA (Hons) in Religion, Philosophy and Ethics
BA (Hons) in Humanities
BA (Hons) in Cultural Studies and Creative Industries
<b>The University of Hong Kong</b>
BA in Philosophy
<b>The Chinese University of Hong Kong</b>
BA in Philosophy
BA in Religious Studies
<b>Lingnan University</b>
BA (Hons) in Philosophy
<b>Caritas Institute of Higher Education</b>
BA (Hons) in Language and Liberal Studies
<b>The Hang Seng University of Hong Kong</b>
BBS (Hons) in Philosophy, Politics and Economics

# Psychology

## 心理學



## Programme Features

### 課程特色

This area of Concentration Studies offers training in understanding human behaviour and mental processes using scientific methods. It provides students with basic theoretical and practical training to pursue study in professional psychology. Distinctive features include:

- Internship opportunities for students to gain first-hand experience in a variety of related settings, including social welfare organisation, children with special education needs and research;
- Acquiring and applying research knowledge in different projects, from setting up research questions to data collection and statistical analyses. Students will also strengthen their critical thinking through critiquing academic journal papers.

本專修旨在介紹專業心理學的基本學術概念及技巧，訓練同學以科學方法了解人類思想及行為。課程特色包括：

- 通過參加相關機構的實習計劃，同學可運用課堂知識以及進一步了解業界的運作。實習包括協助社福機構、特殊學習需要兒童及學術研究等；
- 課程強調心理學研究方法，同學可從發掘研究題目、數據收集及統計分析中實踐所學知識，亦會透過評鑑學術文章，提高同學的批判思維能力。

## Career Prospects

### 就業前景

Graduates can pursue their careers in human resources, social service, research, education and psychology related disciplines.

畢業生可從事人事管理、社會服務、研究、教育或與心理學相關的工作。



[hkbucie.hk/psyg](http://hkbucie.hk/psyg)

With the emphasis on using scientific methods, Psychology can help students understand and explain human behaviour and mental processes from different perspectives. It benefits the improvement of human lives. Students can apply Psychology knowledge to their daily life and equip themselves for future career development.

Dr. Josephine P.L. Yau  
Academic Co-ordinator

## Curriculum 課程

Discipline Specific Content	24 Units
<b>Concentration Studies (15 Units)</b>	
Abnormal Psychology	
Child Psychology	
Personality Psychology	
Research Methods and Design in Psychology	
Social Psychology	
<b>Elective Studies (9 Units)*</b>	
Fundamentals of Health Psychology	
Introduction to Scientific and Quantitative Methods in Psychology	
Psychology of Happiness	

Generic Content	38 Units
<b>Core Courses (16 units, including three English Language Courses)</b>	
<ul style="list-style-type: none"> <li>English Academic Writing I &amp; II</li> <li>Written and Spoken Modern Chinese<sup>†</sup> / Elementary Chinese<sup>‡</sup></li> <li>Healthy Lifestyle</li> <li>The Art of Persuasion</li> <li>English for Professional Communication / Literary Appreciation / Reading Contemporary Worlds (<i>select one course</i>)</li> </ul>	
<b>General Education</b>	
<b>Foundational Courses (9 units)</b>	
<i>select one course from each category</i>	
<ul style="list-style-type: none"> <li>History and Civilization</li> <li>Values and the Meaning of Life</li> <li>Quantitative Reasoning</li> </ul>	
<b>Interdisciplinary Thematic Courses (6 units)</b>	
<i>select two courses from any one or two themes</i>	
<ul style="list-style-type: none"> <li>Science, Technology and Society</li> <li>Sustainable Communities</li> <li>Culture, Creativity and Innovation</li> </ul>	
<b>Free Electives (7 units)</b>	
<i>Complete a total of 7 units from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences</i>	

Remarks:

<sup>†</sup> Taught in Cantonese / Putonghua

<sup>‡</sup> For Non-Chinese Speaking Students

\* Recommended Elective Studies course offered by this Concentration Studies

Students are required to take 3 courses from the above recommended list and/or from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences listed on p.65.

The course list is for reference only. The College reserves the right to make changes on the course list.

## Articulation Track Records 畢業生升學記錄

UGC-funded Institutions (UGC-funded and Self-funded Undergraduate Programmes)
<b>Hong Kong Baptist University</b>
BSocSc (Hons) in Psychology
Bachelor of Social Work (Hons)
<b>The University of Hong Kong</b>
BSS in Psychology
<b>The Chinese University of Hong Kong</b>
BSSc in Psychology
BSc in Gerontology
<b>City University of Hong Kong</b>
BSocSc Psychology
BSocSc Criminology and Sociology
<b>The Education University of Hong Kong</b>
BSocSc (Hons) in Psychology
<b>Lingnan University</b>
BSocSc (Hons) in Psychology
<b>Others</b>
<b>Hong Kong Metropolitan University</b>
BSSc (Hons) in Psychology
<b>Hong Kong Shue Yan University</b>
BSocSc (Hons) in Counselling and Psychology
BSocSc (Hons) in Psychology
<b>The Hong Kong Polytechnic University - SPEED</b>
BSSc (Hons) Scheme (with specialism in Psychology)
<b>Overseas Universities</b>
<b>Australia</b>
Bachelor of Psychology (Hons) - Monash University
<b>U.K.</b>
BSc (Hons) in Psychology - Northumbria University
BSc (Hons) in Psychology - University of Southampton
<b>U.S.A.</b>
BSc in Psychology - University of Illinois, Urbana-Champaign
<b>Mainland Universities</b>
BSc (Hons) in Applied Psychology - BNU-HKBU United International College

## Special Facilities 特別設備

The Psychology Laboratory (心理學實驗室) and Child Assessment Centre (兒童評估中心) at Shek Mun Campus provide facilities for students to carry out laboratory observation, assessments and experiments.

# Social and Public Policy Studies

## 社會及公共政策研究



## Programme Features

### 課程特色

This area of Concentration Studies aims to provide students with theoretical training as well as the essential research skills in policy studies so as to enable them to critically analyse various policy issues in society. The broad-based training also enables them to continue their studies in social policy, government and public administration, sociology, Hong Kong studies or other related disciplines.

Distinctive features include:

- Aiming to raise students' awareness of public affairs, social justice and welfare policies; giving students opportunities to study public policy cases that impact Hong Kong and nearby regions;
- Learning to be administrators in social and public policy through practice of data collection and analysis, and other in-demand social science research skills;
- Professional seminars, workshops, visits and study tours to enrich students' learning experience, develop their critical thinking and broaden their horizons;
- Internship and community service activities to gain first-hand experience in a variety of related settings, including NGOs, government offices, school or policy research centres.

本專修結合理論與基礎研究方法，訓練同學分析不同的社會及公共政策問題。廣泛的課程內容為同學日後升讀大學本科之社會政策、政治及公共行政、社會學或香港研究等有關學位課程作好準備。課程特色包括：

- 旨在提高同學對公共事務、社會公義、社會保障和福利政策等議題的關注；透過研究本地及鄰近地區案例，多角度探討對香港社會影響深遠的公共政策；
- 同學將學習基礎研究方法，包括資料搜集及數據分析等；
- 邀請學者及業界專家出席講座，舉辦不同的工作坊、機構參觀和考察團，訓練同學的批判思維、並豐富學習經驗和擴闊視野；
- 參與實習和社區服務活動，融合課堂知識，進一步了解業界的運作。服務機構包括非牟利組織、政府部門、學校，以及政策研究中心等。

## Career Prospects

### 就業前景

Graduates are able to work in different sectors related to social and public policies such as the government, various NGOs, think tanks, policy consultants, and elected councilors' offices.

畢業生可投身政府、社福機構、智囊團、政策顧問及議員辦公室，從事有關社會及公共政策研究的工作。



[hkbu.cie.hk/spps](http://hkbu.cie.hk/spps)

Social policy course offers you the knowledge and understanding to research, evaluate and interpret data from social surveys, and make connections between social policy and the real world.

**Dr. Lucy Kong**  
Academic Co-ordinator

## Curriculum 課程

Discipline Specific Content	24 Units
<b>Concentration Studies (15 Units)</b>	
Basic Social Research	
Introduction to Political Science	
Introduction to Public Administration	
Introduction to Public Policy	
Social Policy in Hong Kong	
<b>Elective Studies (9 Units)*</b>	
Contemporary Issues in Hong Kong Studies	
Essentials of Sociology	
Transformations of the Hong Kong Economy	
Generic Content	38 Units
<b>Core Courses (16 units, including three English Language Courses)</b>	
<ul style="list-style-type: none"> <li>English Academic Writing I &amp; II</li> <li>Written and Spoken Modern Chinese<sup>†</sup> / Elementary Chinese<sup>‡</sup></li> <li>Healthy Lifestyle</li> <li>The Art of Persuasion</li> <li>English for Professional Communication / Literary Appreciation / Reading Contemporary Worlds (<i>select one course</i>)</li> </ul>	
<b>General Education</b>	
<b>Foundational Courses (9 units)</b>	
<i>select one course from each category</i>	
<ul style="list-style-type: none"> <li>History and Civilization</li> <li>Values and the Meaning of Life</li> <li>Quantitative Reasoning</li> </ul>	
<b>Interdisciplinary Thematic Courses (6 units)</b>	
<i>select two courses from any one or two themes</i>	
<ul style="list-style-type: none"> <li>Science, Technology and Society</li> <li>Sustainable Communities</li> <li>Culture, Creativity and Innovation</li> </ul>	
<b>Free Electives (7 units)</b>	
<i>Complete a total of 7 units from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences</i>	

Remarks:

<sup>†</sup> Taught in Cantonese / Putonghua

<sup>‡</sup> For Non-Chinese Speaking Students

\* Recommended Elective Studies course offered by this Concentration Studies  
Students are required to take 3 courses from the above recommended list and/or from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences listed on p.65.

The course list is for reference only. The College reserves the right to make changes on the course list.

