



ASSOCIATE DEGREE PROGRAMME

浸大副學士課程

Contents 目錄

Hong Kong Baptist University 香港浸會大學	2
College of International Education, HKBU 香港浸會大學國際學院	3
Why Choose HKBU CIE 選擇浸大副學士的原因	4
Envision Your Future 升學願景 浸大體現	6
Graduate Survey for HKBU Associate Degree Programme 2023 2023年浸大副學士畢業生升學統計	9
HKBU Associate Degree Programme Structure 浸大副學士課程結構	10
Earn an HKBU Honours Degree in 4 years 四年完成香港浸會大學榮譽學士學位	12



Associate Degree Programme 副學士課程 14-77

Division of Applied Science 應用科學學部 14-27

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

Division of Communication 傳理學部 52-61

Creative Communication 傳理學
Creative Digital Media Design 創意數碼媒體設計
Film, Television and Digital Media Studies 電影、電視及數碼媒體學
Media Communication 媒體傳播

Division of Arts and Languages 人文及語言學部 28-39

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 Social Sciences 社會科學學部 62-77

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
Society and Wellness Studies 社會與健康研究
Sociology and Digital Society 社會學與數碼社會
Sport and Recreation Studies 運動及康樂學

Division of Business 商學部 40-51

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

Student Development 學生發展活動	78
International Experience Global Perspectives 國際體驗 環球視野	80
Campuses and Facilities 校園設施	82
Scholarship and Financial Aid 獎學金及學生資助計劃	83
Admissions Key Dates 入學重要日期	84
2024/25 Admissions 入學申請	85



香港浸會大學 HONG KONG BAPTIST UNIVERSITY

Hong Kong Baptist College was founded by the Baptist Convention of Hong Kong in 1956 as a post-secondary college committed to the provision of a whole person education. In 1983, it became a fully-funded public tertiary institution, and the College gained university status just over a decade later. It was renamed Hong Kong Baptist University (HKBU) in 1994.

Over the years, HKBU has remained committed to the pursuit of excellence in education, research and service to the community. As one of Asia's finest institutions of higher learning, HKBU is dedicated to nurturing future generations of civically engaged community members, and it provides them with a broad-based, transdisciplinary and creative education.

Its eight faculties/schools offer a wide array of programmes across a diverse range of disciplines, from the arts, business, communication, and social sciences to science and technology, Chinese medicine and sport.

With its fundamental strengths in the arts and humanities, HKBU offers an education and research environment that fosters technological progress with a focus on the human dimensions. At the same time, the University is using technology to push the envelope of human imagination in the arts and cultural sphere. Coupled with our unceasing efforts to achieve breakthroughs in science and Chinese medicine, HKBU strives to contribute to the building of a better world and a more compassionate society.

香港浸會學院是由香港浸信會聯會於1956年創辦的私立高等學府，致力提供全人教育。1983年，當時的香港浸會學院獲政府全面資助，成為公立專上學府，至1994年獲得正名，成為香港浸會大學（浸大）。多年來，浸大一直在教育、研究及社會服務上追求卓越。作為亞洲最優秀的高等教育學府之一，浸大致力培育未來世代成為貢獻社會的英才，為他們提供廣泛多元、跨學科及具創意的教育。浸大設有八個學院，為學生提供多樣化的學科選擇，由藝術、工商管理、傳理、社會科學以至科技、中醫及體育等等。

浸大在藝術及人文領域堅實的基礎上，提供適切的教學及研究環境，推動以人為本的科技發展，同時利用科技不斷開拓人類在藝術和文化的想像空間，並在科學及中醫領域上不斷帶來突破，銳意建立一個更美好的世界及仁愛的社會。



COLLEGE OF 國際學院
INTERNATIONAL EDUCATION

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). The CIE, managed by the School of Continuing Education (SCE), currently enrolls around 3,500 students and is committed to the University's mission of providing quality whole person higher education with a Christian heritage. Students can enjoy the quality campus facilities and amenities in the Shek Mun (Shatin) campus, along with the additional resources available at the HKBU Kowloon Tong and Kai Tak campuses.

國際學院是浸大於2000年成立的自資學院，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，目前有近3,500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。同學可以享用位於石門（沙田）校園的優質設施，同時使用浸大九龍塘和啟德校園的學習資源。

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。



WHY CHOOSE HKBU CIE

選擇浸大副學士的原因



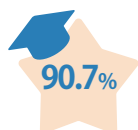
Qualification Awarded by HKBU 浸大頒授學歷

- The Associate Degree Programme (AD) is governed by the HKBU quality assurance policies and practices.
- Upon completion of the AD Programme, students will be awarded an Associate of Arts or an Associate of Science by HKBU.
- 浸大副學士課程由大學政策及質素保證架構統轄。
- 完成副學士課程後，同學可獲浸大頒授文學副學士或理學副學士資格。



Quality Assurance 學術質素保證

- In the latest *Report of a Quality Audit of Sub-degree Operations of Hong Kong Baptist University* released by the Quality Assurance Council of the University Grants Committee, HKBU AD Programme is commended in the areas of:
 - ▶ student-centred approach in teaching and learning, as well as student development;
 - ▶ staff's caring attitude towards students;
 - ▶ high standard of teaching and learning support facilities.
- 大學教育資助委員會轄下的質素保證局在新近的《香港浸會大學副學位課程質素核證報告》中，讚揚浸大副學士課程的多方表現，包括：
 - ▶ 教與學和學生發展方面採用學生為本方針；
 - ▶ 教職員對學生的關顧；
 - ▶ 高水準的教與學支援設施。



Ample Articulation Opportunities and High Articulation Rate

90.7% 多元升學途徑 超過九成畢業生成功升讀學士學位

- In 2023, the articulation rate reached 90.7%. Among these graduates, 81.2% were admitted to undergraduate programmes offered by the eight UGC-funded local universities.
- The College places great emphasis on providing different articulation opportunities for students. Students can take the "2+2" study mode and earn a Bachelor's Degree in 4 years.
- CIE offers 27 AD Concentration Studies across the 5 major disciplines of Applied Science, Arts and Languages, Business, Communication, and Social Sciences. The wide range of choices in our curriculum and flexibility in choosing elective courses cater to different interests, talents and aspirations of our students.
- CIE also offers 11 undergraduate programmes to allow AD graduates to earn an HKBU Honours Degree through seamless articulation.
- 2023學年副學士畢業生升學率高達90.7%，當中81.2%升讀八間教資會資助院校學士學位課程。
- 國際學院為同學提供多元升學出路，讓同學可以「2+2」升學模式，四年完成學士學位。
- 課程選擇廣泛，27項副學士專修涵蓋五大學術範疇，包括應用科學、人文及語言學、商學、傳理學與社會科學。同學可按學習興趣、才能和志向，靈活組合選修科目。
- 學院更開辦11個自資學士學位課程，畢業生可無縫銜接，最終獲浸大頒授榮譽學士學位。



Collaboration with HKBU Departments 與浸大本部合辦課程

The AD curriculum framework has adopted the HKBU UGC-funded Undergraduate Programme as a blueprint. Certain areas of Concentration Studies such as Music Studies and Visual Arts are offered in collaboration with different Faculties/Schools of HKBU and taught by university lecturers.

副學士課程設計以浸大本部學士課程為藍本，當中音樂學和視覺藝術專修更是與浸大本部合作開辦，並由相關大學講師任教。



Your Ideal Pathway to University 為你打開大學之門

- Since the establishment of the College, CIE has nurtured over ten thousand AD graduates who were successfully articulated to local and overseas undergraduate programmes.
- In the past 3 years, there were around 1,700 AD graduates who undertook undergraduate studies in the eight UGC-funded local universities.
- 學院成立以來，培育了過萬位副學士畢業生升讀本地及海外學士學位課程。
- 過去三年，近1,700位副學士畢業生成功升讀八間教資會資助院校學士學位課程，達成升學願景。





ENVISION YOUR FUTURE

升學願景 浸大體現

FTAS

Four-year Through-train
Admissions Scheme

四年自資學位課程直通車入學計畫



The Scheme provides eligible applicants with a direct and hassle-free articulation opportunity. Applicants who have fulfilled the admission requirements (HKDSE score of "33222" or "3322A", or other admission requirements) may be given offers to both HKBU Associate Degree (AD) and Self-funded Undergraduate Programmes (UG) upon admission, and awarded an HKBU Honours Degree in 4 years. During their AD studies, students will be given a chance to change their selected UG Programme according to their interests and talents.

計畫為合資格的申請人提供一個明確、簡單方便直接升學機會。只要符合入學要求(香港中學文憑試成績達「33222」或「3322A」或其他入學要求)，申請人於申請副學士課程時，即有機會同時獲得浸大副學士及自資學士學位課程的錄取資格，從而可用四年時間取得由浸大頒授的榮譽學士學位。同學就讀副學士期間更可按學習興趣及才能，修改自資學士學位課程選擇，升學途徑更靈活。

UGC funded

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 2024/25 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2024/25學年提供合共5,000個教資會資助高年級學額(三年級)。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四年時間完成學位，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。



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的課程，完成學士學位。



ADUG

HKDSE

香港中學文憑考試



Years 1 & 2

HKBU Associate Degree Programme
浸大副學士課程



Years 3 & 4

Undergraduate Programmes
學士學位課程

Or 或

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

Diploma of Applied Education/
Diploma Yi Jin (SCE, HKBU)
浸大應用教育文憑課程/
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, Foundation Diploma,
Diploma in General Studies, Diploma of Applied Education
毅進文憑、基礎課程文憑、基礎教育文憑、應用教育文憑

JEE (Gaokao)
中國國家統一高考

Others
其他

Other equivalent qualifications or mature applicants with relevant qualifications
其他同等學歷或持有相關資歷的成年申請人



Division of Applied Science
應用科學學部



Division of Arts and Languages
人文及語言學部



Division of Business
商學部



Division of Communication
傳理學部



Division of Social Sciences
社會科學學部



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[△]
教資會資助高年級學額 (三年級)[△]

Other Local and Non-local Institutions
其他本地及海外院校

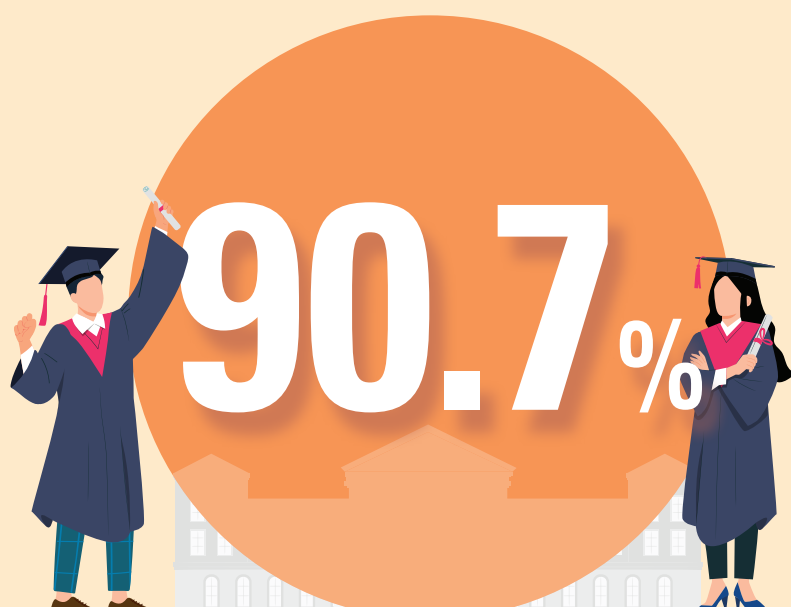
[△] Available to local students only
只供本地學生報讀



GRADUATE SURVEY

for HKBU Associate Degree Programme 2023

2023年浸大副學士畢業生升學統計



Further Study to Undergraduate Programmes

升讀學士學位課程

6.7% Employment 就業

2.6% Others 其他

Number of respondents 回覆調查畢業生人數 720
Number of graduates 畢業生人數 1038

Undergraduate Programmes offered by the Eight UGC-funded Local Universities

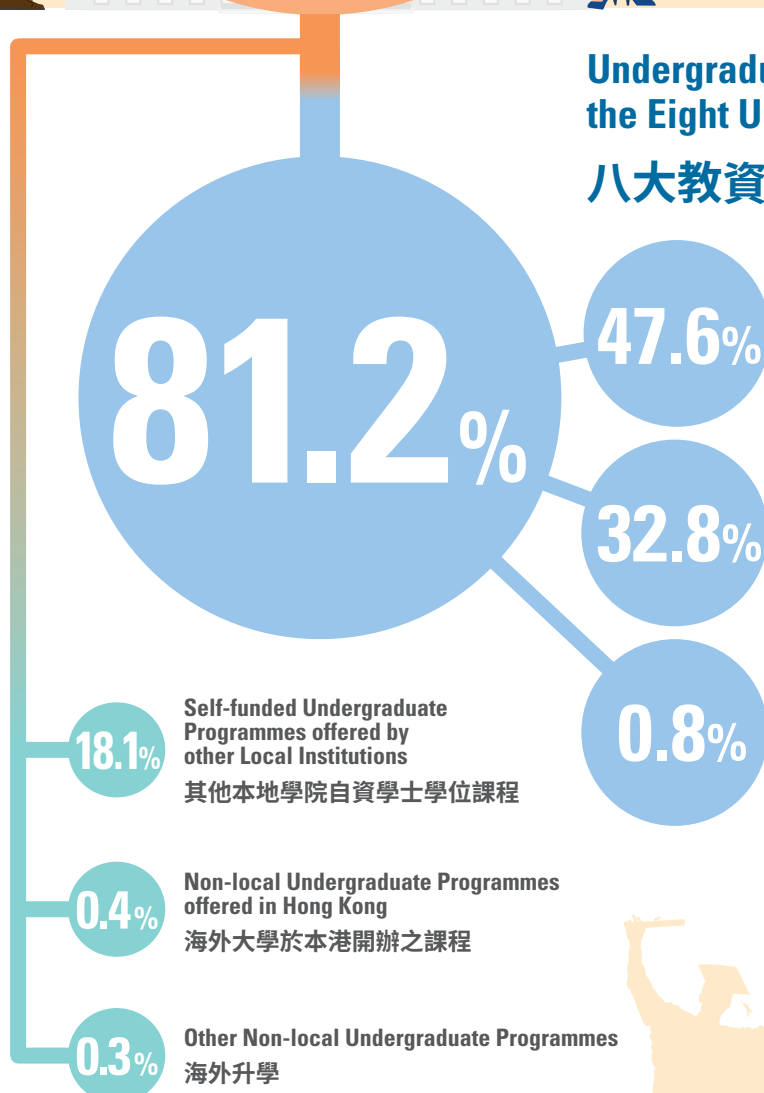
八大教資會資助院校學士學位課程

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

22.5% HKBU 浸大	7.4% CUHK 中大	5.8% EdUHK 教大	4.7% CityU 城大
3.4% PolyU 理大	2.4% HKU 港大	1.1% LU 嶺大	0.3% HKUST 科大

