

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

PROGRAMME FEATURES

課程特色

This programme stands out by offering a distinctive combination of cultural studies and creative industries. The rapid growth of local cultural and creative industries in Hong Kong have led to a great demand for cultural practitioners. With a strong focus on interdisciplinary learning, this degree programme can increase students' career capacity to work in various roles covering arts management, education, communications, publishing, public relations, advertising, policy or marketing.

- 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.

本課程獨特之處在於融合文化研究和創意產業。香港本地文化和創意產業近年急速發展，帶動了文化事業對人才的巨大需求。本課程注重跨學科研習，幫助同學提升競爭力，日後無論從事藝術管理、教育、傳訊、出版、公關、廣告、政策制訂或市場推廣等行業都能得心應手。

- 培養同學的文化素養和跨文化觸覺；
- 加強及提升同學的雙語能力和文化敏感度，以探索香港的跨文化遺產；
- 提供一系列文化研究及創意產業課程，包括藝術史、文學、哲學、流行文化、電影、性別研究，以及媒體研究。



CAREER PROSPECTS

就業前景

The knowledge and skills gained from the programme 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.

從課程中獲得的知識與技能，有助同學日後從事任何創意產業及文化相關的工作，包括藝術行政、新聞、傳媒、公共傳訊、社福界及教育界。

PROGRAMME STRUCTURE 課程結構

MAJOR CORE COURSES (33 UNITS)

- Introduction to Cultural and Creative Industries
- Introduction to Cultural Studies
- Artistic Creativity and Art Appreciation
- Arts and Cultural Management
- Love and Humanities
- The Classical Heritage
- Interdisciplinary Humanities Research: Theories and Methods
- Masterpieces in Humanities
- Modern Western Thought
- Honours Project

MAJOR ELECTIVE COURSES (30 UNITS)

- Introduction to World Civilization
- Introduction to Gender and Sexuality
- Understanding Everyday Life: A Critical Introduction
- A History of Personal Writings
- Cultural Studies and Creative Industries Internship
- Creative Writing in Practice
- Detective Fiction and the Modern World
- Exploring the City
- Fairy Tales and Our Society
- Great Thinkers on Meanings of Life
- Hong Kong Cinema and Society
- Horror Film and Fiction
- Manga and Anime: Japanese Popular Culture in Hong Kong
- Popular Music and Society
- The Critical and Creative Spirit: The Case of Historical Fiction
- The World of Theatre
- Theme Park and Other Themed Spaces
- Understanding Media Culture
- Changing Youth, Changing Times: Concepts, Concerns and Debates
- Modernity and China
- Understanding Emotional Capitalism: From Consumer Culture to Creative Industries
- Popular Culture and Creative Industries in Asia
- Digital Media and Culture
- Rethinking Cultures: East and West
- Sex and Gender in the Media
- Contemporary Chinese Cultural Philosophy
- Mobility and Migration in Contemporary Society

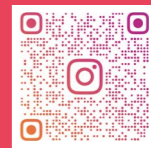
GENERAL EDUCATION CAPSTONE COURSE (3 UNITS)

- Understanding Globalization*

* This GE capstone course will be open to all self-funded undergraduate students. Students may select a GE capstone course offered by different self-funded undergraduate programmes.

Remarks:

1. This course has been included in the list of reimbursable courses under the Continuing Education Fund. This course is recognised under the Qualifications Framework (QF Level 5).
2. The College reserves the right to make changes to these courses without prior notice.



CIE.CULS



hkbcie.hk/bci

ALUMNI SHARING

校友分享



MATT FORCE
(GRADUATE OF 2017)

MUSICIAN

“ Sometimes when I revisit some of my most significant works, I cannot help but think of how much this programme has influenced me throughout all these years. It will deepen your understanding of this hectic world without you even knowing it. ”

TUITION FEE

學費

For local applicants:
本地生申請:

HK\$43,890

per semester 學期

Students are required to complete 66 units in two years at HK\$2,660 per unit.

同學須於2年內完成 66 學分，
每學分為 HK\$2,660。

For non-local applicants:
非本地生申請:

HK\$44,550 per semester 學期;
at HK\$2,700 per unit 學分