## Articulation Track Records 畢業生升學記錄

UGC-funded Institutions (UGC-funded and Self-funded Undergraduate Programmes)
<b>Hong Kong Baptist University</b>
BCom (Hons) in Human Resources Management
BSocSc (Hons) in Government and International Studies
BSocSc (Hons) in Sociology
BSocSc (Hons) in Social Policy
<b>The University of Hong Kong</b>
BSS in Politics and Public Administration
BSS in Sociology
<b>The Chinese University of Hong Kong</b>
BSSc in Gender Studies
BSc in Community Health Practice
<b>City University of Hong Kong</b>
BSocSc in Public Policy and Politics (Housing Management)
BSocSc in Asian and International Studies
<b>The Hong Kong Polytechnic University</b>
BA (Hons) in Social Policy and Social Entrepreneurship
<b>The Education of Hong Kong</b>
BSocSc (Hons) in Policy Science and Management
<b>Lingnan University</b>
BSocSc (Hons) in International Economy and Politics
BSocSc (Hons) in Political Science
<b>Others</b>
<b>Hong Kong Shue Yan University</b>
BSocSc (Hons) in Sociology



# Society and Wellness Studies

## 社會與健康研究



## Programme Features

### 課程特色

This area of Concentration Studies covers a variety of areas in Social Sciences and Health Research. The programme focuses on imparting interdisciplinary knowledge and skills to students, including Sport and Recreation, Psychology, Nutritional Science, Sociology, as well as Counselling. Distinctive features include:

- Learning the essentials of holistic health and wellness, as well as basic health counselling skills;
- Applying professional knowledge of healthy living to the promotion of wellness at both individual and community levels.

本專修課程涵蓋多個社會科學及健康研究範疇；以跨學科形式教授運動及康樂學、心理學、營養科學、社會學、輔導學等多個範疇的知識。課程特色包括：

- 掌握全人健康的概念和相關知識，以及基本健康輔導技巧；
- 將專業知識從個人健康領域廣泛實踐至社會層面。

## Career Prospects

### 就業前景

Graduates can pursue a variety of careers in various sectors and industries such as health care, community health education, social enterprise, and sport and leisure management.

畢業生事業發展機會十分多元化，可選擇從事健康教育、社會服務、社會企業、運動及康樂管理等行業。



[hkbu.cie.hk/sows](http://hkbu.cie.hk/sows)

This programme equips students not only with essential knowledge of holistic wellness, but also practical skills that allow them to promote health in a community. Our interdisciplinary curriculum allows graduates to pursue a wide variety of careers in health industry, sports and recreation management as well as social enterprise.

**Dr. Ting On-ki**  
Academic Co-ordinator

## Curriculum 課程

Discipline Specific Content	24 Units
<b>Concentration Studies (15 Units)</b>	
Fundamentals of Health Psychology	
Introduction to Leisure, Sport and Recreation	
Mind, Body and Wellness	
Nutrition Through the Life Cycle	
Sociology of Health and Fitness	
<b>Elective Studies (9 Units)*</b>	
Basic Counselling Skills for Health and Wellness	
Basic Social Research	
Essentials of Sociology	
Generic Content	38 Units
<b>Core Courses (16 units, including three English Language Courses)</b>	
<ul style="list-style-type: none"> <li>English Academic Writing I &amp; II</li> <li>Written and Spoken Modern Chinese<sup>†</sup> / Elementary Chinese<sup>‡</sup></li> <li>Healthy Lifestyle</li> <li>The Art of Persuasion</li> <li>English for Professional Communication / Literary Appreciation / Reading Contemporary Worlds (<i>select one course</i>)</li> </ul>	
<b>General Education Foundational Courses (9 units)</b>	
<i>select one course from each category</i>	
<ul style="list-style-type: none"> <li>History and Civilization</li> <li>Values and the Meaning of Life</li> <li>Quantitative Reasoning</li> </ul>	
<b>Interdisciplinary Thematic Courses (6 units)</b>	
<i>select two courses from any one or two themes</i>	
<ul style="list-style-type: none"> <li>Science, Technology and Society</li> <li>Sustainable Communities</li> <li>Culture, Creativity and Innovation</li> </ul>	
<b>Free Electives (7 units)</b>	
<i>Complete a total of 7 units from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences</i>	

## Articulation Opportunities 升學機會

HKBU is offering a number of two-year Self-funded Undergraduate Programmes suitable for graduates of this Concentration Studies. Please refer to P.80 for details.

Graduates can apply for undergraduate programmes offered by local universities and other institutions in areas of Social Sciences, Physical Education or any health-related fields.

Relevant articulation programmes include:

<b>Hong Kong Baptist University</b>
BSocSc (Hons) in Sociology
BSocSc (Hons) in Psychology
BSocSc (Hons) in Sport and Recreation Leadership
<b>The University of Hong Kong</b>
BSocSc in Psychology
BSocSc in Sociology
<b>The Chinese University of Hong Kong</b>
BSc in Community Health Practice
BSc in Exercise Science and Health Education
BSSc in Psychology
BSSc in Sociology
<b>City University of Hong Kong</b>
BSocSc in Criminology and Sociology
BSocSc in Psychology
<b>The Hong Kong Polytechnic University</b>
BA (Hons) in Applied Ageing Studies and Service Management
<b>The Education University of Hong Kong</b>
BSocSc (Hons) in Psychology
Bachelor of Health Education (Hons)
<b>Lingnan University</b>
BSocSc (Hons) in Health and Social Service Management Stream
BSocSc (Hons) in Sociology
<b>Hong Kong Metropolitan University</b>
BSocSc (Hons) in Ageing Society and Services Studies
BSocSc (Hons) in Applied Social Studies

Remarks:

<sup>†</sup> Taught in Cantonese / Putonghua

<sup>‡</sup> For Non-Chinese Speaking Students

\* Recommended Elective Studies course offered by this Concentration Studies  
Students are required to take 3 courses from the above recommended list and/or from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences listed on p.65.

The course list is for reference only. The College reserves the right to make changes on the course list.

# Sport and Recreation Studies

## 運動及康樂學



### Programme Features

#### 課程特色

This area of Concentration Studies is designed for students who intend to study or work in the field of sport and recreation. It offers courses especially designed to equip students with knowledge and practical skills for delivering sport and recreation programmes to the community.

Distinctive features include:

- An extensive range of sport skills supported by the athletic facilities at Shek Mun campus, including gymnasiums, an indoor heated swimming pool and a fitness room;
- Volunteer opportunities at major local sport and recreation events to gain hands-on experience in running different sport activities and to apply theory and knowledge in practical contexts.

本專修為有志在運動及康樂事務方面繼續進修或工作的同學而設，教授舉辦及推展康樂活動的知識。課程特色包括：

- 在設備完善的石門校園學習不同類型的體育運動，設施包括體育館、室內恆溫游泳池、健身室等，為同學提供專業培訓及實習場地；
- 透過參與本地大型體育及康樂活動的義務工作，累積經驗，將所學到的知識，應用在實際環境中。

### Career Prospects

#### 就業前景

Graduates can develop their careers in teaching, recreation services, disciplinary forces, sport coaching and fitness training.

畢業生可投身教學、康樂服務、紀律部隊、運動教練或體適能指導的專業工作。



[hkbu.cie.hk/sprs](http://hkbu.cie.hk/sprs)

Our programme provides students with knowledge and practical skills to help them achieve their ultimate goals – pursue further studies and develop a career in the field of sport and recreation. The majority of graduates from our Concentration Studies successfully obtained senior places in both UGC-funded and self-funded sports-related undergraduate programmes in local universities.

Mr. Wu Shing  
Academic Co-ordinator

## Curriculum

### 課程

Discipline Specific Content	24 Units
<b>Concentration Studies (15 Units) and Elective Studies (9 Units)</b>	
Health and Fitness	
Introduction to Leisure, Sport and Recreation	
Instructional Practices in Individual Sports	
Instructional Practices in Rhythmic Activities	
Instructional Practices in Team Sports	
Management of Sport and Recreation Programmes	
Scientific Foundations to Human Movement	
Tests and Measurement in Sport and Recreation	
Generic Content	38 Units
<b>Core Courses (16 units, including three English Language Courses)</b>	
<ul style="list-style-type: none"> <li>English Academic Writing I &amp; II</li> <li>Written and Spoken Modern Chinese<sup>†</sup> / Elementary Chinese<sup>‡</sup></li> <li>Healthy Lifestyle</li> <li>The Art of Persuasion</li> <li>English for Professional Communication / Literary Appreciation / Reading Contemporary Worlds (<i>select one course</i>)</li> </ul>	
<b>General Education</b>	
<b>Foundational Courses (9 units)</b>	
<i>select one course from each category</i>	
<ul style="list-style-type: none"> <li>History and Civilization</li> <li>Values and the Meaning of Life</li> <li>Quantitative Reasoning</li> </ul>	
<b>Interdisciplinary Thematic Courses (6 units)</b>	
<i>select two courses from any one or two themes</i>	
<ul style="list-style-type: none"> <li>Science, Technology and Society</li> <li>Sustainable Communities</li> <li>Culture, Creativity and Innovation</li> </ul>	
<b>Free Electives (7 units)</b>	
<i>Complete a total of 7 units from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences</i>	

## Articulation Track Records

### 畢業生升學記錄

UGC-funded Institutions
<b>(UGC-funded and Self-funded Undergraduate Programmes)</b>
<b>Hong Kong Baptist University</b>
BA (Hons) in Physical Education and Recreation Management
BSocSc (Hons) in Sport and Recreation Leadership
BCom (Hons) in Human Resources Management
<b>The Chinese University of Hong Kong</b>
BSc in Exercise Science and Health Education
BSc in Community Health Practice
BSSc in Sociology
<b>City University of Hong Kong</b>
BBA in Accountancy
BSocSc Criminology and Sociology
<b>The Hong Kong Polytechnic University</b>
BSc (Hons) in Environmental and Occupational Safety and Health
<b>The Education University of Hong Kong</b>
BEd (Hons) in Physical Education
Bachelor of Health Education (Hons)
BScEd (Hons) (Sports Science)
<b>Lingnan University</b>
BSocSc (Hons) in Health and Social Services Management
Bachelor of Business Administration (Hons)
Others
<b>Hong Kong Metropolitan University</b>
Bachelor of Sports and Recreation Management (Hons)
<b>Technological and Higher Education Institute of Hong Kong</b>
BSocSc (Hons) in Sports and Recreation Management
<b>The University of Hong Kong - SPACE</b>
BSc (Hons) in Sport Management
Overseas Universities
<b>Taiwan</b>
BSc in Hospitality Management - Ming Chuan University
<b>U.K.</b>
Northumbria University
- BSc (Hons) in Sport Management
- BSc (Hons) in Sport Coaching

Remarks:

<sup>†</sup> Taught in Cantonese / Putonghua

<sup>‡</sup> For Non-Chinese Speaking Students

The course list is for reference only. The College reserves the right to make changes on the course list.