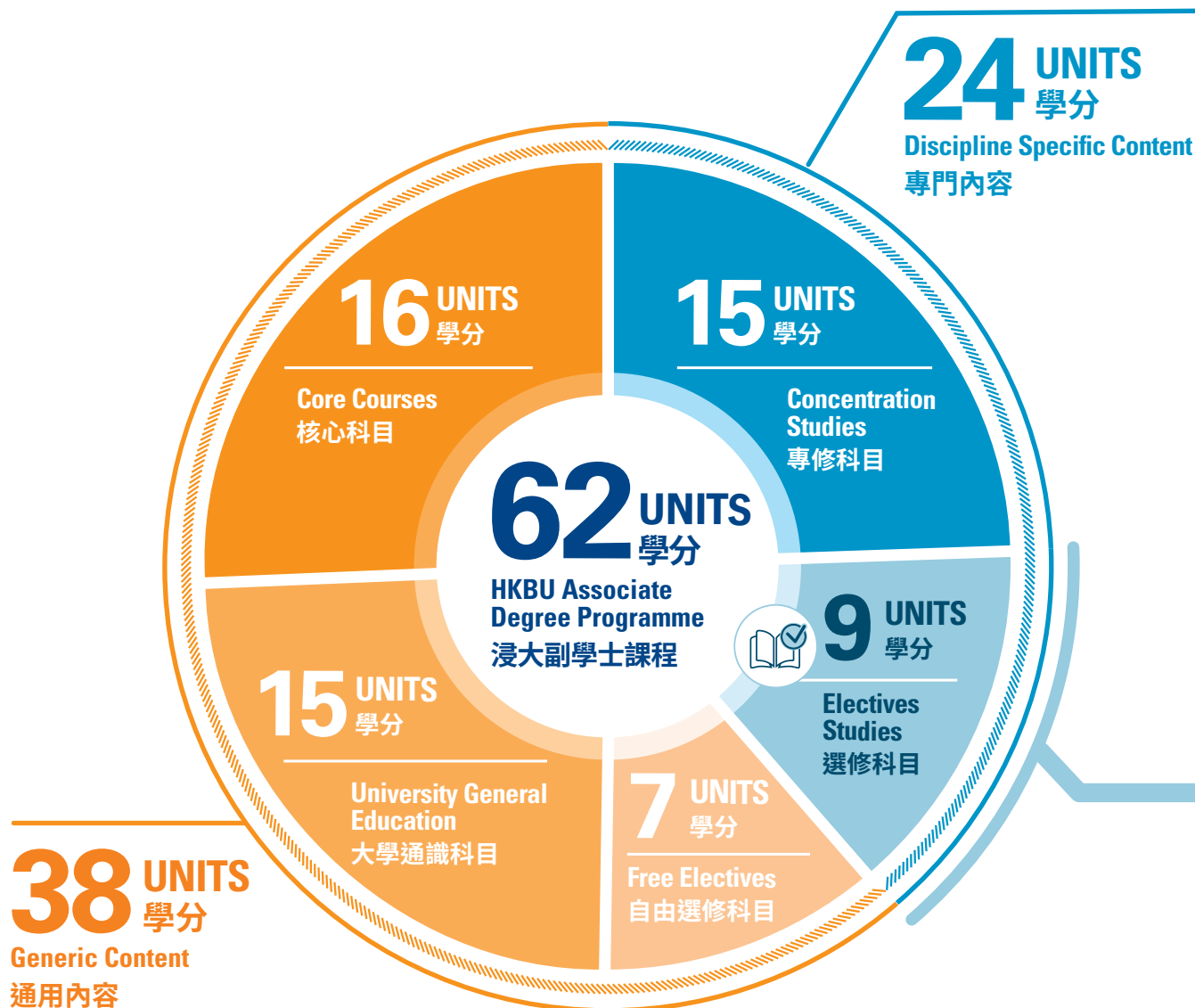
HKBU Self-funded Undergraduate Programmes 浸大自資學士學位課程

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



HKBU ASSOCIATE DEGREE PROGRAMME STRUCTURE

浸大副學士課程結構



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。

Elective Studies 選修科目



9 UNITS
學分

- Corporate and Media Communication in Chinese[^]
- 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 Education
- Introduction to Media and Communication
- Introduction to Philosophy
- Marketing Principles
- Popular Culture in Contemporary China[^]
- Principles of Microeconomics
- Text and Image: A Critical Analysis[^]

[^] Taught in Cantonese

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.



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

The University GE Courses (15 units) focus on interdisciplinary learning and all these 15 units will be recognised and exempted when CIE AD graduates articulate to the third year of any HKBU Undergraduate programme.

- 大學通識科目 (15學分) 著重跨學科研習。
- 本院副學士畢業生升讀浸大學士學位課程三年級時，此15學分的科目均可獲得學分承認，豁免補修。

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 (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學術範疇。
- 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。*

* 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

四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 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

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

Division of Arts and Languages 人文及語言學部



Chinese for Professional Purposes[†]
Cultural Studies
Music Studies
Professional Communication and English Studies
Visual Arts

專業中文[†]
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
Film, Television and Digital Media Studies[†]
Media Communication

傳理學
創意數碼媒體設計
電影、電視及數碼媒體學[†]
媒體傳播

Division of Social Sciences 社會科學學部



Applied Social Service^{^†}
History and Hong Kong Studies[†]
Practical Philosophy
Psychology
Society and Wellness Studies
Sociology and Digital Society
Sport and Recreation Studies

應用社會服務^{^†}
歷史及香港研究[†]
實踐哲學
心理學
社會與健康研究
社會學與數碼社會
運動及康樂學

[†] Applicants should be competent in reading and writing Chinese, and able to communicate in Cantonese 申請人須具備中文讀寫能力，並能以廣東話溝通

[^] Applicable to local applicants only 只供本地生申請



2 Years

Undergraduate Degree Programmes **學士學位課程**

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

^{*} Applicants should be competent in reading and writing Chinese. Either Cantonese or Putonghua may be used, depending on particular pedagogical strategy
申請人須具備中文讀寫能力，課堂或會輔以廣東話或普通話授課

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

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, 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習到全面的應用科學。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、金融科技、生命科學、營養與食物管理，以及健康科學專修。

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.

The world faces an unprecedented loss of biodiversity and a surge in climatic 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



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院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。



Curriculum 課程

Discipline Specific Content 24 Units

Concentration Studies (15 Units)

Conservation and Ecotourism

Diversity of Life and Laboratory

Ecology and Habitats

General Biology

Microbiology and Laboratory

Elective Studies (9 Units)*

General Chemistry

Internship for Environment, Conservation and Ecotourism[^]

Introduction to Environmental Health and Toxicology

Generic Content 38 Units

Core Courses (16 units, including three English Language Courses)

- English Academic Writing I & II
- Written and Spoken Modern Chinese[†] / Elementary Chinese[‡]
- Healthy Lifestyle
- The Art of Persuasion
- English for Professional Communication / Literary Appreciation / Reading Contemporary Worlds (*select one course*)

General Education

Foundational Courses (9 units)

select one course from each category

- History and Civilization
- Values and the Meaning of Life
- Quantitative Reasoning

Interdisciplinary Thematic Courses (6 units)

select two courses from any one or two themes

- Science, Technology and Society
- Sustainable Communities
- Culture, Creativity and Innovation

Free Electives (7 units)

Complete a total of 7 units from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences

Remarks:

[^] Taught in Cantonese

[†] Taught in Cantonese / Putonghua

[‡] For Non-Chinese Speaking Students

* Recommended Elective Studies course offered for this area of 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.

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。

Articulation Track Records 畢業生升學記錄

UGC-funded Universities

(UGC-funded and Self-funded Undergraduate Programmes)

Hong Kong Baptist University

BSc (Hons) in Applied Biology - Environmental Science Concentration

BSocSc (Hons) in Environment and Resources Management

BSocSc (Hons) in Geography

The University of Hong Kong

BSc in Ecology and Biodiversity

The Chinese University of Hong Kong

BSc in Environmental Science

BSSc in Geography and Resource Management

BSc in Natural Sciences

The Hong Kong University of Science and Technology

BSc in Environmental Management and Technology

The Hong Kong Polytechnic University

BEng (Hons) in Environmental Engineering and Sustainable Development

BSc (Hons) in Environmental and Occupational Safety & Health

Other Local Institutions

Hong Kong Metropolitan University

BSc (Hons) in Environmental Science and Green Management

Non-local Institutions (by country / region)

Australia

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

Mainland China

BSc (Hons) in Environmental Science - BNU-HKBU United International College

U.K.

BSc (Hons) in Environmental Science - 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 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.



Hong Kong's prominence in global finance is strengthened by FinTech, the future of financial services. Our programme equips students with digital technology and financial expertise, uniquely tailored to FinTech. As a result, our graduates are well-prepared for a wealth of career opportunities in the fast-growing FinTech sector, driving the next phase of financial innovation.

Dr. Joseph W.T. Chan
Academic Co-ordinator

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。



Curriculum 課程

Discipline Specific Content 24 Units

Concentration Studies (15 Units)

Computer Programming and Application Development

Database Management Systems

Essentials of Financial Technology

Financial Planning

Financial Technology Project

Elective Studies (9 Units)*

Blockchain Technology and Applications

Mobile Computing

Principles of Financial Management

Generic Content 38 Units

Core Courses (16 units, including three English Language Courses)

- English Academic Writing I & II
- Written and Spoken Modern Chinese[†] / Elementary Chinese[‡]
- Healthy Lifestyle
- The Art of Persuasion
- English for Professional Communication / Literary Appreciation / Reading Contemporary Worlds (*select one course*)

General Education

Foundational Courses (9 units)

select one course from each category

- History and Civilization
- Values and the Meaning of Life
- Quantitative Reasoning

Interdisciplinary Thematic Courses (6 units)

select two courses from any one or two themes

- Science, Technology and Society
- Sustainable Communities
- Culture, Creativity and Innovation

Free Electives (7 units)

Complete a total of 7 units from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences

Remarks:

[†] Taught in Cantonese / Putonghua

[‡] For Non-Chinese Speaking Students

* Recommended Elective Studies course offered for this area of 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.

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。

Articulation Track Records 畢業生升學記錄

UGC-funded Universities

(UGC-funded and Self-funded Undergraduate Programmes)

Hong Kong Baptist University

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

The University of Hong Kong

BSc in Information Management

BASc in Social Data Science

City University of Hong Kong

BBA Business Decision Analytics

BBA Information Management

The Hong Kong Polytechnic University

BSc (Hons) in Logistics Engineering with Management

BSc (Hons) Scheme in Computing and AI

Lingnan University

BBA (Hons) in Risk and Insurance Management

Other Local Institutions

Hong Kong Metropolitan University

BBA (Hons) in Financial Technology and Innovation

BSc (Hons) in Computer Science

Hong Kong Shue Yan University

BA (Hons) in Economics and Finance

BCom (Hons) in Financial Technology

City University of Hong Kong - SCOPE

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.

This programme will appeal to students who are interested in tackling pressing global issues and expanding their knowledge of geography and resource management. It also aims to enhance their understanding of management principles in order to solve real-world problems such as climate change, resource shortages, overpopulation, environmental degradation, conflicts, conservation issues, and more. By participating in this programme, students will not only learn about global citizenship, but also actively contribute to making a positive difference in the world.

Dr. Karen L.Y. Woo
Associate Programme Director



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。



hkbucie.hk/grmg



Curriculum 課程

Discipline Specific Content	24 Units
Concentration Studies (15 Units)	
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	
Elective Studies (9 Units)*	
Conservation and Ecotourism	
General Biology	
General Chemistry	
Internship for Environment, Conservation and Ecotourism [^]	
Generic Content	38 Units
Core Courses (16 units, including three English Language Courses)	
<ul style="list-style-type: none"> English Academic Writing I & II Written and Spoken Modern Chinese[†] / Elementary Chinese[‡] Healthy Lifestyle The Art of Persuasion English for Professional Communication / Literary Appreciation / Reading Contemporary Worlds (<i>select one course</i>) 	
General Education Foundational Courses (9 units)	
<i>select one course from each category</i>	
<ul style="list-style-type: none"> History and Civilization Values and the Meaning of Life Quantitative Reasoning 	
Interdisciplinary Thematic Courses (6 units)	
<i>select two courses from any one of two themes</i>	
<ul style="list-style-type: none"> Science, Technology and Society Sustainable Communities Culture, Creativity and Innovation 	
Free Electives (7 units)	
<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:

[^] Taught in Cantonese

[†] Taught in Cantonese / Putonghua

[‡] For Non-Chinese Speaking Students

* Recommended Elective Studies course offered for this area of 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.

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。

Articulation Track Records 畢業生升學記錄

UGC-funded Universities (UGC-funded and Self-funded Undergraduate Programmes)
Hong Kong Baptist University
BSocSc (Hons) in Environment and Resources Management
BSocSc (Hons) in Geography
BSc (Hons) in Applied Biology - Environmental Science Concentration
BSc (Hons) in Bioresource and Agricultural Science
BSc (Hons) in Green Energy and Smart Technology
The University of Hong Kong
BSS in Geography
The Chinese University of Hong Kong
BSSc in Geography and Resource Management
BSSc in Society and Sustainable Development
BSSc in Social Work
BSc in Natural Sciences
The Hong Kong University of Science and Technology
BEng in Sustainable Energy Engineering
BSc in Ocean Science and Technology
City University of Hong Kong
BEng Environmental Science and Engineering
BSocSc Public Affairs and Management
BSocSc International Relations and Global Affairs
The Hong Kong Polytechnic University
BEng (Hons) in Environment Engineering and Sustainable Development
BSc (Hons) in Environmental and Occupational Safety & Health
BSc (Hons) Scheme in Spatial Data Science and Smart Cities (Land Surveying and Geo-Informatics)
The Education University of Hong Kong
BSSc (Hons) in Global and Environmental Studies
BSc (Hons) in Integrated Environmental Management
BEd (Hons) in Geography
Other Local Institutions
Hong Kong Metropolitan University
BSc (Hons) in Environmental Science and Green Management
Non-local Institutions (by country / region)
Macao
BSc in Tourism Business Management - Macao Institute for Tourism Studies
U.K.
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)
- Geological Compass (地質羅盤儀)
- Global Positioning System (GPS) Meter (全球定位儀)
- Light Meter (光度計)
- Refractometer (折射計)
- Soil Analyzer (土壤分析儀)
- 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 ageing 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.



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

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。

hkbcue.hk/hesc



Curriculum 課程

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

[^] Taught in Cantonese

[†] Taught in Cantonese / Putonghua

[‡] For Non-Chinese Speaking Students

* Recommended Elective Studies course offered for this area of 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.

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。

Articulation Track Records 畢業生升學記錄

UGC-funded Universities
(UGC-funded and Self-funded Undergraduate Programmes)
Hong Kong Baptist University
BSc (Hons) in Applied Biology - Biotechnology Concentration
BSc (Hons) in Chemistry
BScoSc (Hons) in Psychology
The Chinese University of Hong Kong
BSc in Community Health Practice
BSc in Gerontology
BSc in Natural Sciences (Biological Sciences)
BSc in Natural Sciences (Food and Nutrition)
City University of Hong Kong
BSc Biological Sciences
Bachelor of Social Sciences
The Hong Kong Polytechnic University
BSc (Hons) in Nursing
BSc (Hons) in Environmental and Occupational Safety and Health
BSc (Hons) in Biotechnology, Food Safety and Chemical Technology
The Education University of Hong Kong
BA (Hons) in Creative Arts and Culture
Other Local Institutions
Hong Kong Baptist University - SCE
Bachelor of Nursing (Hons)
Tung Wah College
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

Life science uses scientific knowledge to study organisms, including animals, molecules and microorganisms, to explore the composition, structure, function and relationships of life. 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.



This programme aims to introduce the latest biotechnology theories and applications. Through learning from classroom theories, participating in laboratory practicals, 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 government laboratories, research institutes, private testing and 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

生命科學是用科學知識對生物進行研究，當中包括動物、分子及微生物等，探索生命的組成、結構、功能和相互作用。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、分子生物學、基礎醫學、尖端生物科技、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。



Curriculum 課程

Discipline Specific Content 24 Units

Concentration Studies (15 Units)

Biochemistry and Techniques

Cell Biology and Laboratory

Genetics and Evolution

Human Physiology

Microbiology and Laboratory

Elective Studies (9 Units)*

General Biology

General Chemistry

General Toxicology

Generic Content 38 Units

Core Courses (16 units, including three English Language Courses)

- English Academic Writing I & II
- Written and Spoken Modern Chinese[†] / Elementary Chinese[‡]
- Healthy Lifestyle
- The Art of Persuasion
- English for Professional Communication / Literary Appreciation / Reading Contemporary Worlds (*select one course*)

General Education

Foundational Courses (9 units)

select one course from each category

- History and Civilization
- Values and the Meaning of Life
- Quantitative Reasoning

Interdisciplinary Thematic Courses (6 units)

select two courses from any one or two themes

- Science, Technology and Society
- Sustainable Communities
- Culture, Creativity and Innovation

Free Electives (7 units)

Complete a total of 7 units from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences

Remarks:

[†] Taught in Cantonese / Putonghua

[‡] For Non-Chinese Speaking Students

* Recommended Elective Studies course offered for this area of 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.

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。

Articulation Track Records 畢業生升學記錄

UGC-funded Universities

(UGC-funded and Self-funded Undergraduate Programmes)

Hong Kong Baptist University

BSc (Hons) in Analytical and Testing Sciences

BSc (Hons) in Applied Biology

BSc (Hons) in Chemistry

BSocSc (Hons) in Environment and Resources Management

The University of Hong Kong

BSc in Biological Sciences

BSc in Molecular Biology & Biotechnology

The Chinese University of Hong Kong

BSc in Natural Sciences

The Hong Kong University of Science and Technology

BSc in Biochemistry and Cell Biology

BSc in Biotechnology

City University of Hong Kong

BSc Biomedical Sciences

The Hong Kong Polytechnic University

BSc (Hons) in Analytical Sciences for Testing and Certification

BSc (Hons) in Applied Biology with Biotechnology

BSc (Hons) in Nursing

The Education University of Hong Kong

BEd (Hons) in Science

Other Local Institutions

Hong Kong Metropolitan University

BSc (Hons) in Testing Science and Certification

BSc (Hons) in Food Testing Science

BSc (Hons) in Life Sciences

Non-local Institutions (by country / region)

U.K.

University of Plymouth

BSc (Hons) Biological Sciences

BSc (Hons) Biosciences

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.

The understanding of nutritional science enables students to create diets that promote disease prevention. This programme, which also emphasises quality management in the food service industry, equips graduates to pursue further studies and career opportunities in the fields of nutrition and food management. Typically, graduates proceed to articulate into Bachelor's Degree Programmes that are related to subjects such as nutritional science, food safety and testing, health science, or applied science.

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



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。



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Curriculum 課程

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

[^] Taught in Cantonese

[†] Taught in Cantonese / Putonghua

[‡] For Non-Chinese Speaking Students

* Recommended Elective Studies course offered for this area of 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.

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。

Articulation Track Records 畢業生升學記錄

UGC-funded Universities (UGC-funded and Self-funded Undergraduate Programmes)
Hong Kong Baptist University
BSc (Hons) in Analytical and Testing Sciences
BSc (Hons) in Chemistry
BSocSc (Hons) in Environment and Resources Management
BSocSc (Hons) in Sport and Recreation Leadership
BA (Hons) in Physical Education and Recreation Management
The Chinese University of Hong Kong
BSc in Community Health Practice
BSc in Natural Sciences (Biological Sciences)
BSc in Natural Sciences (Food and Nutrition)
BSc in Public Health
The Hong Kong University of Science and Technology
BSc in Biological Science
BEng in Chemical Engineering
City University of Hong Kong
BSc Biological Sciences
The Hong Kong Polytechnic University
BSc (Hons) in Analytical Sciences for Testing and Certification
BSc (Hons) in Environmental and Occupational Safety & Health
BSc (Hons) in Food Safety and Technology
The Education University of Hong Kong
Bachelor of Health Education (Hons)
Bachelor of Education (Hons) in Physical Education
Lingnan University
BSocSc (Hons) - Health and Social Service Management
BSocSc (Hons) in Sports Coaching and Event Management
Other Local Institutions
Hong Kong Metropolitan University
BSc (Hons) in Food Testing Science
Tung Wah College
Bachelor of Health Science (Hons) in Nursing
The University of Hong Kong - SPACE
BSc (Hons) Food and Nutrition
The Hong Kong Polytechnic University - SPEED
BSc (Hons) in Applied Sciences (Health Studies)
BA (Hons) in Business (Health Services Management)
Technological and Higher Education Institute of Hong Kong
BSc (Hons) in Food Science and Safety
Non-local Institutions (by country / region)
Australia
Bachelor of Human Nutrition - Flinders University
Bachelor of Sport Science - Victoria University

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)

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



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 Academy 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學院、視覺藝術院合辦副學士課程，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。



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.

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

申請人須具備中文讀寫能力，並能以廣東話溝通。



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

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。



Curriculum 課程

Discipline Specific Content 24 Units

Concentration Studies (15 Units)

Contemporary Literary Theories and Chinese Literature[^]

Creative Chinese Writing Workshop[^]

Introduction to Chinese Language[^]

Selected Readings in Classical Chinese Literary Masterpieces[^]

Text and Image: A Critical Analysis[^]

Elective Studies (9 Units)*

Chinese Culture and Contemporary Society[^]

Corporate and Media Communication in Chinese[^]

Generic Content 38 Units

Core Courses (16 units, including three English Language Courses)

- English Academic Writing I & II
- Written and Spoken Modern Chinese[†] / Elementary Chinese[‡]
- Healthy Lifestyle
- The Art of Persuasion
- English for Professional Communication / Literary Appreciation / Reading Contemporary Worlds (*select one course*)

General Education

Foundational Courses (9 units)

select one course from each category

- History and Civilization
- Values and the Meaning of Life
- Quantitative Reasoning

Interdisciplinary Thematic Courses (6 units)

select two courses from any one or two themes

- Science, Technology and Society
- Sustainable Communities
- Culture, Creativity and Innovation

Free Electives (7 units)

Complete a total of 7 units from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences

Remarks:

[^] Taught in Cantonese

[†] Taught in Cantonese / Putonghua

[‡] For Non-Chinese Speaking Students

* Recommended Elective Studies course offered for this area of 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.

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, scriptwriters, 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。

Articulation Track Records 畢業生升學記錄

UGC-funded Universities

(UGC-funded and Self-funded Undergraduate Programmes)

Hong Kong Baptist University

- 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

The University of Hong Kong

- BA in Chinese Language and Literature
- BA and BEd in Language Education
- BA in History
- BA in Music
- BA in Philosophy

The Chinese University of Hong Kong

- BA in Bimodal Bilingual Studies
- BA in Chinese Language and Literature
- BA in Cultural Management
- BA in Cultural Studies
- BA in Linguistics
- BA in Philosophy
- BA in Religious Studies

City University of Hong Kong

- BA Chinese and History
- BA Linguistics and Language Applications
- BA Media and Communication
- BSocSc International Relations and Global Affairs

The Hong Kong Polytechnic University

- BA (Hons) in Bilingual Interdisciplinary Chinese Studies
- BA (Hons) in Language and Speech Sciences
- BSc (Hons) in Language Sciences and Analytics
- BA (Hons) in Linguistics and Translation

The Education University of Hong Kong

- BEd (Hons) in Chinese Language
- BA (Hons) in Heritage Education and Arts Management
- BA (Hons) in Language Studies
- BA (Hons) in Teaching Chinese as a Second Language

Lingnan University

- BA (Hons) in Chinese
- BA (Hons) in Cultural Studies
- BA (Hons) in Philosophy
- BA (Hons) in Visual Studies
- Bachelor of Social Sciences (Hons)

Other Local Institutions

Hong Kong Metropolitan University

- BA (Hons) in Chinese
- BA (Hons) in Creative Writing and Film Arts

Hong Kong Shue Yan University

- BA (Hons) in Chinese Language and Literature
- BA (Hons) in History

The Hang Seng University of Hong Kong

- BA (Hons) in Chinese
- BA (Hons) in Cultural and Creative Industries
- Bachelor of Journalism and Communication (Hons)

Non-local Institutions (by country / region)

Australia

- Bachelor of Media and Communication - University of South Australia
- Bachelor of Media and Communication - The University of Sydney
- Bachelor of Media and Communication - Monash University

Taiwan

- BA in Chinese Literature - National Tsing Hua University
- BA in Chinese - National Taiwan Normal University
- BA in History - National Cheng Kung University
- BA in Chinese - Feng Chia University
- BA in Teaching Chinese as a Second Language - Chung Yuan Christian University

U.K.

- BA (Hons) in Chinese (Modern) - University of Leeds

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.



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.