# HKBU SELF-FUNDED UNDERGRADUATE PROGRAMMES

## 浸大自資學士學位課程結構

Ever since 2005, the College has been providing degree articulation opportunities for its Associate Degree graduates. In 2022/23, the College will be offering a diverse choice of undergraduate programmes in 5 disciplines ranging from Applied Science, Arts and Languages, Business, Communication and Social Sciences.

學院於2005年起開辦自資學士學位課程，為副學士畢業生提供升學銜接之路。於2022/23學年，學院將提供多個自資學士學位課程，涵蓋應用科學、人文及語言學、商學、傳理學及社會科學五大範疇。

- CIE has adopted HKBU's four-year UGC-funded Undergraduate Programme as the blueprint for its curriculum framework. The curriculum of UG Programmes is equivalent to the final two years of the Bachelor's Degree Programmes in HKBU, which focuses on Discipline Specific Courses.
- The CIE General Education courses are recognised by HKBU. Students with CIE AD qualification will normally be admitted into the third year of our Undergraduate Programme to complete the 66-unit programme in two years. Upon successful completion of the Undergraduate Programme, students will be awarded an HKBU Honours Degree.
- 國際學院課程以四年制浸大政府資助學士學位課程為設計藍本，自資學士學位課程內容相當於本科學位課程的第三及第四年級，以專修為主，教授專科知識。
- 學院通識教育課程獲浸大本部承認，獲取錄的國際學院副學士畢業生，一般可直接升讀浸大自資學士學位課程第三年而毋須補修任何通識教育科目。同學於兩年內需修畢66學分，畢業後可獲頒浸大榮譽學士學位。

\* Bachelor of Commerce (Hons) in Accountancy requires students to complete 69 units  
會計學商學士 (榮譽) 學位課程要求同學修讀69學分



## Applied Science 應用科學

Bachelor of Social Sciences (Honours) in  
Environment and Resources Management  
環境及資源管理社會科學學士(榮譽)

## Arts and Languages 人文及語言學

Bachelor of Arts (Honours) in Cultural Studies and  
Creative Industries  
文化研究及創意產業文學士(榮譽)

Bachelor of Arts (Honours) in Music Studies<sup>†</sup>  
音樂學文學士(榮譽)<sup>†</sup>

## Business 商學

Bachelor of Commerce (Honours) in Accountancy  
會計學商學士(榮譽)

Bachelor of Commerce (Honours) in Human  
Resources Management  
人力資源管理學商學士(榮譽)

Bachelor of Commerce (Honours) in Marketing  
市場學商學士(榮譽)

## Communication 傳理學

Bachelor of Arts (Honours) in Creative Writing for  
Film, Television and New Media  
新媒體及影視創意寫作文學士(榮譽)

Bachelor of Social Sciences (Honours) in Integrated  
Communication Management  
綜合傳播管理學社會科學學士(榮譽)

Bachelor of Social Sciences (Honours) in Media and  
Social Communication  
媒體及社會傳播社會科學學士(榮譽)

## Social Sciences 社會科學

Bachelor of Social Sciences (Honours) in  
Psychology  
心理學社會科學學士(榮譽)

Bachelor of Social Sciences (Honours) in  
Social Policy  
社會政策社會科學學士(榮譽)

Bachelor of Social Sciences (Honours) in Sport and  
Recreation Leadership  
運動及康樂領袖學社會科學學士(榮譽)



• The Honours Degree qualification awarded by HKBU enables graduates to embark on careers or postgraduate studies with considerable advantage.

• 浸大頒授畢業證書、監管課程，社會認受性高，有助事業發展及報讀深造課程。

• Part of HKBU community - enjoy HKBU campus facilities and participate in HKBU activities.

• 作為浸大一份子，可享用浸大九龍塘及石門校園設施和參與各類學校活動。

• Diverse practicum and internship opportunities.

• 多樣化的實習機會，理論與實務並重。

• Accredited and/or recognised by professional organisations:

- ▶ Hong Kong Institute of Human Resources Management
- ▶ Hong Kong Institute of Certified Public Accountants
- ▶ Hong Kong Public Relations Professionals' Association Limited
- ▶ Hong Kong Psychological Society

• 專業機構認證或認可：

- ▶ 香港人力資源管理學會
- ▶ 香港會計師公會
- ▶ 香港公共關係專業人員協會
- ▶ 香港心理學會



Bachelor of Social Sciences (Honours) in

# ENVIRONMENT AND RESOURCES MANAGEMENT

環境及資源管理社會科學學士（榮譽）學位課程



This programme is offered for holders of Associate Degree (AD) or Higher Diploma (HD) who wish to continue on to a Bachelor's degree in Environment and Resources Management.

本課程適合有志進修環境及資源管理學的副學士或高級文憑學歷之畢業生報讀。

## Programme Features 課程特色

- Provides a full-time, non-government-funded honours undergraduate programme, normally completed in two years;
- Gives students foundational knowledge in both the natural and social sciences in order to apply interdisciplinary approaches in studying and analysing environmental issues;
- Deepens students' appreciation of the natural environment and their understanding of healthy ecological systems and a sustainable environment;
- Offers students the knowledge and capability of utilising environmental research methodologies, ecological field skills and statistical tools to identify and critically analyse environmental and conservation issues in the local, regional and international contexts;
- Strengthens students' sensitivity to conflicts and challenges in current issues concerning environmental conservation, urban development and resource management;
- Sharpens students' understanding of the contents and impacts of specific environmental policies and legislations and planning requirements pertaining to environmental management.
- 全日制、非政府資助榮譽學士學位課程，一般可於兩年內完成；
- 讓同學掌握自然及社會科學的基礎知識，並以跨學科知識研究及分析環境議題；
- 加深同學對大自然的欣賞，明白何謂健康生態系統及可持續發展環境；
- 培訓同學以環境科學、生態考察及統計學的方式，研習本地、區域性以至全球的環境及保育議題；
- 提升同學對環境保育、城市發展及資源管理衝突與挑戰的敏感度；
- 讓同學更了解環境政策和法例以及其影響，並認識與環境管理相關的規劃要求。

# Programme Structure

## 課程結構

The four-year undergraduate programme requires students to complete a total of 128 units, including 63 units of Major Courses, 13 units of University Core Courses, 18 units of General Education Courses and 34 units of Programme Prerequisite/Free Elective Courses. Students with Associate Degree or Higher Diploma qualifications will normally be admitted directly into the third year of study to complete the programme in two years.

Specifically, students are required to complete 36 units of Major Core Courses, 27 units of Major Elective Courses and 3 units of General Education Capstone Course.

四年制學士學位課程要求同學須完成共128學分的科目，其中包括主修科目(63學分)、大學核心科目(13學分)、通識教育科目(18學分)及自由選修科目(34學分)。申請人若持有副學士或高級文憑學歷，一般可直接入讀三年級，並於兩年內完成學位。

同學須於兩年內修畢主修科目內的必修科目(36學分)、選修科目(27學分)及通識Capstone科目(3學分)。

## Career Prospects

### 就業前景

Graduates will be well equipped with the practical skills for an array of environment-related professions. They include: environmental protection and conservation agencies, environmental consultancy, environmental management related institutions, non-government organisations, green groups, businesses and civil service. Students would also have the possibility of moving on to postgraduate studies.

畢業生能掌握與環境專業相關機構所需的實用技巧。有關機構包括環境保護及保育組織、環境顧問、環境管理機構、非政府組織、企業及公共服務等。此外，同學亦可選擇繼續深造。



## Award 學位頒授

Bachelor of Social Sciences (Honours) in  
Environment and Resources Management  
awarded by Hong Kong Baptist University

由香港浸會大學頒授  
環境及資源管理社會科學學士(榮譽)

[hkbucie.hk/ber](http://hkbucie.hk/ber)



Bachelor of Arts (Honours) in

# CULTURAL STUDIES AND CREATIVE INDUSTRIES

文化研究及創意產業文學士（榮譽）學位課程



This programme is offered for holders of Associate Degree (AD) or Higher Diploma (HD) who wish to continue on to a Bachelor's degree in cultural studies and creative industries.

本課程適合有志進修文化研究及創意產業的副學士或高級文憑學歷之畢業生報讀。

## Programme Features 課程特色

- Provides a full-time, non-government-funded honours undergraduate programme, normally completed in two years;
- Enhances the cultural literacy and cross-cultural sensibilities of students;
- Develops and sharpens bilingual skills and sensitivities in the exploration of the cross-cultural heritage of Hong Kong;
- Provides a wide range of cultural studies and creative industries courses ranging from art history, literature and philosophy to popular culture, cinema and film, gender studies and media studies.
- 全日制、非政府資助榮譽學士學位課程，一般可於兩年內完成；
- 培養文化素養及跨文化敏感度；
- 加強雙語能力，以及提升對香港跨文化遺產的文化觸覺；
- 提供不同類型的文化研究及創意產業課程，包括美術史、文學、哲學、流行文化、電視和電影，以及媒體研究。

# Programme Structure

## 課程結構

The four-year undergraduate programme requires students to complete a total of 128 units, including 63 units of Major Courses, 13 units of University Core Courses, 18 units of General Education Courses and 34 units of Free Elective Courses. Students with Associate Degree or Higher Diploma qualifications will normally be admitted directly into the third year of study to complete the programme in two years.