Dr. Dickson C.L. Cheung
Academic Co-ordinator

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。



CIE.CULS



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Curriculum 課程

Discipline Specific Content 24 Units

Concentration Studies (15 Units)

Approaches to Studying Culture

Aspects of Popular Culture

Hong Kong Mainstream Culture

Hong Kong Subcultures

Media and Society

Elective Studies (9 Units)*

Introduction to Philosophy

Myth and Fantasy

Professional English for the Media

Understanding Visual Culture

Generic Content 38 Units

Core Courses (16 units, including three English Language Courses)

- English Academic Writing I & II
- Written and Spoken Modern Chinese† / Elementary Chinese‡
- Healthy Lifestyle
- The Art of Persuasion
- Literary Appreciation

General Education

Foundational Courses (9 units)

select one course from each category

- History and Civilization
- Values and the Meaning of Life
- Quantitative Reasoning

Interdisciplinary Thematic Courses (6 units)

select two courses from any one or two themes

- Science, Technology and Society
- Sustainable Communities
- Culture, Creativity and Innovation

Free Electives (7 units)

Complete a total of 7 units from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences

Remarks:

† Taught in Cantonese / Putonghua

‡ For Non-Chinese Speaking Students

* Recommended Elective Studies course offered for this area of 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 Universities

(UGC-funded and Self-funded Undergraduate Programmes)

Hong Kong Baptist University

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

The University of Hong Kong

BA in Hong Kong Studies

BSocSc in Gender Studies

The Chinese University of Hong Kong

BA in Philosophy

BSSc in Gender Studies

City University of Hong Kong

BA Chinese and History

BSocSc International Relations and Global Affairs

BSocSc Public Affairs and Management

The Hong Kong Polytechnic University

BA (Hons) in Social Policy and Administration

Lingnan University

BA (Hons) in Philosophy

BA (Hons) in Cultural Studies

BA (Hons) in History

BA (Hons) in Visual Studies

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、活動策劃、教育及研究等不同界別的工作。



MUSIC STUDIES

音樂學

In collaboration with Academy of Music, HKBU 與香港浸會大學音樂學院合辦

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 HKBU Academy of Music;
- Ample performing opportunities in ensembles offered by HKBU Academy of Music.



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



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學院設計及管理；
- 同學可透過參與香港浸會大學音樂學院的演奏樂團，獲得演出機會。



HKBUMUS



hkbucie.hk/musc

Curriculum 課程

Discipline Specific Content 24 Units

Concentration Studies (15 Units) and Elective Studies (9 Units)

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

Core Courses (16 units, including three English Language Courses)

- English Academic Writing I & II
- Written and Spoken Modern Chinese[†] / Elementary Chinese[‡]
- Healthy Lifestyle
- The Art of Persuasion
- English for Professional Communication / Literary Appreciation / Reading Contemporary Worlds (*select one course*)

General Education

Foundational Courses (9 units)

select one course from each category

- History and Civilization
- Values and the Meaning of Life
- Quantitative Reasoning

Interdisciplinary Thematic Courses (6 units)

select two courses from any one or two themes

- Science, Technology and Society
- Sustainable Communities
- Culture, Creativity and Innovation

Free Electives (7 units)

Complete a total of 7 units from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences

Remarks:

[†] Taught in Cantonese / Putonghua

[‡] 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.

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。

Articulation Track Records 畢業生升學記錄

UGC-funded Universities

(UGC-funded and Self-funded Undergraduate Programmes)

Hong Kong Baptist University

BA (Hons) in Music

BM (Hons) in Creative Industries

The University of Hong Kong

Bachelor of Arts

The Chinese University of Hong Kong

BA in Music

The Education University of Hong Kong

BA (Hons) in Creative Arts and Culture

Other Local Institutions

The Hong Kong Academy for Performing Arts

Bachelor of Music (Hons)

Non-local Institutions (by country / region)

U.K.

Bachelor of Arts - University of Winchester

U.S.A

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。

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
- University Symphony Orchestra 香港浸會大學交響樂團
- Polymnia 香港浸會大學女聲合唱團

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 from an applied linguistic perspective; and
- Developing students' ingenuity in creative writing and acumen for literary appreciation.



Our programme, Professional Communication and English Studies, cultivates and develops students' skills at applying, analysing, and evaluating written and spoken English for specific purposes in commercial, educational, and other professional contexts, thereby preparing them for excellent opportunities for academic and career development. Many of our graduates have chosen to further their studies in a bachelor programme in English or linguistics.



Dr. Bernie C.N. Mak
Academic Co-ordinator



此專修屬綜合英語課程，涵蓋專業傳意、語言學，以及文學研究三大範疇。掌握此等知識和技巧的畢業生，享有多元升學途徑，畢業後在國際就業市場上穩步向前，並脫穎而出。

課程特色包括：

- 提升口語及寫作上的專業傳意技巧；
- 增加應用英語語言學知識；
- 培養創意思維，強化文學觸覺。



PENG.CIE



hkbu.cie.hk/peng

Curriculum 課程

Discipline Specific Content 24 Units

Concentration Studies (15 Units)

- Contemporary English Grammar
- Fundamentals of Linguistics
- Oral Communication for the Professions
- Professional English for Business
- Professional English for the Media

Elective Studies (9 Units)*

- Creative English Writing
- Exploring English Cinema
- Marketing Principles
- The Language of Modern Theatre
- Understanding Visual Culture

Generic Content 38 Units

Core Courses (16 units, including three English Language Courses)

- English Academic Writing I & II
- Written and Spoken Modern Chinese[†] / Elementary Chinese[‡]
- Healthy Lifestyle
- The Art of Persuasion
- Literary Appreciation

General Education

Foundational Courses (9 units)

select one course from each category

- History and Civilization
- Values and the Meaning of Life
- Quantitative Reasoning

Interdisciplinary Thematic Courses (6 units)

select two courses from any one or two themes

- Science, Technology and Society
- Sustainable Communities
- Culture, Creativity and Innovation

Free Electives (7 units)

Complete a total of 7 units from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences

Remarks:

[†] Taught in Cantonese / Putonghua

[‡] For Non-Chinese Speaking Students

* Recommended Elective Studies course offered for this area of 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 Universities

(UGC-funded and Self-funded Undergraduate Programmes)

Hong Kong Baptist University

- BA (Hons) in English Language and Literature
- BA (Hons) in Cultural Studies and Creative Industries
- BCOMM (Hons) - Public Relations and Advertising Major

The Chinese University of Hong Kong

- BA in English Studies
- BA in Linguistics

City University of Hong Kong

- BA English
- BA Linguistics and Language Applications

The Hong Kong Polytechnic University

- BA (Hons) in English and Applied Linguistics

The Education University of Hong Kong

- BA (Hons) in Language Studies (English Major)
- BA (Hons) in Language Studies and BEd (Hons) (English Language)
- BA (Hons) in English Studies and Digital Communication
- BA (Hons) in Teaching Chinese as a Second Language
- BA (Hons) in Early Childhood and Family Studies

Lingnan University

- BBA (Hons)
- BA (Hons) in Translation

Other Local Institutions

Hong Kong Shue Yan University

- BA (Hons) in English

The Hang Seng University of Hong Kong

- BA (Hons) in English

The Hong Kong Polytechnic University - SPEED

- BA (Hons) in Language and Professional Communication
- BA (Hons) in Marketing Management

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 career fields which require demonstrable competence in English.

畢業生可投身教育、市場推廣、傳媒、公共關係、廣告及創意產業等工作。

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.

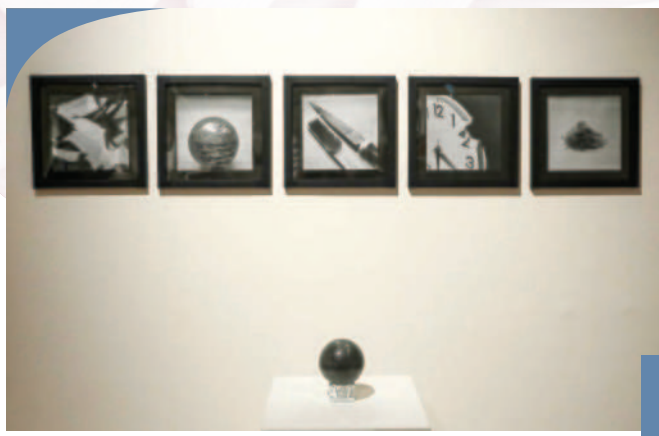


Visual arts provide endless creative possibilities. Our programme provides students with the knowledge and skills to express ideas and concepts meaningfully in visual form. Exploration and experimentation encourage students to develop artistic vision. Students are transformed through visual arts and doors are opened to a creative future.



Dr. Sunny Wang

Academic Co-ordinator



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。



AVA_HKBU



hkbu.cie.hk/vars

Curriculum 課程

Discipline Specific Content 24 Units

Concentration Studies (15 Units) and Elective Studies (9 Units)

Graphic Design and Visual Narratives

Introduction to Chinese Art

Introduction to Visual Arts I

Introduction to Visual Arts II

Introduction to Western Art

Looking through the Lens

Materials and Processes

Visual Thinking and Observation

Generic Content 38 Units

Core Courses (16 units, including three English Language Courses)

- English Academic Writing I & II
- Written and Spoken Modern Chinese[†] / Elementary Chinese[‡]
- Healthy Lifestyle
- The Art of Persuasion
- English for Professional Communication / Literary Appreciation / Reading Contemporary Worlds (*select one course*)

General Education

Foundational Courses (9 units)

select one course from each category

- History and Civilization
- Values and the Meaning of Life
- Quantitative Reasoning

Interdisciplinary Thematic Courses (6 units)

select two courses from any one or two themes

- Science, Technology and Society
- Sustainable Communities
- Culture, Creativity and Innovation

Free Electives (7 units)

Complete a total of 7 units from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences

Remarks:

[†] Taught in Cantonese / Putonghua

[‡] 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 Universities

(UGC-funded and Self-funded Undergraduate Programmes)

Hong Kong Baptist University

BA (Hons) in Visual Arts

The Chinese University of Hong Kong

BA in Fine Arts

City University of Hong Kong

BA Creative Media

The Hong Kong Polytechnic University

BA (Hons) in Communication Design

The Education University of Hong Kong

BA (Hons) in Creative Arts and Culture & BEd (Hons) in Visual Arts

Other Local Institutions

The Hong Kong Polytechnic University - SPEED

BA (Hons) in Applied and Media Arts

Hong Kong Art School & RMIT

Bachelor of Arts (Fine Art)



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。

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

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，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.

This programme provides a flexible curriculum design that allows students to take a broad range of business courses, including economics, management, accounting, finance, marketing, and law. Therefore, this programme will equip students for further study in different business-related disciplines and career development in different business-related areas. 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



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。



hkbcue.hk/buad



Curriculum 課程

Discipline Specific Content	24 Units
Concentration Studies (15 Units)	
Management Information Systems for Marketing and E-commerce	
Marketing Principles	
Principles of Accounting II (Management Accounting)	
Principles of Macroeconomics	
Principles of Microeconomics	
Elective Studies (9 Units)*	
Fundamental Principles of Law	
Organizational Behaviour	
Principles of Accounting I (Financial Accounting)	
Principles of Financial Management	

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

[†] Taught in Cantonese / Putonghua

[‡] For Non-Chinese Speaking Students

* Recommended Elective Studies course offered for this area of 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.

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。

Articulation Track Records 畢業生升學記錄

UGC-funded Universities
(UGC-funded and Self-funded Undergraduate Programmes)
Hong Kong Baptist University
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
The University of Hong Kong
BSc in Information Management
The Chinese University of Hong Kong
Integrated BBA
The Hong Kong University of Science and Technology
BBA in Business and Management
City University of Hong Kong
BBA Business Decision Analytics
BBA Business Economics
BBA Finance
The Hong Kong Polytechnic University
BBA (Hons) in Financial Services
BBA (Hons) in Marketing
BBA (Hons) in Management
The Education University of Hong Kong
Bachelor of Education (Hons)
Lingnan University
BBA (Hons) in Human Resource Management
Other Local Institutions
Hong Kong Metropolitan University
BBA (Hons) in Professional Accounting
The Hang Seng University of Hong Kong
BA (Hons) in English
Non-local Institutions (by country / region)
Australia
BBus in Finance - University of Technology Sydney
Mainland China
中醫學專業學士學位課程 - Guangzhou University of Chinese Medicine
BNU-HKBU United International College
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
U.K.
BSc (Hons) in Marketing - University of Kent
U.S.A.
BA in Accounting - Michigan State University

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 a finance or business-related bachelor's 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 on different life cycle stages, 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 Risk Manager (FRM®) and Certified Financial Planner (CFP®), 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;
- Internships, Professional Mentorship, Alumni Mentorship, company visits, study tours, investment simulation games 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.

Creating and managing wealth is a life-long task regardless of your career. What you need is knowledge from Financial Management courses.

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

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，畢生受用。

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®) 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。



Curriculum 課程

Discipline Specific Content 24 Units

Concentration Studies (15 Units)

Financial Planning

Investment Management

Principles of Financial Management

Principles of Insurance

Principles of Macroeconomics

Elective Studies (9 Units)*

Principles of Accounting I (Financial Accounting)

Principles of Accounting II (Management Accounting)

Principles of Microeconomics

Generic Content 38 Units

Core Courses (16 units, including three English Language Courses)

- English Academic Writing I & II
- Written and Spoken Modern Chinese[†] / Elementary Chinese[‡]
- Healthy Lifestyle
- The Art of Persuasion
- English for Professional Communication / Literary Appreciation / Reading Contemporary Worlds (*select one course*)

General Education

Foundational Courses (9 units)

select one course from each category

- History and Civilization
- Values and the Meaning of Life
- Quantitative Reasoning

Interdisciplinary Thematic Courses (6 units)

select two courses from any one or two themes

- Science, Technology and Society
- Sustainable Communities
- Culture, Creativity and Innovation

Free Electives (7 units)

Complete a total of 7 units from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences

Remarks:

[†] Taught in Cantonese / Putonghua

[‡] For Non-Chinese Speaking Students

* Recommended Elective Studies course offered for this area of 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.

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。

Articulation Track Records 畢業生升學記錄

UGC-funded Universities

(UGC-funded and Self-funded Undergraduate Programmes)

Hong Kong Baptist University

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

The Chinese University of Hong Kong

Integrated BBA

BBA in Professional Accountancy

The Hong Kong University of Science and Technology

BBA in Business and Management

City University of Hong Kong

BBA Business Decision Analytics

The Hong Kong Polytechnic University

BBA (Hons) in Accounting and Finance

BBA (Hons) in Financial Services

BSc (Hons) in Property Management

BSc (Hons) in Financial Technology and Artificial Intelligence

BSc (Hons) in Investment Science and Finance Analytics

Lingnan University

BBA (Hons) Finance Stream

BBA (Hons) Risk and Insurance Management

BSocSc (Hons) in Economics

Other Local Institutions

Hong Kong Metropolitan University

BBA (Hons) in Banking and Finance

BBA (Hons) in Business Management

BBA (Hons) in Global Business and Marketing

The Hang Seng University of Hong Kong

BBA (Hons) in Finance and Banking

BBA (Hons) in Financial Analysis

BSc (Hons) in Data Science and Business Intelligence

The Hong Kong Polytechnic University - SPEED

BBA (Hons) in Accountancy

BA (Hons) in Business (Finance)

BA (Hons) in Business (International Business)

City University of Hong Kong - SCOPE

BA (Hons) in Accounting and Finance - Edinburgh Napier University

Non-local Institutions (by country / region)

Australia

BCom in Finance - The University of Queensland

BCom in Professional Accounting - Macquarie University

BBus (Management) - University of South Australia

Mainland China

BNU-HKBU United International College

BBA (Hons) in Finance

BBA (Hons) in Marketing Management

BBA (Hons) in Management of Human Resources

U.K.

BSc Accounting and Finance - University of Birmingham

BA Business and Management - Durham University

U.S.A.

BA in Accounting - Michigan State University

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 internships, company visits, professional workshops, company attachments and competitions.



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

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。



Curriculum 課程

Discipline Specific Content 24 Units

Concentration Studies (15 Units)

Management Information Systems for Marketing and E-commerce

Marketing Communications

Marketing Principles

Organizational Behaviour

Principles of Microeconomics

Elective Studies (9 Units)*

Consumer Behaviour

Principles of Accounting I (Financial Accounting)

Principles of Accounting II (Management Accounting)

Principles of Macroeconomics

Services Marketing

Generic Content 38 Units

Core Courses (16 units, including three English Language Courses)

- English Academic Writing I & II
- Written and Spoken Modern Chinese[†] / Elementary Chinese[‡]
- Healthy Lifestyle
- The Art of Persuasion
- English for Professional Communication / Literary Appreciation / Reading Contemporary Worlds (select one course)

General Education

Foundational Courses (9 units)

select one course from each category

- History and Civilization
- Values and the Meaning of Life
- Quantitative Reasoning

Interdisciplinary Thematic Courses (6 units)

select two courses from any one or two themes

- Science, Technology and Society
- Sustainable Communities
- Culture, Creativity and Innovation

Free Electives (7 units)

Complete a total of 7 units from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences

Remarks:

[†] Taught in Cantonese / Putonghua

[‡] For Non-Chinese Speaking Students

* Recommended Elective Studies course offered for this area of 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.

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。

Articulation Track Records 畢業生升學記錄

UGC-funded Universities

(UGC-funded and Self-funded Undergraduate Programmes)

Hong Kong Baptist University

BBA (Hons)- Entrepreneurship and Business Innovation 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

The University of Hong Kong

BSc in Information Management

The Chinese University of Hong Kong

BSSc in Gender Studies

The Hong Kong University of Science and Technology

BBA in Business and Management

City University of Hong Kong

BBA Marketing

The Hong Kong Polytechnic University

BBA (Hons) in Marketing

Other Local Institutions

Hong Kong Baptist University - SCE

Bachelor of Business (Tourism and Event Management) - University of South Australia

Hong Kong Metropolitan University

BBA (Hons) in Business Intelligence and Analytics

The Hang Seng University of Hong Kong

BBA (Hons) in Management

BBA (Hons) in Human Resource Management

BBA (Hons) in Marketing

The University of Hong Kong - SPACE

BA (Hons) in Marketing and Management - University of Hull

Non-local Institutions (by country / region)

Canada

Bachelor of Business Administration - Simon Fraser University

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).



Accounting is an essential function in every organisation and accountants are always high in demand. We invite students to embrace the opportunity of becoming a Certified Public Accountant (CPA) by enrolling in our programme as a start. Our programme is accredited by renowned professional bodies.



Ms. Fiona Lee
Academic Co-ordinator



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。



 hkbu.cie.hk/acty



Curriculum 課程

Discipline Specific Content 24 Units

Concentration Studies (15 Units) and Elective Studies (9 Units)

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

Core Courses (16 units, including three English Language Courses)

- English Academic Writing I & II
- Written and Spoken Modern Chinese[†] / Elementary Chinese[‡]
- Healthy Lifestyle
- The Art of Persuasion
- English for Professional Communication / Literary Appreciation / Reading Contemporary Worlds (*select one course*)

General Education

Foundational Courses (9 units)

select one course from each category

- History and Civilization
- Values and the Meaning of Life
- Quantitative Reasoning

Interdisciplinary Thematic Courses (6 units)

select two courses from any one or two themes

- Science, Technology and Society
- Sustainable Communities
- Culture, Creativity and Innovation

Free Electives (7 units)

Complete a total of 7 units from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences

Remarks:

[†] Taught in Cantonese / Putonghua

[‡] 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 Universities

(UGC-funded and Self-funded Undergraduate Programmes)

Hong Kong Baptist University

BBA (Hons) in Accounting Concentration

BCom (Hons) in Accountancy

The Chinese University of Hong Kong

Integrated BBA

City University of Hong Kong

BBA Accountancy

The Hong Kong Polytechnic University

BBA (Hons) Accounting and Finance

Other Local Institutions

Hong Kong Metropolitan University

BBA (Hons) in Professional Accounting

The Hang Seng University of Hong Kong

BBA (Hons) in Accounting Concentration

Non-local Institutions (by country / region)

Australia

Bachelor of Professional Accounting - Macquarie University



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。

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 enhances 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.



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

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。



Curriculum 課程

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

[†] Taught in Cantonese / Putonghua

[‡] For Non-Chinese Speaking Students

* Recommended Elective Studies course offered for this area of 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 Universities
(UGC-funded and Self-funded Undergraduate Programmes)
Hong Kong Baptist University
BBA (Hons) Marketing
BCom (Hons) in Marketing
BCom (Hons) in Human Resources Management
The Hong Kong Polytechnic University
BBA (Hons) in Management
BSc (Hons) in Hotel Management
BSc (Hons) in Tourism and Events Management
Other Local Institutions
Hong Kong Baptist University - SCE
Bachelor of Business (Tourism and Event Management) - University of South Australia
The Hang Seng University of Hong Kong
BBA (Hons) in Marketing
BBA (Hons) in Human Resource Management
The Hong Kong Polytechnic University - SPEED
BA (Hons) in Hospitality Management
BA (Hons) in Travel Industry Management



Career Prospects 就業前景

Graduates will be able to work in different sectors and industries such as hotels, 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。

Division of

COMMUNICATION

傳理學部

Creative Communication 傳理學

Creative Digital Media Design

創意數碼媒體設計

Film, Television and Digital Media Studies

電影、電視及數碼媒體

Media Communication 媒體傳播



The Division of Communication offers a comprehensive range of Concentration Studies encompassing a broad range of media sectors, including television, film, advertising, public relations, design and creative 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，包括電視、電影、廣告、公關、設計以及創意媒體等。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。



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 give 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, the annual AD HERE Advertising Competition and Kam Fan Awards Presentation in collaboration with well-known brands which provide opportunities to assist in organising top industry awards;
- Industrial talks/seminars to facilitate students' understanding of the latest media development and providing internship opportunities.



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 provided with diverse and satisfactory articulations to undergraduate programmes offered by the eight UGC-funded local universities.



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

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，讓同學瞭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、與著名品牌合作舉辦年度廣告大賽－「AD HERE廣告大賽」；提供機會參與協辦被譽為香港廣告界奧斯卡的年度盛會－香港金帆廣告大獎頒獎禮，讓同學從多方面學習如何擬定廣告公關策略及參與策劃大型活動；
- 舉辦專業訓練、講座及工作坊，讓同學瞭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.

hkbcue.hk/crcm



Curriculum 課程

Discipline Specific Content	24 Units
Concentration Studies (15 Units)	
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	
Elective Studies (9 Units)*	
Art Direction	
Broadcast Laboratory^	
Chinese Copywriting and Creative Advertising^	
Documentary: Theory and Practice	
Performing Arts Appreciation	
Generic Content	38 Units
Core Courses (16 units, including three English Language Courses)	
<ul style="list-style-type: none"> English Academic Writing I & II Written and Spoken Modern Chinese† / Elementary Chinese† Healthy Lifestyle The Art of Persuasion English for Professional Communication / Literary Appreciation / Reading Contemporary Worlds (<i>select one course</i>) 	
General Education	
Foundational Courses (9 units)	
<i>select one course from each category</i>	
<ul style="list-style-type: none"> History and Civilization Values and the Meaning of Life Quantitative Reasoning 	
Interdisciplinary Thematic Courses (6 units)	
<i>select two courses from any one or two themes</i>	
<ul style="list-style-type: none"> Science, Technology and Society Sustainable Communities Culture, Creativity and Innovation 	
Free Electives (7 units)	
<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:

^ Taught in Cantonese

† Taught in Cantonese / Putonghua

‡ For Non-Chinese Speaking Students

* Recommended Elective Studies course offered for this area of 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.

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。

Articulation Track Records 畢業生升學記錄

UGC-funded Universities (UGC-funded and Self-funded Undergraduate Programmes)
Hong Kong Baptist University
BCOMM (Hons) - Public Relations and Advertising Major - Advertising and Branding Concentration
BCOMM (Hons) - Public Relations and Advertising Major - Public Relations Concentration
BCOMM (Hons) - Journalism and Digital Media Major - Data and Media Communication Concentration (Financial Journalism Stream, General Stream)
BCOMM (Hons) - Journalism and Digital Media Major - Journalism Concentration (Chinese Journalism Stream, International Journalism Stream, Broadcast Journalism Stream, Financial Journalism Stream)
BA (Hons) in Film and Television
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
The University of Hong Kong
BA Global Creative Industries
BA Comparative Literature
BSS Sociology
Bachelor of Social Sciences
BED& BSS (Double Degree)
The Chinese University of Hong Kong
BSSc in Journalism and Communication
BSSc in Gender Studies
BSSc in Global Studies
City University of Hong Kong
BA Creative Media
BA Media and Communication
BA Digital Television and Broadcasting
BSocSc International Relations and Global Affairs
BSocSc Criminology and Sociology
BBA Marketing
The Hong Kong Polytechnic University
BA (Hons) in Advertising Design
BA (Hons) in Communication Design
Lingnan University
BA (Hons) in Cultural Studies
Bachelor of Social Sciences (Hons)
Other Local Institutions
Hong Kong Metropolitan University
BA (Hons) in Creative Writing and Film Arts
BSSc (Hons) in Global and China Studies
Hong Kong Shue Yan University
BA (Hons) in Journalism and Mass Communication
The Hang Seng University of Hong Kong
Bachelor of Journalism and Communication (Hons)
Non-local Institutions (by country / region)
Australia
Bachelor of Communication - The University of Queensland
Bachelor of Arts - Monash University
Bachelor of Communication and Media - University of South Australia
South Korea
BSocSc Communication & Media - Ewha Womans University
U.K.
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 broad-based 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.



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



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。



hkbu.cie.hk/cdmd



Curriculum 課程

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

[^] Taught in Cantonese

[†] Taught in Cantonese / Putonghua

[‡] For Non-Chinese Speaking Students

* Recommended Elective Studies course offered for this area of 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.

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、使用者體驗設計、多媒體設計、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、活動策劃及研究等工作。

Articulation Track Records 畢業生升學記錄

UGC-funded Universities

(UGC-funded and Self-funded Undergraduate Programmes)

Hong Kong Baptist University

BCOMM (Hons) in Game Design and Animation

BSocSc (Hons) in Integrated Communication Management

BSocSc (Hons) in Media and Social Communication

BA (Hons) in Visual Arts

The Chinese University of Hong Kong

BA in Fine Arts

BA in Philosophy

City University of Hong Kong

BA Creative Media

BA Digital Television and Broadcasting

BA Media and Communication

BAS New Media

BSc Creative Media

The Hong Kong Polytechnic University

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

The Education University of Hong Kong

BA (Hons) in Creative Arts and Culture

Lingnan University

BA (Hons) in Animation and Digital Arts

BA (Hons) in Visual Studies

Other Local Institutions

Hong Kong Metropolitan University

BFA (Hons) in Cinematic Design and Photographic Digital Art

The Hang Seng University of Hong Kong

BA (Hons) in Cultural and Creative Industries

Non-local Institutions (by country / region)

Australia

Bachelor of Design in Visual Communication - University of Technology Sydney

Bachelor of Games and Interactivity - Swinburne University of Technology

U.K.

BA (Hons) in Graphic Design - School of Art and Design, Coventry University

U.S.A.

BDes in Graphic Design - University of Illinois Chicago

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.

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

申請人須具備中文讀寫能力，並能以廣東話溝通。



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

本專修結合歷史、理論與創作，探討電影與電視的製作過程，協同學界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。



Curriculum 課程

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

[^] Taught in Cantonese

[†] Taught in Cantonese / Putonghua

[‡] For Non-Chinese Speaking Students

* Recommended Elective Studies course offered for this area of 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.