Specifically, students are required to complete 33 units of Major Core Courses, 30 units of Major Elective Courses and 3 units of General Education Capstone Course.

四年制學士學位課程要求同學須完成共128學分的科目，其中包括主修科目(63學分)、大學核心科目(13學分)、通識教育科目(18學分)及自由選修科目(34學分)。申請人若持有副學士或高級文憑學歷，一般可直接入讀三年級，並於兩年內完成學位。

同學須於兩年內修畢主修科目內的必修科目(33學分)、選修科目(30學分)及通識Capstone科目(3學分)。

# Career Prospects

## 就業前景

In addition to offering essential knowledge and skills that are required for a career in the creative and cultural industries or the education sector, the Programme adopts a strong interdisciplinary approach:

- trains students' creative, synthesising, disciplined, respectful and ethical minds;
- develops and sharpens students' bilingual skills and sensibilities;
- equips students with substantial cultural literacy, creative arts knowledge and transferable abilities, such as writing and presentation skills, creative and critical thinking, and sensitivity to cultural diversity.

These abilities are essential for students' future career in the creative and cultural industries as well as a great variety of fields, such as art administration, journalism, media, public communication, the social service sector and the education sector.

課程著重跨學科研習，幫助同學掌握實用的知識和技能，有助日後於創意產業及文化相關或教育方向發展，當中包括：

- 培養同學的創作力、綜合分析能力、紀律性、尊重和道德思想；
- 建立雙語能力及提升語文的敏感度；
- 提升同學的文化素養、創作藝術知識，加強寫作和表達技巧、創意和批判思考，以及對文化多樣性的敏感度。

這些技能適用於從事任何創意產業及文化相關的職業，包括藝術行政、新聞、傳媒、公共傳訊、社福界及教育界等。



# Award 學位頒授

Bachelor of Arts (Honours) in  
Cultural Studies and Creative Industries  
awarded by Hong Kong Baptist University

由香港浸會大學頒授  
文化研究及創意產業文學士(榮譽)

[hkbcue.hk/blc](http://hkbcue.hk/blc)



Bachelor of Arts (Honours) in

# MUSIC STUDIES

音樂學文學士(榮譽)學位課程



This programme\* is offered by the Department of Music, Hong Kong Baptist University for holders of Associate Degree (AD) or Higher Diploma (HD) in the related disciplines who wish to continue on to a Bachelor's degree in music studies.

For nearly 50 years, the Department of Music has nurtured generations of graduates with a well-rounded practical, creative and intellectual foundation for careers in music. We place a strong emphasis on solo, chamber and ensemble performance throughout all years of study, providing a rich experience in practical music making.

本課程\*由香港浸會大學音樂系開辦，適合持有音樂相關的副學士或高級文憑學歷之畢業生報讀。

過去50多年來，音樂系培育了一代又一代多才多藝、創作力豐富及具備良好音樂基礎的同學。在學習期間，我們著重訓練同學在獨奏、合奏及室樂等不同方面的演奏技巧，並提供豐富的實踐機會。

\*Students admitted to this programme in academic year 2022/23 will be the last cohort  
2022/23學年為本科最後的收生學年

## Programme Features 課程特色

- Provides a full-time, non-government-funded honours undergraduate programme, normally completed in two years;
- Offers comprehensive studies in musicianship, theoretical and historical knowledge, performance and teaching experience, and creative approaches to applying musical skills in the society;
- Offers rigorous training in conducting, entrepreneurship, music advocacy and community outreach.
- 全日制、非政府資助榮譽學士學位課程，一般可於兩年內完成；
- 課程涵蓋音樂知識、樂理和音樂史、演奏、教學及教授如何以具創意的手法於社會中應用音樂技巧；
- 嚴格訓練同學在指揮、創業、音樂推廣和社區外展工作等方面的才能。

# Programme Structure

## 課程結構

The four-year undergraduate programme requires students to complete a total of 128 units. Students with Associate Degree or Higher Diploma qualifications will normally be admitted directly into the third year of study to complete the programme in two years.

四年制學士學位課程要求同學須完成共128學分的科目。申請人若持有副學士或高級文憑學歷，一般可直接入讀三年級，並於兩年內完成學位。

# Career Prospects

## 就業前景

Students who complete the degree successfully will be well prepared for careers as ensemble directors, freelance musicians, private music teachers and a wide range of music-related positions demanding entrepreneurial and leadership skills.

畢業生可從事樂團總監、自由音樂家、私人音樂導師，以及各種需具備創業及領導能力的音樂相關工作。

# Admission Requirements

## 入學要求

To be eligible for admission, a candidate should hold Grade 8 in ABRSM Practical (or its equivalent) and Grade 8 in ABRSM Theory (or its equivalent), and/or show other evidence of distinction in music.

申請者須達到英國皇家音樂學院 (Associated Board of the Royal Schools of Music, ABRSM) 術科及樂理考試八級或同等資格，及/或提供其他表現音樂才能之證明。

# Award

## 學位頒授

Bachelor of Arts (Honours) in  
Music Studies  
awarded by Hong Kong Baptist University

由香港浸會大學頒授  
音樂學文學士(榮譽)

[hkbu.cie.hk/bms](http://hkbu.cie.hk/bms)



Bachelor of Commerce (Honours) in

# ACCOUNTANCY

會計學商學士(榮譽)學位課程



This programme is developed primarily to provide pathways for accounting/business Associate Degree (AD) or Higher Diploma (HD) graduates to advance studies to degree level in accountancy.

本課程適合有志進修會計學的副學士或高級文憑學歷之畢業生報讀。

## Programme Features 課程特色

- Provides a full-time, non-government-funded honours undergraduate programme, normally completed in two years;
- Vigorous emphasis on professional accountancy training, wide selection of business courses, as well as substantial element of general education.
- 全日制、非政府資助榮譽學士學位課程，一般可於兩年內完成；
- 著重培訓同學專業會計學技能，課程涵蓋商業和通識教育科目。

# Programme Structure

## 課程結構

The four-year undergraduate programme requires student to complete a total of 128 units, including 43 units of Core Courses, 21 units of Accounting Required Courses, 31 units of General Education Courses and 33 units of Elective Courses.

Students with Associate Degree or Higher Diploma qualifications will normally be admitted directly into the third year of study to complete the 69-unit programme in two years. In this connection, students are required to complete 21 units of Core Courses, 21 units of Accounting Required Courses, 24 units of Free Elective Courses as well as 3 units of General Education Capstone Course.

四年制學士學位課程要求同學須完成合共128學分的科目，其中包括主修科目(43學分)、必修會計科目(21學分)、通識教育科目(31學分)及選修科目(33學分)。

持有副學士或高級文憑認可資格的申請人一般可直接申請入讀課程第三年，並於兩年內修畢共69學分，其中包括主修科目(21學分)、必修會計科目(21學分)、自由選修科目(24學分)及通識Capstone科目(3學分)。

## Career Prospects

### 就業前景

Graduates have been employed by international and local reputable certified public accountants' firms and financial institutes.

本課程畢業生已受聘於多間國際和本港知名會計師事務所及金融機構。

## Professional Recognition\*

### 專業認可\*

- Qualified as students of the HKICPA's Qualification Programme (QP), which is a direct route to become a Certified Public Accountant (CPA) in Hong Kong
- Maximum exemption of 9 papers (F1 – F9) from professional scheme examinations of the Association of Chartered Certified Accountants (ACCA)
- Eligible to apply for the Associate membership of CPA Australia
- Exempted on 12 examinations under the Chartered Institute of Management Accountants (CIMA) Accelerate Programme
- Exempted from first 16 units of the Institute of Certified Management Accountants (ICMA) professional examination, and may apply for ICMA designation of Graduate Management Accountant (GMA) upon graduation
- Maximum exemption of 12 papers (Papers 1 – 12) from professional scheme examinations of the Association of International Accountants (AIA)
- 可報讀香港會計師公會專業資格課程，步向成為香港會計師的直接途徑
- 可獲特許公認會計師公會豁免專業資格考試中最多9份考卷(F1-F9)
- 合資格申請成為澳洲會計師公會會員
- 可獲英國特許管理會計師公會豁免精修課程其中12份考卷
- 可獲澳洲管理會計師公會豁免專業資格考試首16學分，及於畢業後申請成為管理會計師
- 可獲國際會計師公會豁免專業資格考試中最多12份考卷 (卷1-12)

\*Subject to periodic reviews of professional accounting organisations  
須經專業會計機構定期審核

## Award

### 學位頒授

Bachelor of Commerce (Honours) in  
Accountancy  
awarded by Hong Kong Baptist University

由香港浸會大學頒授  
會計學商學士(榮譽)

[hkbucie.hk/acc](http://hkbucie.hk/acc)



Bachelor of Commerce (Honours) in

# HUMAN RESOURCES MANAGEMENT

人力資源管理學商學士(榮譽)學位課程



This programme is offered for holders of Associate Degree (AD) or Higher Diploma (HD) in a business-related discipline who wish to continue on to a Bachelor's degree in Human Resources Management.

The programme aims to nurture future leaders in Human Resources Management. Integration of both theory and practice is a core emphasis in the design of this programme. Through guest lectures, visits and projects, students are brought closer to the heart of the profession and learn the best HRM practices beyond books and lectures.

本課程適合有志進修人力資源管理學的商科副學士或高級文憑學歷之畢業生報讀。

課程致力培育香港人力資源管理學領袖專才，著重理論與應用的結合，透過嘉賓講座、公司探訪及專題研究，幫助同學掌握人力資源管理學的專業及實用的管理技能。

## Programme Features 課程特色

- Provides a full-time, non-government-funded honours undergraduate programme, normally completed in two years;
- Students will acquire the fundamental knowledge and skills required for managing a business;
- Students will have in-depth knowledge and skills in the following areas: recruitment, training & development, compensation & benefits, performance management, labour relations, and management ethics;
- Students will receive training in oral and written communication skills, and information technology skills;
- Students will have the opportunity to develop analytical and critical thinking, and solve real-world business problems.
- 全日制、非政府資助榮譽學士學位課程，一般可於兩年內完成；
- 掌握管理商業業務的基礎知識和技能；
- 學習與人力資源管理範疇相關的專業知識和技能，包括招聘、培訓與發展、薪酬與福利、績效管理、勞資關係及管理操守等；
- 培養同學在口語和寫作方面的溝通技巧，以及提供資訊科技等訓練；
- 建立同學的分析能力和批判性思維，加強日後工作所需的解難能力。

# Programme Structure

## 課程結構

This four-year undergraduate programme requires students to complete a total of 128 units, including 39 units of Core Courses, 21 units of Required Courses, 27 units of Elective Courses, 13 units of University Core Courses, 18 units of General Education Courses and 10 units of Free Elective Courses.

Students with Associate Degree or Higher Diploma qualifications will normally be admitted directly into the third year of study to complete the 66-unit programme in two years. In this connection, students are required to complete 15 units of Core Courses, 27 units of Elective Courses as well as 3 units of General Education Capstone Course.

四年制學士學位課程要求同學須完成共128學分的科目，其中包括主修科目(39學分)、必修科目(21學分)、選修科目(27學分)、大學核心科目(13學分)、通識教育科目(18學分)及自由選修科目(10學分)。

申請人若持有副學士或高級文憑學歷，一般可直接入讀三年級，並於兩年內完成66學分，其中包括主修科目(15學分)、選修科目(27學分)及通識Capstone科目(3學分)。

## Career Prospects

### 就業前景

Graduates will have opportunities for employment in different functions of the HR department of an organisation, in all sectors of the economy, with excellent prospects for further career development in the HRM fields. In addition, the people- and general-management competencies developed by the programme will prepare graduates for careers in general management and other specialisations.

Our graduates are welcome by their employers and some were placed in Hong Kong's best known organisations such as AIA, BOC, Cafe de Coral, Cathay Pacific, HA, HSBC, HKJC, HKT, Jebsen Group, Grand Hyatt HK, McDonald's and Shiseido.

畢業生有機會受聘於各大機構從事人力資源不同範疇的工作，有良好的發展前景。此外，透過課程中所學到的人事及行政管理知識，畢業生亦可從事其他專業範疇的管理職位。

本課程畢業生深受僱主垂青，不少同學任職於本港各大知名機構，包括友邦保險、中國銀行、大家樂、國泰航空、醫院管理局、香港上海滙豐銀行、香港賽馬會、香港電訊、捷成洋行、香港君悅酒店、麥當勞及資生堂等。

## Professional Recognition

### 專業認可

Hong Kong Institute of Human Resource Management (HKIHRM) has fully endorsed this programme. Our students are eligible to apply for Student Membership to enjoy the various benefits offered by the Institute. Students and graduates of this programme are also qualified for membership of Hong Kong People Management Association and Australian Human Resources Institute as well.

課程受香港人力資源管理學會認可，正修讀本課程之同學可申請成為該會學生會員，享受各項會員優惠。畢業生均符合資格申請成為香港人才管理協會及澳洲人力資源協會會員。

## Award

### 學位頒授

Bachelor of Commerce (Honours) in  
Human Resources Management  
awarded by Hong Kong Baptist University

由香港浸會大學頒授  
人力資源管理學商學士(榮譽)

[hkbucie.hk/bhr](http://hkbucie.hk/bhr)



Bachelor of Commerce (Honours) in

# MARKETING

市場學商學士(榮譽)學位課程



This honours programme is offered for holders of Associate Degree (AD) or Higher Diploma (HD) in business-related disciplines who wish to continue on to a Bachelor's degree in marketing.

本課程適合有志進修市場學的副學士或高級文憑課程之畢業生報讀。

## Programme Features

### 課程特色

- Provides a full-time, non-government-funded honours undergraduate programme, normally completed in two years;
- Equips students with the academic knowledge and advanced practical skills for in a variety of marketing fields, including digital marketing, brand management, event marketing, marketing research, and social entrepreneurship.
- 全日制、非政府資助榮譽學士學位課程，一般可於兩年內完成；
- 訓練同學掌握市場學的相關知識及進階實用技巧，如數碼營銷、品牌管理、活動推廣、市場研究及社會企業。

# Programme Structure

## 課程結構

This four-year undergraduate programme requires students to complete a total of 128 units, including 39 units of Major Core Courses, 21 units of Major Required Courses, 27 units of Major Elective Courses, 13 units of University Core Courses, 18 units of General Education Courses and 10 units of Free Elective Courses.

Students with Associate Degree or Higher Diploma qualifications will normally be admitted directly into the third year of study to complete the 66-unit programme in two years. In this connection, students are required to complete 15 units of Major Core Courses, 21 units of Major Required Courses, 27 units of Major Elective Courses as well as 3 units of General Education Capstone Course.

四年制學士學位課程要求同學須完成合共128學分的科目，其中包括主修科目(39學分)、必修科目(21學分)、選修科目(27學分)、大學核心科目(13學分)、通識教育科目(18學分)及自由選修科目(10學分)。

持有副學士或高級文憑認可資格的申請人一般可直接申請入讀課程第三年，並於兩年內修畢共66學分，其中包括主修科目(15學分)、必修科目(21學分)、選修科目(27學分)及通識Capstone科目(3學分)。

## Career Prospects

### 就業前景

The programme will equip graduates for a wide array of professions including marketing, advertising, branding, promotion, event management, public relations, and sales management. Moreover, the programme addresses the recent surge in demand for marketing practitioners in the small business, digital marketing, and social enterprise sectors.

本課程讓畢業生掌握各種專業才能，包括市場營銷、廣告策劃、品牌建立、宣傳推廣、活動管理、公共關係及銷售管理等，並配合小型機構、數碼行銷及社會企業對市場營銷人才激增的需求。

## Professional Recognition

### 專業認可

Students would be exempted from one module and only have to pass two of the remaining modules to gain a Chartered Institute of Marketing (CIM) qualification at either level 4 and/or level 6, the Certificate in Professional Marketing and the Diploma in Professional Marketing respectively.

同學修畢本課程後，可獲豁免英國特許市場學會第四級專業市場學證書及/或第六級專業市場學文憑課程其中一個單元，並只需完成餘下單元中的其中兩個便可獲取相關學歷資格。

## Award

### 學位頒授

Bachelor of Commerce (Honours) in  
Marketing  
awarded by Hong Kong Baptist University

由香港浸會大學頒授  
市場學商學士(榮譽)

[hkbu.cie.hk/bmk](http://hkbu.cie.hk/bmk)



Bachelor of Arts (Honours) in

# CREATIVE WRITING FOR FILM, TELEVISION AND NEW MEDIA

新媒體及影視創意寫作文學士(榮譽)學位課程



This programme is offered for holders of Associate Degree (AD) or Higher Diploma (HD) who wish to continue on to a Bachelor's degree in Creative Writing for Film, Television and New Media.

本課程適合有志進修新媒體及影視創意寫作的副學士或高級文憑學歷之畢業生報讀。

## Programme Features 課程特色

- Provides a full-time, non-government-funded honours undergraduate programme, normally completed in two years;
- Cultivates creativity and originality in media convergence in an era of globalisation;
- Emphasises creative writing and professional scripts for feature film, television/web serial drama, variety show and new media, such as television/film content for mobile devices, video games and podcasts;
- Offers a wide array of professional guidance and supervision through the Academy's network of top veteran screenwriters, directors, television companies, production companies and studios;
- Offers the training and knowledge of script-writing formats and techniques, focusing on the visual tools of interactive languages of new media and cinematic storytelling.
- 全日制、非政府資助榮譽學士學位課程，一般可於兩年內完成；
- 在全球化的時代下，培育同學在媒體融合現象下的創意及原創力；
- 著重訓練同學從事多種媒體的創意寫作及撰寫專業劇本，包括電影、電視或網絡連續劇、綜藝節目和新媒體(如流動裝置上的電視或電影、電子遊戲、3D動畫和網絡廣播)；
- 電影學院擁有強大的業界網絡，包括頂尖的編劇、導演、電視台、製作公司和工作室，同學將受益於各方面的專業指導及監督；
- 訓練同學掌握編劇的格式和技巧，著重教導新媒體互動式語言的視覺表達和電影敘事手法。

# Programme Structure

## 課程結構

The four-year undergraduate programme requires students to complete a total of 128 units, including 63 units of Major Courses, 13 units of University Core Courses, 18 units of General Education Courses and 34 units of Free Elective Courses.

Students with Associate Degree or Higher Diploma qualifications will normally be admitted directly into the third year of study to complete the programme in two years, and they are required to complete 48 units of Major Required Courses and 15 units of Major Elective Courses and 3 units of General Education Capstone Course.

四年制學士學位課程要求同學須完成共128學分的科目，其中包括主修科目(63學分)、大學核心科目(13學分)、通識教育科目(18學分)及自由選修科目(34學分)。

申請人若持有副學士或高級文憑學歷，一般可直接入讀三年級，並於兩年內完成主修科目內的必修科目(48學分)、選修科目(15學分)及通識Capstone科目(3學分)。

# Career Prospects

## 就業前景

Graduates will be well equipped with professional script-writing skills and knowledge, and will be able to contribute to new media (television/film for mobile devices, video games, podcasts) as well as the expansion of film and TV industries of not only Hong Kong, but also the Greater China Region.

畢業生將會掌握專業的編劇技巧及知識，他們除了可投身於新媒體範疇(如流動裝置電視或電影、電子遊戲和網絡廣播)，亦可在香港、以至大中華地區電視及電影行業發展。



## Award 學位頒授

Bachelor of Arts (Honours) in  
Creative Writing for Film, Television and New Media  
awarded by Hong Kong Baptist University

由香港浸會大學頒授  
新媒體及影視創意寫作文學士(榮譽)

[hkbu.cie.hk/bcw](http://hkbu.cie.hk/bcw)



Bachelor of Social Sciences (Honours) in

# INTEGRATED COMMUNICATION MANAGEMENT

綜合傳播管理學社會科學學士(榮譽)學位課程



This programme is offered for holders of Associate Degree (AD) or Higher Diploma (HD) who wish to continue on to a Bachelor's degree in public relations, advertising, and integrated marketing communication.