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。

Articulation Track Records 畢業生升學記錄

UGC-funded Universities

(UGC-funded and Self-funded Undergraduate Programmes)

Hong Kong Baptist University

BCOMM (Hons) in Game Design and Animation

BA (Hons) in Film and Television

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

The University of Hong Kong

BA in Global Creative Industries

The Chinese University of Hong Kong

BSSc in Gender Studies

City University of Hong Kong

BA Creative Media

BA Media and Communication

BAS New Media

The Hong Kong Polytechnic University

BA (Hons) in Digital Media

BA (Hons) in Advertising Design

The Education University of Hong Kong

Bachelor of Arts (Honours) in Creative Arts and Culture

Lingnan University

BA (Hons) in Visual Studies

BA (Hons) in Animation and Digital Arts

BA (Hons) in Creative Media Industries

Other Local Institutions

Hong Kong Metropolitan University

BA (Hons) in Creative Writing and Film Arts

BFA (Hons) in Cinematic Design and Photographic Digital Art

BFA (Hons) in Animation and Visual Effects

The Hang Seng University of Hong Kong

Bachelor of Journalism and Communication (Hons)

BA (Hons) in Cultural and Creative Industries

The Hong Kong Polytechnic University - SPEED

BA (Hons) in Applied and Media Arts

The Hong Kong Academy for Performing Arts

BFA (Hons) in Film and Television

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.

The programme provides broad-based practical training of strategic communication in new media environment. Students will acquire essential skills of strategic planning, interactive communication and media execution. Graduates can pursue further studies in a wide range of media professions including media communication, multimedia planning, creative advertising and social media marketing.

Mr. Fred C.F. Yeung
Academic Co-ordinator

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，瞭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。



Curriculum 課程

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

[^] Taught in Cantonese

[†] Taught in Cantonese / Putonghua

[‡] For Non-Chinese Speaking Students

* Recommended Elective Studies course offered for this area of 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.

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、新聞及數碼營銷等工作。

Articulation Track Records 畢業生升學記錄

UGC-funded Universities
(UGC-funded and Self-funded Undergraduate Programmes)
Hong Kong Baptist University
BCOMM (Hons) - Journalism and Digital Media Major - 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
The University of Hong Kong
Bachelor of Arts
BA in Global Creative Industries
The Chinese University of Hong Kong
BSSc in Global Studies
BSSc in Journalism and Communication
City University of Hong Kong
BA Digital Television and Broadcasting
BSocSc International Relations and Global Affairs
The Hong Kong Polytechnic University
BA (Hons) in Social Design
The Education University of Hong Kong
BSSc (Hons) in Sociology and Community Studies
BSc (Hons) in Artificial Intelligence and Educational Technology
Lingnan University
BA (Hons) in Animation and Digital Arts
Other Local Institutions
Hong Kong Metropolitan University
BA (Hons) in Creative Writing and Film Arts
BSSc (Hons) in Applied Social Studies
Hong Kong Shue Yan University
BA (Hons) in Journalism and Mass Communication
The Hang Seng University of Hong Kong
BA (Hons) in Convergent Media and Communication Technology
Bachelor of Journalism and Communication (Hons)
The University of Hong Kong - SPACE
BA (Hons) in Media and Cultural Studies - Middlesex University
The Hong Kong Polytechnic University - SPEED
BA (Hons) in Business (International Business)
City University of Hong Kong - SCOPE
BA (Hons) in Public Administration and Management - De Montfort University
UOW College Hong Kong
Bachelor of Communication and Media
Non-local Institutions (by country / region)
Australia
Bachelor of Arts - Monash University
Bachelor of Marketing - The University of Adelaide
Bachelor of Communication in Digital Media - The University of Queensland
Mainland China
BA (Hons) in Cinema and Television - BNU-HKBU United International College
U.K.
BA (Hons) in International Event and Hospitality Management - Coventry University

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

Society and Wellness Studies

社會與健康研究

Sociology and Digital Society

社會學與數碼社會

Sport and Recreation Studies

運動及康樂學



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 can be articulated 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。

各項專修均可銜接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。



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:

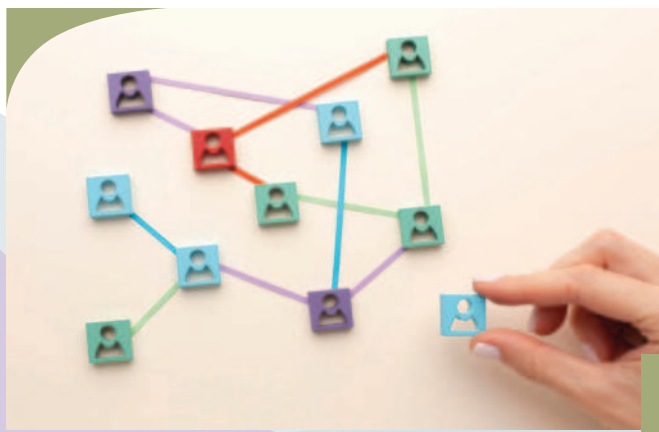
- A 200-hour attachment in social service agencies, which provides a good understanding of the social service sectors in Hong Kong;
- Good network with NGOs to broaden students' exposure.

Applicable to local applicants only.

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

只供本地生申請。

申請人須具備中文讀寫能力，並能以廣東話溝通。



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.C. Leung
Academic Co-ordinator

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瞭解；
- 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。

hkbu.cie.hk/apss



Curriculum 課程

Discipline Specific Content 24 Units

Concentration Studies (15 Units)

Introduction to Social Work Practice and Processes

Lifespan Development

Social Policy in Hong Kong

Social Service Attachment[^]

Social Work and Social Service in Hong Kong

Elective Studies (9 Units)*

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[^]

Generic Content 38 Units

Core Courses (16 units, including three English Language Courses)

- English Academic Writing I & II
- Written and Spoken Modern Chinese[†] / Elementary Chinese[‡]
- Healthy Lifestyle
- The Art of Persuasion
- English for Professional Communication / Literary Appreciation / Reading Contemporary Worlds (select one course)

General Education

Foundational Courses (9 units)

select one course from each category

- History and Civilization
- Values and the Meaning of Life
- Quantitative Reasoning

Interdisciplinary Thematic Courses (6 units)

select two courses from any one or two themes

- Science, Technology and Society
- Sustainable Communities
- Culture, Creativity and Innovation

Free Electives (7 units)

Complete a total of 7 units from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences

Remarks:

[^] Taught in Cantonese

[†] Taught in Cantonese / Putonghua

[‡] For Non-Chinese Speaking Students

* Recommended Elective Studies course offered for this area of 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.

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。

Articulation Track Records 畢業生升學記錄

UGC-funded Universities

(UGC-funded and Self-funded Undergraduate Programmes)

Hong Kong Baptist University

Bachelor of Social Work (Hons)

BSocSc (Hons) in Social Policy

BSocSc (Hons) in Psychology

BSocSc (Hons) in Sociology

BA (Hons) in Cultural Studies and Creative Industries

The University of Hong Kong

Bachelor of Pharmacy

City University of Hong Kong

BSocSc Social Work

The Education University of Hong Kong

BEd (Hons) (Primary) - General Studies / Mathematics

BSocSc (Hons) in Policy Science and Management

BSocSc (Hons) in Sociology and Community Studies

Lingnan University

BSocSc (Hons) in Health and Social Service Management

Other Local Institutions

Hong Kong Metropolitan University

Bachelor of Social Sciences with Honours

Hong Kong Shue Yan University

Bachelor of Social Work (Hons)

Bachelor of Sociology (Hons)

BSocSc (Hons) in Counselling and Psychology

Tung Wah College

Bachelor of Health Science (Hons) in Nursing

BSc (Hons) in Applied Gerontology

The Hong Kong Polytechnic University - SPEED

Bachelor of Social Sciences (Hons)

BSSc (Hons) in Public Administration

City University of Hong Kong - SCOPE

BA (Hons) Applied Social Science - Sheffield Hallam University (U.K.)

Caritas Institute of Higher Education

BSocSc (Hons) in Social Work

Hong Kong College of Technology

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.

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

申請人須具備中文讀寫能力，並能以廣東話溝通。



Last year, nearly 70% of our graduates successfully admitted to the UGC-funded programmes in history, sociology, political science, Hong Kong studies, China studies, global studies, and other relevant programmes in humanities and social sciences.



Dr. Michael W.H. Kam

Associate Programme Director

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。



HKBUCIEHHS



hkbucie.hk/hhks

Curriculum 課程

Discipline Specific Content 24 Units

Concentration Studies (15 Units)

China and the World[^]

Contemporary Issues in Hong Kong Studies

Introduction to Historiography[^]

Transformations of the Hong Kong Economy

World Civilizations

Elective Studies (9 Units)*

Essentials of Sociology

Introduction to Oral History

Introduction to Philosophy

Introduction to Political Science

Popular Culture in Contemporary China[^]

Generic Content 38 Units

Core Courses (16 units, including three English Language Courses)

- English Academic Writing I & II
- Written and Spoken Modern Chinese[†] / Elementary Chinese[‡]
- Healthy Lifestyle
- The Art of Persuasion
- English for Professional Communication / Literary Appreciation / Reading Contemporary Worlds (select one course)

General Education

Foundational Courses (9 units)

select one course from each category

- History and Civilization
- Values and the Meaning of Life
- Quantitative Reasoning

Interdisciplinary Thematic Courses (6 units)

select two courses from any one or two themes

- Science, Technology and Society
- Sustainable Communities
- Culture, Creativity and Innovation

Free Electives (7 units)

Complete a total of 7 units from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences

Remarks:

[^] Taught in Cantonese

[†] Taught in Cantonese / Putonghua

[‡] For Non-Chinese Speaking Students

* Recommended Elective Studies course offered for this area of 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.

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.

畢業生可選擇在不同的行業工作，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。

Articulation Track Records 畢業生升學記錄

UGC-funded Universities

(UGC-funded and Self-funded Undergraduate Programmes)

Hong Kong Baptist University

BA (Hons) in History

BA (Hons) in Cultural Studies and Creative Industries

BSocSc (Hons) in European Studies

BSocSc (Hons) in Global and China Studies

BSocSc (Hons) in Government and International Studies

BSocSc (Hons) in Sociology

BSocSc (Hons) in Social Policy

The University of Hong Kong

BA in Chinese History and Culture

BA in History

BA in Hong Kong Studies

BSocSc in Social Work and Social Administration

The Chinese University of Hong Kong

BA in History

BA in Philosophy

BA in Religious Studies

BSSc in Global Studies

BSSc in Gender Studies

The Hong Kong University of Science and Technology

BSc in Global China Studies

City University of Hong Kong

BA Chinese and History

BSocSc International Relations and Global Affairs

BSocSc Criminology and Sociology

BSocSc Public Affairs and Management

The Hong Kong Polytechnic University

BA (Hons) in Social Policy and Social Entrepreneurship

The Education University of Hong Kong

BA (Hons) in Creative Arts and Culture

BSocSc (Hons) in Greater China Studies

BSocSc (Hons) in Sociology and Community Studies

Lingnan University

BA (Hons) in History

BSocSc (Hons) in Political Science

Other Local Institutions

Hong Kong Metropolitan University

BSocSc (Hons) in Politics and Public Administration

BSocSc (Hons) in Global and China Studies

BEd (Hons) in Early Childhood Education

Hong Kong Shue Yan University

BA (Hons) in History

The Hang Seng University of Hong Kong

BSS (Hons) in Asian Studies

The Hong Kong Polytechnic University - SPEED

BSSc (Hons) in Public Administration

Non-local Institutions (by country / region)

Australia

Bachelor of Business - Monash University

Taiwan

BA in History - Taiwan National Chengchi University

Curriculum 課程

Discipline Specific Content 24 Units

Concentration Studies (15 Units)

Bioethics and Society

Logic: The Art of Thinking

Moral Philosophy and Moral Psychology

Problems in Political Philosophy

Technology and the Future of Humanity

Elective Studies (9 Units)*

Chinese Culture and Contemporary Society[^]

Introduction to Philosophy

World Civilizations

Generic Content 38 Units

Core Courses (16 units, including three English Language Courses)

- English Academic Writing I & II
- Written and Spoken Modern Chinese[†] / Elementary Chinese[‡]
- Healthy Lifestyle
- The Art of Persuasion
- English for Professional Communication / Literary Appreciation / Reading Contemporary Worlds (select one course)

General Education

Foundational Courses (9 units)

select one course from each category

- History and Civilization
- Values and the Meaning of Life
- Quantitative Reasoning

Interdisciplinary Thematic Courses (6 units)

select two courses from any one or two themes

- Science, Technology and Society
- Sustainable Communities
- Culture, Creativity and Innovation

Free Electives (7 units)

Complete a total of 7 units from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences

Remarks:

[^] Taught in Cantonese

[†] Taught in Cantonese / Putonghua

[‡] For Non-Chinese Speaking Students

* Recommended Elective Studies course offered for this area of 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 Universities

(UGC-funded and Self-funded Undergraduate Programmes)

Hong Kong Baptist University

BA (Hons) in Religion, Philosophy and Ethics

BA (Hons) in Cultural Studies and Creative Industries

The University of Hong Kong

Bachelor of Social Sciences

The Chinese University of Hong Kong

BA in Philosophy

Lingnan University

BA (Hons) in Philosophy

香港浸信會大學的職教會學院
SCHOOL OF PROFESSIONAL EDUCATION
HONG KONG BAPTIST UNIVERSITY

VEX

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PRACTICAL PHILOSOPHY GUEST LECTURE

THE PROMISE AND PERILS OF USING AI FOR HUMAN AUGMENTATION

with Dr. Alexandre Erler @Zoom
(National Yang Ming University, Taiwan)

Date: 23 March 2023
Time: 4pm-6:15pm (Lecture + Virtual Exchange)
Inquiry: lorraine@hkbu.edu.hk
Registration:

ALL are welcome!