本課程適合有志進修公共關係、廣告宣傳和市場傳訊的副學士或高級文憑學歷之畢業生報讀。

## Programme Features 課程特色

- Provides a full-time, non-government-funded honours undergraduate programme, normally completed in two years;
  - Nurtures students' academic and practical knowledge related to advertising, public relations and marketing communication management;
  - Establishes students' managerial skills, with a focus in planning and developing integrated communication projects;
  - Provides students with industry insights from a variety of sectors including digital marketing, travel and hospitality, entertainment, sports, media planning, corporate social responsibility in Hong Kong;
  - Accredited by International Advertising Association (IAA), whose graduates will also be awarded the IAA Certificate of Completion;
  - Offers a variety of scholarships and funds for eligible students.
- 全日制、非政府資助榮譽學士學位課程，一般可於兩年內完成；
  - 學習有關廣告宣傳、公關及市場傳訊管理的學術知識及實用技巧；
  - 培養同學的管理技能，著重教授策劃和執行社會傳訊管理活動；
  - 豐富同學對不同行業的見解，包括數碼營銷、旅遊及款待、娛樂、體育、媒體策劃及企業社會責任等；
  - 課程受國際廣告協會認可，畢業後將獲協會頒發完成證書；
  - 提供不同類別的獎學金及助學金予同學申請。

# Programme Structure

## 課程結構

The four-year undergraduate programme requires students to complete a total of 128 units, including 63 units of Major Courses, 13 units of University Core Courses, 18 units of General Education Courses and 34 units of Free Elective Courses. Students with Associate Degree or Higher Diploma qualifications will normally be admitted directly into the third year of study to complete the programme in two years.

Specifically, students are required to complete 54 units of Major Core Courses, 9 units of Major Elective Courses and 3 units of General Education Capstone Course.

四年制學士學位課程要求同學須完成共128學分的科目，其中包括主修科目(63學分)、大學核心科目(13學分)、通識教育科目(18學分)及自由選修科目(34學分)。申請人若持有副學士或高級文憑學歷，一般可直接入讀三年級，並於兩年內完成學位。

同學須於兩年內修畢主修科目內的必修科目(54學分)、選修科目(9學分)及通識Capstone科目(3學分)。

# Career Prospects

## 就業前景

The programme will equip graduates with the academic training and advanced practical skills in marketing communication required for pursuing careers in a wide array of professions. They include the following areas: advertising, public relations, non-government organisations, businesses, conference and exhibition, recreation, sports, civil service, media and entertainment.

Graduates who satisfactorily complete the course of study obtain an extra IAA's Certificate of Completion of Accredited Course, and enjoy academic membership privileges across the IAA's global network. In addition, graduates working in the public relations field can register as members of Hong Kong Public Relations Professionals' Association Limited (PRPA).

本課程以市場學及傳訊相關學術培訓及進階實踐技巧裝備畢業生，以應付不同行業的需要。同學畢業後可從事廣告宣傳、公共關係、非政府機構、商界、會議及展覽推廣、康樂、體育、公共事務、傳媒及娛樂事業等行業的工作。

畢業生會獲得由國際廣告協會頒發完成證書，並享有協會之學術會員資格及其環球專屬待遇。此外，畢業後從事公共關係行業的同學可註冊成為香港公共關係專業人員協會會員。



# Award 學位頒授

Bachelor of Social Sciences (Honours) in  
Integrated Communication Management  
awarded by Hong Kong Baptist University

由香港浸會大學頒授  
綜合傳播管理學社會科學學士(榮譽)

[hkbu.cie.hk/bim](http://hkbu.cie.hk/bim)



# Bachelor of Social Sciences (Honours) in MEDIA AND SOCIAL COMMUNICATION

## 媒體及社會傳播社會科學學士(榮譽)學位課程



This programme is offered for holders of Associate Degree (AD) or Higher Diploma (HD) who wish to continue on to a Bachelor's degree in Media and Social Communication.

本課程適合有志進修媒體及社會傳播學的副學士或高級文憑學歷之畢業生報讀。

## Programme Features 課程特色

- Provides a full-time, non-government-funded honours undergraduate programme, normally completed in two years;
  - Develops students' understanding of media communication processes in the context of changing society and media environment, and their understanding of such processes in the trend of globalisation;
  - Develops students' social consciousness and their sensitivity to the social, cultural and environmental issues in the changing society with both local and global communication perspectives;
  - Develops students' ability to use media and communication strategies to promote the well-being of human, thus contribute actively to positive social change;
  - Develops students' specific skills required for planning, organising and implementing communication activities for good social causes;
  - Develop students' ability to identify opportunities for corporations, public agencies and volunteer organisations to initiate communication projects related to corporate social responsibility and positive development of the society.
- 全日制、非政府資助榮譽學士學位課程，一般可於兩年內完成；
  - 提升同學對媒體的理解能力，以面對及應付全球化環境中急速變化的媒體及傳播需要；
  - 加強同學的社會觸覺，建立本地及全球視野，提升對社會、文化及環境問題的敏感度；
  - 增強同學應用媒體及傳播策略的能力，以促進社會進步，為人類謀福祉；
  - 訓練同學掌握社會傳訊活動所需的籌劃、組織及執行等專門技巧；
  - 幫助準備從事企業社會責任傳訊、公共關係或志願團體等工作的同學發展潛能，把握機會，推動社會發展。

# Programme Structure

## 課程結構

The four-year undergraduate programme requires students to complete a total of 128 units, including 63 units of Major Courses, 13 units of University Core Courses, 18 units of General Education Courses and 34 units of Free Elective Courses. Students with Associate Degree or Higher Diploma qualifications will normally be admitted directly into the third year of study to complete the programme in two years.

Specifically, students are required to complete 54 units of Major Core Courses, 9 units of Major Elective Courses and 3 units of General Education Capstone Course.

四年制學士學位課程要求同學須完成共128學分的科目，其中包括主修科目(63學分)、大學核心科目(13學分)、通識教育科目(18學分)及自由選修科目(34學分)。申請人若持有副學士或高級文憑學歷，一般可直接入讀三年級，並於兩年內完成學位。

同學須於兩年內修畢主修科目內的必修科目(54學分)、選修科目(9學分)及通識Capstone科目(3學分)。

# Career Prospects

## 就業前景

The programme will equip graduates with academic training and advanced practical skills in media communication for pursuing careers in a wide array of professions. They include public relation officers specialising in corporate social responsibility; communicators in volunteer organisations and public agencies; editors, journalists and columnists in social news section; and welfare advocates and lobbyists of interest groups.

本課程讓畢業生掌握適用於不同行業的媒體傳播學術能力及工作所需的實用技巧。同學畢業後可擔任專責推行企業社會責任部門的公共關係主任、志願團體及公營機構的傳訊人員、編輯、新聞工作者、專欄作家和遊說專家等工作。



# Award 學位頒授

Bachelor of Social Sciences (Honours) in  
Media and Social Communication  
awarded by Hong Kong Baptist University

由香港浸會大學頒授  
媒體及社會傳播社會科學學士(榮譽)

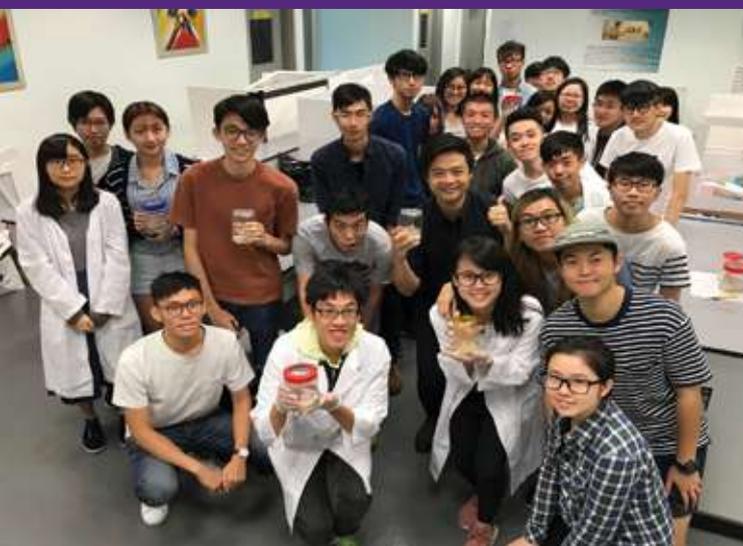
[hkbu.cie.hk/bmc](http://hkbu.cie.hk/bmc)



Bachelor of Social Sciences (Honours) in

# PSYCHOLOGY

心理學社會科學學士（榮譽）學位課程



This programme is offered for holders of Associate Degree (AD) or Higher Diploma (HD) who wish to pursue psychology as their field of studies.

本課程適合有志進修心理學的副學士或高級文憑學歷之畢業生報讀。

## Programme Features 課程特色

- Provides a full-time, non-government-funded honours undergraduate programme, normally completed in two years;
  - Fostering students' interest in the study of human mind and behaviour by laboratory and practicum experience;
  - Providing students with a solid training in the theoretical, empirical and applied aspects of psychology;
  - Allowing students to acquire a thorough understanding of psychological principles and apply them in the areas of clinical and educational psychology and in various settings;
  - Equipping students with the essential knowledge and skills in conducting research in psychology and related fields.
- 全日制、非政府資助榮譽學士學位課程，一般可於兩年內完成；
  - 透過不同的實驗及實習機會，培養同學對研究人類思維及行為的興趣；
  - 從理論、實證方法及實踐應用各方面，培訓同學有關心理學的知識及技巧；
  - 讓同學透徹掌握心理學原理，以應用於臨床及教育心理學等範疇；
  - 協同學掌握各種基本知識及技巧，以進行心理學或相關範疇的學術研究。

# Programme Structure

## 課程結構

The four-year undergraduate programme requires students to complete a total of 128 units, including 63 units of Major Courses, 13 units of University Core Courses, 18 units of General Education Courses and 34 units of Free Elective Courses. Students with Associate Degree or Higher Diploma qualifications will normally be admitted directly into the third year of study to complete the programme in two years.