<https://forms.office.com/r/2sNkQ0LATP>

The Project is funded by Quality Enhancement Support Scheme (QESS).

Division of Social Sciences Division of Social Sciences

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。

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.



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

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瞭解人類思想及行為。

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瞭解業界的運作。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。

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.

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Curriculum 課程

Discipline Specific Content	24 Units
Concentration Studies (15 Units)	
Abnormal Psychology	
Child Psychology	
Personality Psychology	
Research Methods and Design in Psychology	
Social Psychology	
Elective Studies (9 Units)*	
Fundamentals of Health Psychology	
Introduction to Scientific and Quantitative Methods in Psychology	
Psychology of Happiness	
Generic Content	38 Units
Core Courses (16 units, including three English Language Courses)	
<ul style="list-style-type: none"> English Academic Writing I & II Written and Spoken Modern Chinese[†] / Elementary Chinese[‡] Healthy Lifestyle The Art of Persuasion English for Professional Communication / Literary Appreciation / Reading Contemporary Worlds (select one course) 	
General Education	
Foundational Courses (9 units)	
<i>select one course from each category</i>	
<ul style="list-style-type: none"> History and Civilization Values and the Meaning of Life Quantitative Reasoning 	
Interdisciplinary Thematic Courses (6 units)	
<i>select two courses from any one or two themes</i>	
<ul style="list-style-type: none"> Science, Technology and Society Sustainable Communities Culture, Creativity and Innovation 	
Free Electives (7 units)	
<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:

[†] Taught in Cantonese / Putonghua

[‡] For Non-Chinese Speaking Students

* Recommended Elective Studies course offered for this area of 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.

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。

Articulation Track Records 畢業生升學記錄

UGC-funded Universities
(UGC-funded and Self-funded Undergraduate Programmes)
Hong Kong Baptist University
BSocSc (Hons) in Psychology
BSocSc (Hons) in Sociology
BSocSc (Hons) in Social Policy
Bachelor of Social Work (Hons)
BA (Hons) in Religion, Philosophy and Ethics
The University of Hong Kong
Bachelor of Psychology
The Chinese University of Hong Kong
BSSc in Psychology
BSc in Gerontology
City University of Hong Kong
BSocSc Psychology
BSocSc Criminology and Sociology
BSocSc International Relations and Global Affairs
The Hong Kong Polytechnic University
BA (Hons) in Applied Ageing Studies and Service Management
The Education University of Hong Kong
BSocSc (Hons) in Psychology
BA (Hons) in Special Education
Lingnan University
BSocSc (Hons) in Psychology
BSocSc (Hons) in Psychology (with Concentration in Counselling Psychology)
Other Local Institutions
Hong Kong Metropolitan University
BSSc (Hons) in Psychology
Hong Kong Shue Yan University
BSocSc (Hons) in Counselling and Psychology
BSocSc (Hons) in Psychology
BBA (Hons) in Human Resources Management - Applied Psychology
The Hong Kong Polytechnic University - SPEED
BSSc (Hons) in Psychology
BSc (Hons) in Applied Sciences (Health Studies)
Non-local Institutions (by country / region)
Australia
Bachelor of Arts (Psychology) - University of Melbourne
Bachelor of Psychology (Hons) - Monash University
U.K.
BSc (Hons) in Psychology - Northumbria University
BSc (Hons) in Psychology - University of Southampton
U.S.A.
BSc in Psychology - University of Illinois, Urbana-Champaign

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.



The interdisciplinary feature of this Concentration Studies allows students to explore their interests, and equip students with practical skills that are beneficial to their future career in a related industry. After finishing their AD programme, students are able to continue their studies in a wide variety of senior year programmes, including physical education and recreation management, psychology and sociology.

Dr. Ting On-ki
Academic Co-ordinator

本專修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：

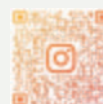
- 掌握全人健康的概念和相關知識，以及基本健康輔導技巧；
- 將專業知識從個人健康領域廣泛實踐至社會層面。

CARE OR SCARE? SUBJECTIVITY OF OLDER PEOPLE IN TAIWAN

- What do older people think about being old?
- How do gender, family relations, and state intervention influence their self-perception?

Speaker: Prof. Francisca Lai
National Tsing Hua University, Taiwan

Overseas speaker Prof. Francisca Lai giving a seminar on elderly policies in Taiwan



SOWS.CIE.HKBU

hkbu.cie.hk/sows

Curriculum 課程

Discipline Specific Content 24 Units

Concentration Studies (15 Units)

Fundamentals of Health Psychology

Introduction to Leisure, Sport and Recreation

Mind, Body and Wellness

Nutrition through the Life Cycle

Sociology of Health and Fitness

Elective Studies (9 Units)*

Basic Counselling Skills for Health and Wellness

Basic Social Research

Essentials of Sociology

Weight Management: Theory and Practice

Generic Content 38 Units

Core Courses (16 units, including three English Language Courses)

- English Academic Writing I & II
- Written and Spoken Modern Chinese† / Elementary Chinese‡
- Healthy Lifestyle
- The Art of Persuasion
- English for Professional Communication / Literary Appreciation / Reading Contemporary Worlds (select one course)

General Education

Foundational Courses (9 units)

select one course from each category

- History and Civilization
- Values and the Meaning of Life
- Quantitative Reasoning

Interdisciplinary Thematic Courses (6 units)

select two courses from any one or two themes

- Science, Technology and Society
- Sustainable Communities
- Culture, Creativity and Innovation

Free Electives (7 units)

Complete a total of 7 units from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences

Remarks:

† Taught in Cantonese / Putonghua

‡ For Non-Chinese Speaking Students

* Recommended Elective Studies course offered for this area of 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 Universities

(UGC-funded and Self-funded Undergraduate Programmes)

Hong Kong Baptist University

BA (Hons) in Physical Education and Recreation Management

BSocSc (Hons) in Psychology

City University of Hong Kong

BSocSc Criminology and Sociology

The Education University of Hong Kong

BSocSc (Hons) in Psychology

BSocSc (Hons) in Sociology and Community Studies



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 sports 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。

SOCIOLOGY AND DIGITAL SOCIETY

社會學與數碼社會

Programme Features 課程特色

Digital technologies impact our society, culture and the self. They shape all aspects of our everyday lives and become interconnected with social relations, labour markets, education, health, security, recreation and other areas of the social world. We have seen changes in the way public services, consumption, and transportation delivered through digital mechanisms such as apps and digital platforms. This brings positives but many challenges remain such as the rise of fake news, cybercrime, misinformation and inequalities generated by digital technologies. This area of Concentration Studies aims to introduce students to a variety of topics informed by sociological theory and methodology and help them to make sense of the digital society to make a better future.

Distinctive features include:

- Equipping students with broad-based training in sociology;
- Providing students with theoretical training and the essential skills in social research, to critically understand and analyse the digital society.



Students who can apply sociology to explain human behaviour in the digital society have diverse career prospects. They can find opportunities in the government, social media management, digital marketing, journalism, social research, and education. Their ability to critically analyse the social implications of digital platforms on social structures, and cultural practices allows them to address the complex challenges that arise in the digital era.

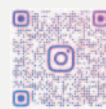


Dr. Lucy Kong
Academic Co-ordinator

數碼科技發展一日千里，為社會、文化及個人帶來巨大的影響。數碼科技除了影響日常生活外，更與勞動市場、教育、健康護理、保安及娛樂等社會事務息息相關。目前應用程式及電子平台被廣泛應用於公共服務、娛樂消費及交通工具上，有利也有弊，像是假新聞、網絡罪行、失實資訊及不公平的事情等也因數碼科技而不斷衍生。有見及此，這門專修課程旨在透過社會學理論和研究方法引領學生洞悉數碼社會現象及探索未來發展。

課程特色包括：

- 透過全方位培訓，鞏固社會學的知識基礎；
- 提供專業理論與社會研究訓練，以批判思維去理解、分析及洞悉數碼社會現象。



HKBU CIES ODS



hkbu.cie.hk/sods

Curriculum 課程

Discipline Specific Content	24 Units
Concentration Studies (15 Units)	
Basic Social Research	
Essentials of Sociology	
Science, Technology and Society	
Sociological Theory	
Sociology of the Digital World	
Elective Studies (9 Units)*	
Globalisation and Society	
Introduction to Criminology	
The Chinese Society	

Generic Content	38 Units
Core Courses (16 units, including three English Language Courses)	
<ul style="list-style-type: none"> English Academic Writing I & II Written and Spoken Modern Chinese[†] / Elementary Chinese[‡] Healthy Lifestyle The Art of Persuasion English for Professional Communication / Literary Appreciation / Reading Contemporary Worlds (select one course) 	

General Education	
Foundational Courses (9 units)	
<i>select one course from each category</i>	
<ul style="list-style-type: none"> History and Civilization Values and the Meaning of Life Quantitative Reasoning 	
Interdisciplinary Thematic Courses (6 units)	
<i>select two courses from any one or two themes</i>	
<ul style="list-style-type: none"> Science, Technology and Society Sustainable Communities Culture, Creativity and Innovation 	

Free Electives (7 units)	
<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:

[†] Taught in Cantonese / Putonghua

[‡] For Non-Chinese Speaking Students

* Recommended Elective Studies course offered for this area of 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.

Career Prospects 就業前景

Graduates can proceed to careers in government civil servant, digital marketing and advertising, arts and creative sectors, media and communications, public relations and corporate communications, Non-Governmental Organisations (NGOs), and social research in educational institutions.

同學畢業後可從事公務員、市場推廣及廣告、文化及創意產業、傳媒及通訊、公關及企業傳訊、非牟利機構及社會研究等相關工作。

Articulation Opportunities 升學機會

HKBU is offering a number of two-year Self-funded Undergraduate Programmes suitable for graduates of this area of Concentration Studies. Please refer to p.13 for details.

Graduates can apply for undergraduate programmes offered by local universities and other institutions in areas of sociology, social design, social entrepreneurship, criminology, global studies or related fields.

Relevant articulation programmes include:

Hong Kong Baptist University
BSocSc (Hons) in Sociology
BSocSc (Hons) in Global and China Studies
BSocSc (Hons) in Government and International Studies
BsocSc (Hons) in Social Policy
The University of Hong Kong
BSocSc Sociology
BSocSc Social Policy and Social Development
BA Gender Studies
The Chinese University of Hong Kong
BSSc Sociology
BSSc Sociology (Society and Sustainable Development Stream)
BSSc Gender Studies
City University of Hong Kong
BSocSc International Relations and Global Affairs
BSocSc Criminology and Sociology
BSocSc Public Affairs and Management
The Hong Kong Polytechnic University
BA (Hons) Applied Ageing Studies and Service Management
BA (Hons) Social Design
BA (Hons) Social Policy and Social Entrepreneurship
The Education University of Hong Kong
BSocSc (Hons) in Social Entrepreneurship and Development Studies
BSocSc (Hons) in Sociology and Community Studies
Hong Kong Metropolitan University
BSocSc (Hons) in Applied Social Studies
BSocSc (Hons) in Global and China Studies
Hong Kong Shue Yan University
BSocSc (Hons) in Sociology

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.



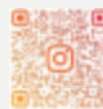
Our programme provides students with knowledge and practical skills to help them achieve their ultimate goals – pursue further studies and develop a career in the field of sport and recreation. The majority of graduates from our Concentration Studies successfully obtained senior places in both UGC-funded and self-funded sports-related undergraduate programmes in local universities, with an articulation rate of around 80%.

Mr. Wu Shing
Academic Co-ordinator

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。



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hkbcie.hk/sprs

Curriculum 課程

Discipline Specific Content 24 Units

Concentration Studies (15 Units) and Elective Studies (9 Units)

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

Core Courses (16 units, including three English Language Courses)

- English Academic Writing I & II
- Written and Spoken Modern Chinese[†] / Elementary Chinese[‡]
- Healthy Lifestyle
- The Art of Persuasion
- English for Professional Communication / Literary Appreciation / Reading Contemporary Worlds (select one course)

General Education

Foundational Courses (9 units)

select one course from each category

- History and Civilization
- Values and the Meaning of Life
- Quantitative Reasoning

Interdisciplinary Thematic Courses (6 units)

select two courses from any one or two themes

- Science, Technology and Society
- Sustainable Communities
- Culture, Creativity and Innovation

Free Electives (7 units)

Complete a total of 7 units from a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication and Social Sciences

Remarks:

[†] Taught in Cantonese / Putonghua

[‡] For Non-Chinese Speaking Students

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

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。

Articulation Track Records 畢業生升學記錄

UGC-funded Universities

(UGC-funded and Self-funded Undergraduate Programmes)

Hong Kong Baptist University

BA (Hons) in Physical Education and Recreation Management

BSocSc (Hons) in Sport and Recreation Leadership

BCom (Hons) in Human Resources Management

The Chinese University of Hong Kong

BSc in Exercise Science and Health Education

BSc in Community Health Practice

BSSc in Sociology

BSSc in Gender Studies

City University of Hong Kong

BBA Accountancy

BSocSc Criminology and Sociology

The Hong Kong Polytechnic University

BSc (Hons) in Environmental and Occupational Safety and Health

BA (Hons) in Fashion and Textiles

BA (Hons) in Social Work

The Education University of Hong Kong

BEd (Hons) in Physical Education

BSc (Hons) in Sports Science and Coaching

Bachelor of Health Education (Hons)

Lingnan University

BSocSc (Hons) in Health and Social Service Management

Bachelor of Business Administration (Hons)

Other Local Institutions

Hong Kong Metropolitan University

Bachelor of Sports and Recreation Management (Hons)

Technological and Higher Education Institute of Hong Kong

BSocSc (Hons) in Sports and Recreation Management - specialisation in Sports Coaching

BSocSc (Hons) in Sports and Recreation Management - specialisation in Sports Therapy

BSocSc (Hons) in Sports and Recreation Management - specialisation in Sports Management

The University of Hong Kong - SPACE

BSc (Hons) in Sport Management

Non-local Institutions (by country / region)

Australia

Bachelor of Business (Sport Management) - Deakin University

Taiwan

BSc in Hospitality Management - Ming Chuan University

U.K.

Northumbria University

BSc (Hons) in Sport Management

BSc (Hons) in Sport Coaching



STUDENT DEVELOPMENT

學生發展活動



#ServiceLearningandVoluntaryWork
#服務學習及義務工作



#WholePersonDevelopmentProgramme
#全人發展計劃



#InternshipOrganisations
#企業實習夥伴



#FieldVisitsandCompanyVisits
#實地考察及機構探訪



#StudentAmbassador
#學生大使



#StudyToursandExchangeProgrammes
#遊學團及交流計劃



#EnglishLearningSupport
#英語學習支援



#MicroCertification
#微證書課程

HKBU BEST STUDENT EXPERIENCE

浸大最佳學生體驗



SERVICE AND EXPERIENTIAL LEARNING 服務及體驗式學習

- #CommunityCare #關心社會
- #SocialCitizen #社會公民
- #ServiceMind #服務精神
- #LearnByDoing #邊做邊學
- #OutsideClassroom #課外體驗

ACADEMIC AND CAREER DEVELOPMENT 升學及生涯規劃

- #AcademicAdvising #升學諮詢
- #ApplicationGuide #報校須知
- #ProgrammeInformation #課程資訊
- #FurtherStudiesPlanning #選科規劃
- #CareerDevelopment #生涯發展
- #JobReadiness #職前準備



STUDENT LEADERSHIP TRAINING 學生領袖訓練

- #EnhancingSelf-confidence #提升自信心
- #BeResponsible #責任感
- #TeamWork #團隊合作
- #StudentAmbassador #學生大使
- #LeadershipQualities #領袖精神

INNOVATION AND ENTREPRENEURSHIP 創新及創業

- #SocialInnovation #社會創新
- #StartUp #初創企業
- #DareToTry #敢於嘗試
- #ProblemSolving #解難能力
- #SustainableBusiness #可持續企業





INTERNATIONAL EXPERIENCE GLOBAL PERSPECTIVES

國際體驗 環球視野

CIE believes that students need to embrace diversity of cultures and practices, knowledge and skills to meet the changing needs of the world. In order to foster an appreciation and understanding of cultural diversity, the College provides a range of cultural exchange and overseas experiential learning activities to our students. In past years, CIE students participated in different exchange programmes, including HKBU University Exchange Tours, Global Attachment Opportunities, Metropolitan Attachment Programmes, as well as various overseas study tours organised by CIE.

Although COVID-19 made international travel difficult, CIE has turned this challenge into an opportunity. Appreciation and respect for other cultures are fostered through classroom learning, extra-curricular activities and experiential learning activities. Students from international partner universities, scholars, writers, business leaders and industry experts from abroad are invited to give talks and seminars online to cultivate multicultural sensitivity and competence, as well as to improve our students' knowledge of global affairs.

Virtual Exchange Centre (VEC) is established to coordinate and provide support to extra-curricular, co-curricular and curriculum virtual exchange opportunities with overseas higher education institutions. It is wished that students' global perspective and intercultural competency can be enhanced after engaging in these exchanges.

現今社會發展瞬息萬變，學院深信同學必須具備相應的知識和技巧，擁抱多元文化。為鼓勵同學學會探索世界和包容不同文化，學院致力籌辦各種文化交流及海外學習活動。往年，我們的同學參加了由浸大舉辦的交流項目，包括大學交流團、環球工作體驗計劃、大都會體驗計劃以及由學院舉辦的海外文化交流活動等。

縱然近年疫情令實體國際交流變得困難，學院視危機為轉機，將文化欣賞及尊重滲透於課程內容和全方位學習體驗活動。我們邀請海外夥伴大學的學生、來自不同國家的學者、作者、商界領袖及業界專家參與網上講座及研討會，培養同學多元文化敏感度，以提升競爭力和擴闊國際視野。

為突破地域界限及進一步加強與海外教育機構的聯繫，學院成立「虛擬交流中心」。透過多元化的課外活動及聯課活動，為同學提供更豐富的交流機會，提升跨文化交流能力。



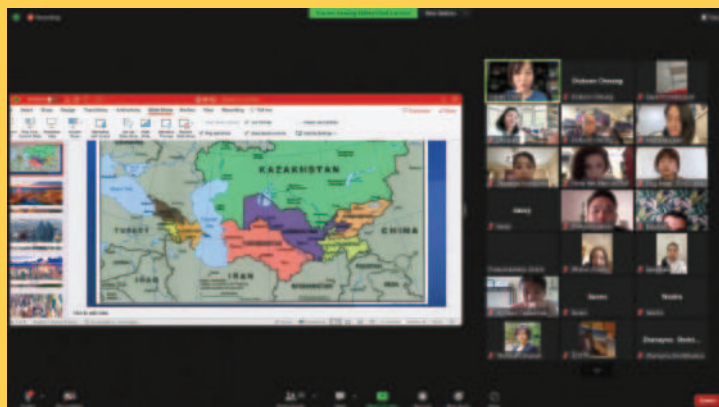
▲ Sharing on advertising creativity and virtual exchange activities with International Islamic University Malaysia
與馬來西亞國際伊斯蘭大學同學進行線上交流一同學習廣告創意



▲ Students participated in a "Food Safety and Healthy Foods" Study Tour to China.
同學參與「中國食物安全與健康食物考察體驗營」



▲ Professional Talk on the UNESCO Global Parks in Hong Kong and Japan
舉辦專題講座 探討香港和日本的聯合國教科文組織世界地質公園



▲ International Virtual Student Seminar 2023
國際學生虛擬研討會 2023



▲ International Guest Lecture Series – Scholars from Beijing Normal University, National Tsing Hua University and the University of Tokyo.
海外學術講座系列—來自北京師範大學、台灣國立清華大學及東京大學的學者與同學分享多個學術與生活專題。



▲ Lecturer of VEC participated in the International Virtual Exchange Conference 2022. The conference was attended by representatives from over 30 countries. CIE lecturer was the first representative from Hong Kong being invited to join the round table discussion.
「虛擬交流中心」講師獲邀以嘉賓身份代表國際學院參與International Virtual Exchange Conference 2022。是次國際研討會的大專院校代表遍及全球三十多個國家，其中在今年的虛擬交流分享座談會中，本院講師是首位代表香港作分享的與會嘉賓。

CAMPUSES AND FACILITIES

校園設施

Virtual Campus Tour
虛擬校園導覽



Shek Mun (Shatin) Campus 石門(沙田)校園



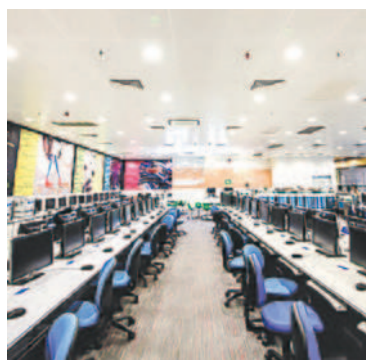
MI-Lab and Comm:aLive Studio
動態影像室及廣播製作室



Fitness Room 健身室



Indoor Heated Swimming Pool
室內恆溫游泳池



Learning Commons
學習共享空間



Kowloon Tong Campus 九龍塘校園



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



Joint Sports Centre
聯校運動中心

Kai Tak Campus 啟德校園





CIE is offering various types of scholarships and financial assistance to encourage students to excel in their studies and develop their talents. In 2022/23, around 400 AD and UG students were awarded scholarships with a total of over HK\$4.4 million.

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2022/23學年，近400名副學士和自資學士同學獲頒逾港幣440萬元的獎學金。

SCHOLARSHIP AND FINANCIAL AID

獎學金及學生資助計劃



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



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 and Continuing Education Fund.

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。

Being awarded the "CIE Exemplary Performance Entrance Scholarship (for Undergraduate Degree students)" and "The International Institute of Management Scholarship" is not only a recognition of my devoted commitment to academic studies but also the best reward for the teachers who have guided me throughout the journey. I am excited about the prospect of advancing and fostering mutual support with my fellow schoolmates in the future!

獲得「國際學院卓越表現入學獎學金（學士學位課程）」及「國際專業管理學會獎學金」這些殊榮不僅是對我全心投入學業的肯定，更是對一路栽培我的老師們最好的回報。我期待未來與一眾優秀的同學一同進步，互相共勉！

Studying BCom (Hons) in Marketing, HKBU
現正修讀香港浸會大學市場學（榮譽）商學士
Associate of Arts (Marketing), HKBU 2023
2023年香港浸會大學文學副學士（市場學）畢業

CIE Exemplary Performance Entrance Scholarship (for Undergraduate Degree students)
國際學院卓越表現入學獎學金（學士學位課程）

The International Institute of Management Scholarship
國際專業管理學會獎學金



CHEN Shuo
陳碩

ADMISSIONS KEY DATES

入學重要日期

College of
International
Education

Interview will be required for specific Concentration Studies or qualifications.

個別專修或個別學歷申請人需出席面試。

* Please refer to the HKEAA and JUPAS websites for the latest updates.

請瀏覽考评局及聯招網站之最新公布。

2023

7 Dec

E-APP Main Round Application Starts/
CIE Online Application Starts
E-APP首輪申請及國際學院網上申請開始

2024

20 Jan

Info Day
升學資訊日

Jan Onward

Interview# and Receiving Conditional Offer/
Admission Offer
面試#及獲「有條件取錄通知書」/「取錄通知書」

20 May

Deadline for E-APP Main Round Application
E-APP 首輪申請截止

24 May

E-APP Second Round Application Starts
E-APP 次輪申請開始

Jun - Jul

Info Day
升學資訊日

30 Jun

Application Deadline (for Non-local Applicants)
截止報名 (非本地申請人)

8 Jul

Deadline for E-APP Second Round Application
E-APP次輪申請截止

17 Jul*



Release of HKDSE Results
香港中學文憑考試放榜日

7 Aug*



Announcement of JUPAS Main Round Offer Results
大學聯招公布正式遴選結果

8 Aug



Application Deadline (for Local Applicants)
截止報名 (本地申請人)

Late Aug

New Student Orientation
新生迎新活動

Early Sep

First Semester Begins
開學日

2024/25 ADMISSIONS

入學申請

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



Please visit the College website for the details of application procedures
有關申請辦法請瀏覽本院網站
cie.hkbu.edu.hk/admissions

Admission Requirements 入學要求

Hong Kong Diploma of Secondary Education Examination (HKDSE) 香港中學文憑考試

Applicants must attain Level 2 or above in five subjects^{†^}, including Chinese Language[‡] and English Language, in HKDSE.

[†] 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".

[^] If one of the HKDSE subjects is "Citizenship and Social Development" (CSD), the minimum entrance requirement would become "Attained" for CSD and Level 2 in four other HKDSE subjects, including Chinese and English. Besides, Level 2 in Mathematics Extended Part (Module 1 or Module 2) is also recognised as one of the five HKDSE subjects in fulfilling the minimum entrance requirement.

[‡] For Non-Chinese Speaking (NCS) HKDSE candidates, the following alternative Chinese Language qualifications are recognised by the College of International Education 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取得五科^{†^} (包括中國語文[‡]及英國語文) 第二級或以上。

[†] 可用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。

[^] 如該五科的其中一科為「公民與社會發展科」，則最低入學要求為在該科取得「達標」成績，以及在其他四個香港中學文憑考試科目 (包括中國語文和英國語文) 取得第二級成績。另外，數學科延伸部分 (單元一或二) 第二級成績亦被接受為最低入學要求中的五科之一。

[‡] 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 香港資歷架構第三級課程

Satisfactory completion of the Diploma Yi Jin Programme, Foundation Diploma, Diploma of General Studies, Diploma of Applied Education.

完成毅進文憑、基礎課程文憑、基礎教育文憑、應用教育文憑。

International Qualifications 國際學歷

International Baccalaureate (IB), General Certificate of Education Advanced Level (GCE-AL), Scholastic Assessment Test (SAT).

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。

Other Equivalent Qualifications 其他同等學歷

Other equivalent qualifications to be considered and assessed by the College of International Education on a case-by-case basis.

其他同等學歷將獲國際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的入學理由。

Tuition Fee 學費

For Local Applicants 本地生申請：

HK\$30,300 per semester 學期

one year in total 每年合共：HK\$60,600

For Non-local Applicants 非本地生申請：

HK\$38,550 per semester 學期
HK\$77,100 per year 每年學費

ENVISION YOUR 升學願景 浸大體現 FUTURE

浸大國際學院

COLLEGE OF INTERNATIONAL EDUCATION, HKBU

沙田石門安睦街8號
香港浸會大學石門(沙田)校園
(港鐵石門站D出口)

Shek Mun (Shatin) Campus,
Hong Kong Baptist University
8 On Muk Street, Shek Mun, Shatin
(MTR Shek Mun Station Exit D)

副學士課程

ASSOCIATE DEGREE PROGRAMME

☎ 3411 3240
✉ applycie@hkbu.edu.hk

自資學士學位課程

UNDERGRADUATE PROGRAMMES

☎ 3411 3044
✉ spadmit@hkbu.edu.hk



cie.hkbu.edu.hk



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