Specifically, students are required to complete 45 units of Major Core Courses, 18 units of Major Elective Courses and 3 units of General Education Capstone Course.

四年制學士學位課程要求同學須完成共128學分的科目，其中包括主修科目(63學分)、大學核心科目(13學分)、通識教育科目(18學分)及自由選修科目(34學分)。申請人若持有副學士或高級文憑學歷，一般可直接入讀三年級，並於兩年內完成學位。

同學須於兩年內修畢主修科目內的必修科目(45學分)、選修科目(18學分)及通識Capstone科目(3學分)。

## Career Prospects

### 就業前景

Our programme is designed to prepare students for careers in psychology and related fields, such as social services, education, research, health care, communication, and different careers in helping professional and commercial settings. Graduates are eligible to apply for postgraduate programmes in the above areas, as well as membership with the Hong Kong Psychological Society (HKPS), the British Psychological Society (BPS) and the Australian Psychological Society (APS) (membership applications are assessed on individual basis for these societies).

本課程為培訓同學投身與心理學相關之行業而設，如社會服務、教學、研究、保健護理及傳訊等工作，讓同學在不同的專業及商業領域發展。此外，畢業生亦可申請成為香港心理學會、英國心理學會及澳洲心理學會之會員(會員申請須經由個別學會審批)。



## Award 學位頒授

Bachelor of Social Sciences (Honours) in  
Psychology  
awarded by Hong Kong Baptist University

由香港浸會大學頒授  
心理學社會科學學士(榮譽)

[hkbu.cie.hk/bps](http://hkbu.cie.hk/bps)



Bachelor of Social Sciences (Honours) in

# SOCIAL POLICY

社會政策社會科學學士(榮譽)學位課程



This programme is offered for holders of Associate Degree (AD) or Higher Diploma (HD) in the social-sciences-related disciplines who wish to continue on to a Bachelor's degree in social policy.

本課程適合有志進修社會政策的副學士或高級文憑學歷之畢業生報讀。

## Programme Features 課程特色

- Provides a full-time, non-government-funded honours undergraduate programme, normally completed in two years;
- Develops students' understanding and ability to participate in the making and evaluation of social policies in local, regional and international contexts;
- Sharpens students' awareness of issues in social injustice and inequality, as well as the challenges in the contemporary society;
- Develops students' understanding of diverse social needs and the significance of social developments and the ability to integrate the theories of social policy, leadership and organisations into the public sector as well as the third sector, or non-profit-making organisations.
- 全日制、非政府資助榮譽學士學位課程，一般可於兩年內完成；
- 學習理解、參與制定及評估涉及本地、區域及國際的社會政策；
- 提高同學對社會不公義和不平等事件的關注，探討當代社會所面對的挑戰；
- 培養同學對社會上的不同需要及各種重要的社會發展的了解，建立融會社會政策理論的能力、發展領導才能和組織能力，為他們日後投身公營、第三界別或非牟利等機構做好準備。

# Programme Structure

## 課程結構

The four-year undergraduate programme requires students to complete a total of 128 units, including 63 units of Major Courses, 13 units of University Core Courses, 18 units of General Education Courses and 34 units of Free Elective Courses. Students with Associate Degree or Higher Diploma qualifications will normally be admitted directly into the third year of study to complete the programme in two years.

Specifically, students are required to complete 48 units of Major Core Courses, 15 units of Major Elective Courses and 3 units of General Education Capstone Course.

四年制學士學位課程要求同學須完成共128學分的科目，其中包括主修科目(63學分)、大學核心科目(13學分)、通識教育科目(18學分)及自由選修科目(34學分)。申請人若持有副學士或高級文憑學歷，一般可直接入讀三年級，並於兩年內完成學位。

同學須於兩年內修畢主修科目內的必修科目(48學分)、選修科目(15學分)及通識Capstone科目(3學分)。

## Career Prospects

### 就業前景

The programme will provide graduates with training in preparation for careers in a wide range of areas, for example: social services, politics, research and social planning. With an increasing demand for professional personnel with a strong background in policy studies in the Greater China Region, graduates can occupy mid-level administrative and managerial posts in various public, quasi-public and non-government organisations.

畢業生可從事廣泛行業，包括社會服務、政界、學術研究及社會規劃。大中華地區對擁有社會政策背景的專業人士需求不斷增加，畢業生能於各種公營、半公營及非政府機構的中級行政和管理階層發展。



## Award 學位頒授

Bachelor of Social Sciences (Honours) in  
Social Policy  
awarded by Hong Kong Baptist University

由香港浸會大學頒授  
社會政策社會科學學士(榮譽)

[hkbu.cie.hk/bsp](http://hkbu.cie.hk/bsp)



Bachelor of Social Sciences (Honours) in

# SPORT AND RECREATION LEADERSHIP

運動及康樂領袖學社會科學學士(榮譽)學位課程



This programme is offered for holders of Associate Degree (AD) or Higher Diploma (HD) who wish to develop a career in the sport and recreation industry. The degree programme also introduces individuals to interesting research areas and potential postgraduate study.

本課程適合有志向運動及康樂領袖學相關行業深造或發展的副學士或高級文憑學歷之畢業生報讀。

## Programme Features 課程特色

- Provides a full-time, non-government-funded honours undergraduate programme, normally completed in two years;
- Prepares students to provide sport and recreation services for the mainstream as well as different sectors of the population, including people with special needs or requiring special attention, such as the elderly and those with physical or intellectual disabilities;
- Integrates broad-based academic knowledge with practical training;
- Helps students gain valuable working experiences in different sport and recreation organisations, through extensive professional placements (500 hours of internship over a period of two years);
- Equips students to become sport and recreation professionals with sound knowledge foundations of human development and a strong sense of social responsibility for community services.
- 全日制、非政府資助榮譽學士學位課程，一般可於兩年內完成；
- 旨在培訓同學向大眾及有特殊需要人士提供運動及康樂服務，服務對象包括長者、肢體傷殘及智障等人士；
- 綜合廣泛學術理論，輔以培訓實踐所學的知識；
- 安排同學於不同的機構實習培訓（兩年實習期共500小時），從而獲取服務不同需要人士的寶貴工作經驗；
- 培訓同學成為運動及康樂行業的專才，建立他們對社區服務的社會責任和意識。

# Programme Structure

## 課程結構

This four-year full-time honours undergraduate programme caters for Associate Degree graduates concentrated in sport and recreation. Students with an Associate of Science in Sport and Recreation Studies or equivalent may apply for direct admission to Year Three of the programme and to complete a total of 66 units for graduation.

Associate Degree graduates of other disciplines are required to complete certain prerequisites, including University Core, General Education and Free Elective Courses required by Hong Kong Baptist University. The exact courses to be exempted and the number of prerequisites to be completed shall be considered on a case-by-case basis upon admission.

Specifically, students are required to complete 51 units of Major Required Courses, 12 units of Major Elective Courses and 3 units of General Education Capstone Course.

四年制學士學位課程適合持有運動及康樂學副學士學位之畢業生報讀。持有運動及康樂學副學士或同等學歷的申請人，一般可直接申請入讀三年級，並須修畢合共66學分。

修讀其他學科之副學士畢業生須修讀香港浸會大學要求之先修科目，當中包括大學核心科目、通識教育科目及自由選修科目。實際豁免或修讀之先修科目則按個別取錄同學而定。

同學須於兩年內修畢主修科目內之必修科目(51學分)、選修科目(12學分)及通識Capstone科目(3學分)。

# Career Prospects

## 就業前景

- Sport executives for organisations serving people with/without special needs
- Recreation programme coordinators in community centre serving people with/without special needs
- Recreation officers in civil services
- Sport executives in national sport organisations
- Fitness consultants to the fitness industry
- Officers in disciplinary forces
- Teacher / Lecturers in education sector
- 社福機構體育幹事
- 社區中心康體活動統籌主任
- 公共事務機構康體活動主任
- 體育總會運動及康體幹事
- 健身顧問
- 紀律部隊人員
- 教育工作者



# Award 學位頒授

Bachelor of Social Sciences (Honours) in  
Sport and Recreation Leadership  
awarded by Hong Kong Baptist University

由香港浸會大學頒授  
運動及康樂領袖社會科學學士(榮譽)

[hkbucie.hk/bsr](http://hkbucie.hk/bsr)



# CAMPUSES AND FACILITIES 校園設施

## Kowloon Tong Campus 九龍塘校園



Joint Sports Centre 聯校運動中心



Au Shue Hung Memorial Library  
區樹洪紀念圖書館



Madam Kwok Chung Bo Fun Sports and  
Cultural Centre  
郭鍾寶芬女士康體文娛中心



Learning Commons  
學習共享空間

## Shek Mun (Shatin) Campus 石門(沙田)校園

Virtual Campus Tour  
虛擬校園導覽



MI-Lab and Comm:aLive Studio  
動態影像室及廣播製作室



Fitness Room  
健身室



Indoor Heated Swimming Pool  
室內恆溫游泳池



Learning Commons  
學習共享空間





For details,  
please visit the College website.  
詳情請瀏覽本院網站。

# SCHOLARSHIP AND FINANCIAL AID

## 獎學金及學生資助計劃

CIE is offering various types of scholarships and financial assistance to encourage students to excel in their studies and develop their talents. In 2020/21, over 400 AD and UG students were awarded scholarships with a total of about HK\$5 million offered by CIE and the HKSAR Government.

國際學院設有多項獎助學金，以鼓勵同學爭取更佳成績、發展才能。於2020/21學年，學院及香港特區政府共頒發近港幣500萬元的獎助學金予超過400名副學士和自資學士同學。



### Scholarship 獎學金

- CIE** | Entrance Scholarship, Academic Achievement, Special Talent and Service, and Financial Aid.
- HKSAR Government** | Subsidy Schemes on Exchange for Post-secondary Students, and Self-financing Post-secondary Scholarship Scheme.
- 國際學院** | 入學獎學金、多項學術成就、特殊才能及服務獎助學金、以及資助計劃。
- 香港特區政府** | 專上學生境外交流資助計劃及香港特區政府自資專上獎學金計劃。



### Financial Aid 資助計劃

Students can apply for the HKSAR Government's Financial Assistance Scheme for Post-secondary Students, Non-means-tested Loan Scheme for Post-secondary Students, Continuing Education Fund and Urban Forestry Support Fund – Study Sponsorship Scheme.

同學可按需要申請香港特區政府專上學生資助計劃、專上學生免入息審查貸款計劃、持續進修基金等學費資助及貸款和城市林務發展基金 – 學習資助計劃。

### Kam Cheuk Yan 甘焯茵



It is more blessed to give than to receive. Receiving the Outstanding Service Award is a recognition to my contribution and also my motivation to keep giving back to the community.

「施比受更有福」，獲得傑出服務獎學金肯定了我在社會服務上的貢獻，也鼓勵我日後繼續回饋社會，拓展視野。

Studying BSc in Community Health Practice, CUHK  
修讀香港中文大學社區健康理學士學位課程

Associate of Science (Sport and Recreation Studies), HKBU 2021  
2021年香港浸會大學理學副學士(運動及康樂學)畢業

CIE Outstanding Service Award  
國際學院傑出服務獎



# 2022/23 ADMISSIONS

## 入學申請



Please visit the College website for the details of application procedures.  
申請辦法請瀏覽本院網站。

[cie.hkbu.edu.hk/t/admissions](http://cie.hkbu.edu.hk/t/admissions)



## HKBU Associate Degree Programme 浸大副學士課程 (Years 1 & 2)

### Hong Kong Diploma of Secondary Education (HKDSE) 香港中學文憑考試

Applicants must attain Level 2 or above in five subjects<sup>†</sup>, including Chinese Language<sup>‡</sup> and English Language, in HKDSE Examination.

<sup>†</sup> A maximum of two Applied Learning subjects can be used for admission purposes:

1. "Attained" is deemed to have achieved "Level 2";
2. "Attained with Distinction (I)" is deemed to have achieved "Level 3"; and
3. "Attained with Distinction (II)" is deemed to have achieved "Level 4".

<sup>‡</sup> For Non-Chinese Speaking (NCS) DSE candidates, the following alternative Chinese language qualifications are recognised by the College as equivalent to HKDSE Chinese Language:

1. Grade E or above in GCE A/AS Level Chinese; or
2. Grade C or above in GCSE/IGCSE/GCE O-Level Chinese; or
3. "Attained" or above in Applied Learning Chinese (ApL(C)).

申請人須於香港中學文憑考試中取得五科<sup>†</sup> (包括中國語文<sup>‡</sup>及英國語文) 第二級或以上。

<sup>†</sup> 可用最多兩個應用學習科目的成績作申請之用:

1. 取得「達標」相當於文憑試「二級」成績;
2. 取得「達標並表現優異(I)」相當於文憑試「三級」成績;及
3. 取得「達標並表現優異(II)」相當於文憑試「四級」成績。

<sup>‡</sup> 非華語文憑試考生可用以下中國語文資歷作文憑考試中國語文入學要求的另外選擇:

1. GCE A/AS Level Chinese 取得E級或以上;或
2. GCSE/IGCSE/GCE O-Level Chinese 取得C級或以上;或
3. 香港中學文憑考試應用學習中文科目取得「達標」或以上。

### Qualifications Recognised under Hong Kong Qualifications Framework Level 3 達香港資歷架構第三級資歷

Applicants must obtain a graduation certificate of a programme under Hong Kong Qualifications Framework Level 3, such as Diploma Yi Jin Programme, Diploma of College Foundation Studies, Diploma in Foundation Studies / General Studies, etc. from any recognised Hong Kong institutions.

申請人須持有本港認可院校達香港資歷架構第三級別的全日制課程,如毅進文憑 / 大專基礎教育文憑 / 基礎課程文憑 / 基礎教育文憑等證書。

### Other Equivalent Qualifications 其他同等學歷

Other equivalent qualifications to be considered and assessed by the College on a case-by-case basis.

其他同等學歷將獲學院個別考慮及評核。

### Mature Applicants 成年申請人

Aged 21 or above with acceptable qualifications to justify admission.

年滿21歲或以上並有相關資歷作為合理入學理由。

### International Qualifications 國際學歷

International qualifications, including but not limited to the below, shall be considered by the College:

- International Baccalaureate (IB) Diploma
- General Certificate of Education Advanced Level (GCE-AL)
- SAT

包括但不限以下的國際學歷將獲學院考慮:

- 國際文憑大學預科課程
- 普通教育高級程度證書
- 美國學術評估測試

### Tuition Fee 學費

**HK\$27,750** /Semester 學期

one year in total 每年合共: HK\$55,500  
For local applicants 本地生適用

Tuition fee for mainland and overseas applicants is  
HK\$70,600 per year  
內地及海外生每年學費 HK\$70,600

# HKBU Self-funded Undergraduate Programme 浸大自資學士學位課程 (Years 3 & 4)



## Associate Degree 副學士

Satisfactory completion of an Associate Degree from any of the local/overseas recognised institutions.

獲本地或海外認可機構頒發之副學士學位。

## Higher Diploma 高級文憑

Satisfactory completion of a Higher Diploma from any recognised institutions.

獲認可機構頒發之高級文憑。

## Other Equivalent Qualifications 其他同等學歷

Applicants who possess equivalent qualifications are to be assessed on a case-by-case basis.

持有相關資歷的申請人會因應個別情況作考慮。

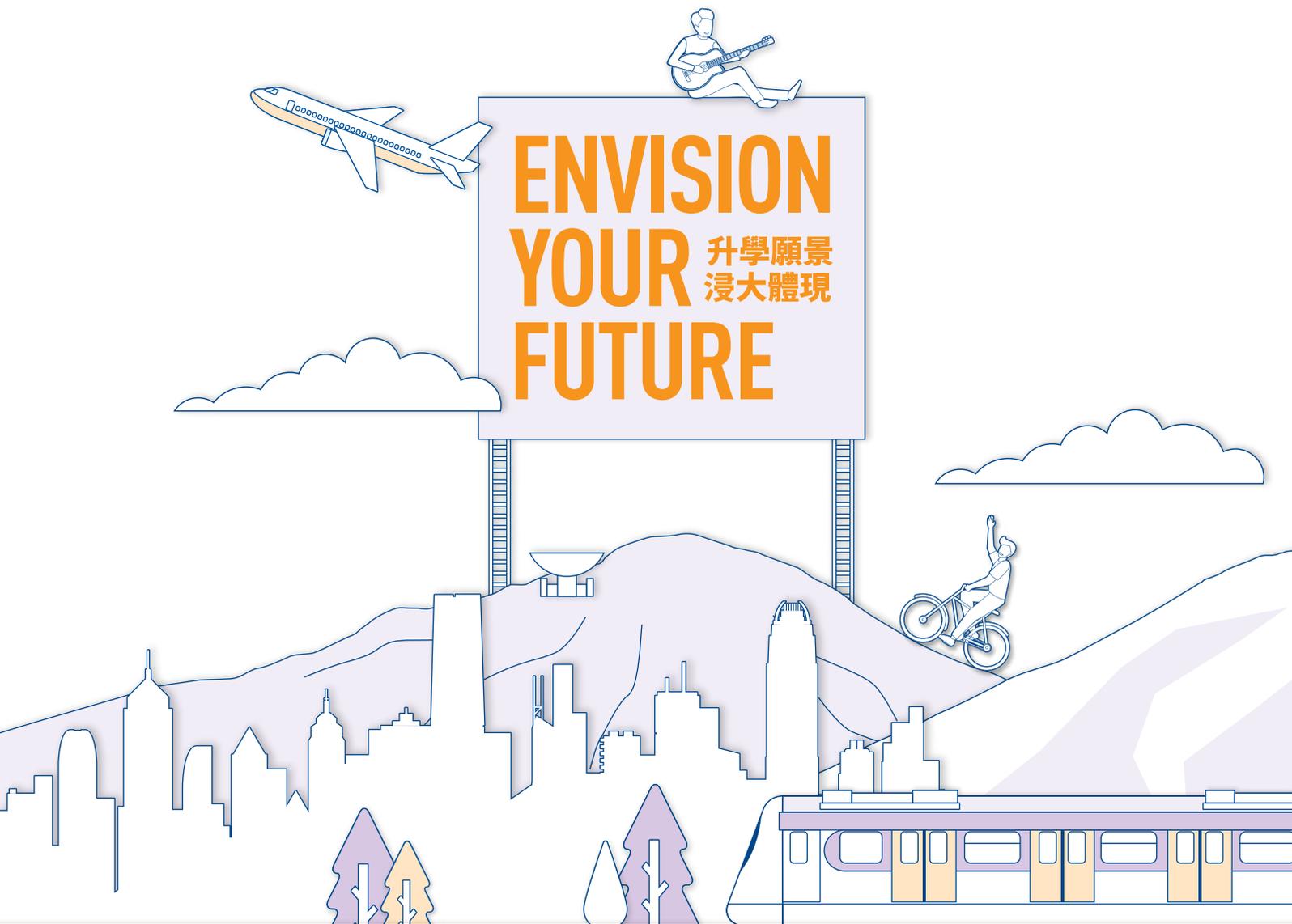
## Tuition Fee 學費

**HK\$42,570-  
HK\$44,505** /Semester 學期

one year in total 每年合共 : HK\$85,140 – HK\$89,010  
For local applicants 本地生適用

Tuition fee for mainland and overseas applicants is  
HK\$85,140 to HK\$112,125 per year  
內地及海外生每年學費 HK\$85,140 至 HK\$112,125





## 浸大國際學院

College of International Education, HKBU

### 浸大思齊樓辦事處

九龍塘聯福道34號  
香港浸會大學逸夫校園  
思齊樓4樓

### HKBU DLB Office

4/F, David C. Lam Building,  
Shaw Campus,  
Hong Kong Baptist University  
34 Renfrew Road, Kowloon Tong

### 浸大石門辦事處

沙田石門安睦街8號  
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