

Associate Degree 副學士

**JOURNALISM**

In collaboration with the Department of Journalism, HKBU

**新聞學**

與香港浸會大學新聞系合辦

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

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

**DISTINCTIVE FEATURES****課程特色**

- Journalism courses will be taught by lecturers appointed by the Department of Journalism, HKBU.
- Both practical journalistic skills and theoretical understanding of journalism are emphasised.
- Students may have an opportunity to visit local news organisations.
- 新聞相關科目由香港浸會大學新聞系講師任教。
- 課程涵蓋新聞學理論與實用技巧。
- 同學有機會參觀本地新聞機構，了解新聞工作實況。

\* Written and spoken Chinese is a requirement for the area of Concentration Studies  
修讀同學須具備中文讀寫能力

**CURRICULUM****課程****General Education Courses**

- Essentials of Information Management Technology
- Ethical Challenges in Hong Kong / Issues of Life and Death (Values and Meaning of Life)
- Mathematics in Everyday Life / Understanding Statistical Data (Numeracy)
- Physical Education
- Popular Culture in Contemporary China\* / The Making of Hong Kong (1842-1997) (History and Civilization)
- Public Speaking
- Thought and Writing I
- Thought and Writing II
- Written and Spoken Modern Chinese\*
- Literary Appreciation (Distribution Requirements course from Arts area)
- Distribution Requirements course from Business area\*
- Distribution Requirements course from Science area\*
- Distribution Requirements course from Social Sciences area\*

**Discipline Specific Courses**

- Broadcast News Production
- Chinese News Writing and Reporting\*
- Introduction to Communication Theory
- Introduction to Mass Communication
- Introduction to Photojournalism
- Journalism and Society\*
- Multimedia Technology and Applications
- Reporting in English

**PROFESSIONAL TRAINING AND WORKSHOP****專業訓練及工作坊**

- Media Organisation Visits
- Professional Seminars
- Documentary Competition
- Workshop by Professional Journalists
- Field Visits and Research

\* taught in Cantonese

\* Please refer to P.11 for the selection of Distribution Requirements.

The course list is for reference only. The College reserves the right to make changes without prior notice.

**ARTICULATION TRACK RECORD****畢業生升學記錄**

Graduates can apply for the two-year Self-funded Undergraduate Programmes offered by HKBU (please refer to P.7 for details) or for programmes offered by local universities through the non-JUPAS scheme. They may also pursue undergraduate programmes offered by other local or overseas institutions.

畢業生可報讀香港浸會大學兩年制自資學士學位課程（詳情請參看第7頁）；或經非聯招途徑申請本地政府資助學士學位；亦可報讀本地或海外院校提供的學士學位課程。

**Local Universities****Hong Kong Baptist University**

Bachelor of Social Sciences (Hons) in Communication - Chinese Journalism Concentration

Bachelor of Social Sciences (Hons) in Communication - International Journalism Concentration

Bachelor of Arts (Hons) in Liberal and Cultural Studies

Bachelor of Arts (Hons) in Creative Writing for Film, Television and New Media

Bachelor of Social Sciences (Hons) in Integrated Communication Management

**Hong Kong Shue Yan University**

Bachelor of Arts (Hons) in Journalism and Mass Communication

Alumni Sharing  
校友分享：



24 學分  
units  
Discipline Specific  
專業科目

+

38 學分  
units  
General Education  
通識教育科目

## Associate Degree Programme Structure

### 副學士課程結構

The HKBU AD Programme is a 62-unit programme which normally requires two years of full time studies.

修讀浸大副學士課程的同學一般於兩年內修讀62個學分。

#### DISCIPLINE SPECIFIC COURSES 專業科目

24 units  
學分

##### Concentration Studies 專修科目

15 units  
學分

Course details are available on the page designated for each area of Concentration Studies.

詳情列於各專修科目的內頁。

##### Elective Studies 選修科目

9 units  
學分

Each of the following is a 3-unit course and subject to Discipline Specific Studies arrangement. Details are available on the page designated for each area of Concentration Studies.

每科目為3個學分，以個別專修科目的安排為準，詳情參看各專修科目的內頁。

• Abnormal Psychology	• General Chemistry
• Advanced Practical Putonghua++	• General Toxicology
• Art Direction<->	• Industry Attachment
• Biochemistry and Techniques	• Intermediate Business Putonghua++
• Business Communications	• Internship for Environment, Conservation and Ecotourism
• Business Ethics and Corporate Social Responsibility	• Internship for Food Safety, Nutrition and Health Education
• Calculus	• Introduction to Communication Theory
• Child Psychology	• Introduction to Environmental Health and Toxicology
• Chinese News Writing and Reporting+	• Introduction to Mass Communication
• Chinese Public Speaking+	• Introduction to Philosophy
• Computer Networking<->	• Introduction to Scientific and Quantitative Methods in Psychology
• Conservation and Ecotourism	• Journalism and Society+
• Consumer Behaviour	• Management Information Systems
• Creative Chinese Writing Workshop+	• Marketing Communications
• Creative Digital Imaging and Publishing	• Marketing Principles
• Creative English Writing Workshop	• Microbiology and Laboratory
• Digital Animation Fundamentals	• Mobile Computing and Applications Development
• Digital Storytelling<->	• Multimedia Technology and Applications
• Elementary Putonghua++	• Organizational Behaviour
• English for Business	• Principles of Accounting I (Financial Accounting)
• Environmental Health Assessment and Management	• Principles of Accounting II (Management Accounting)
• Essentials of Food Chemistry	• Principles of Financial Management
• Event Management	• Principles of Macroeconomics
• Financial Planning	• Principles of Microeconomics
• Food Safety and Quality Management	• Social Psychology
• Fundamentals of Applied Statistics in Scientific Research<->	• Television Studio Production
• Fundamental Principles of Law	• Web Design and Development
• General Biology	

+ taught in Cantonese

++ taught in Putonghua

^ for non-Chinese speaking students, taught in Putonghua

\* double-listed Interdisciplinary GE courses

<-> new elective course, subject to approval

\*\* Students should complete one course in each of the four areas outside their own area of Concentration Studies, except for Professional Accountancy.

The course list is for reference only. The College reserves the right to make changes without prior notice.

#### GENERAL EDUCATION COURSES 通識教育科目

38 units  
學分

##### Core Requirements 核心科目

26 units  
學分

Students should complete all of the following courses:

同學須修讀以下科目：

- Thought and Writing I
- Thought and Writing II
- Written and Spoken Modern Chinese+ / Elementary Chinese\*
- Public Speaking
- Essentials of Information Management Technology
- Mathematics in Everyday Life / Understanding Statistical Data
- Physical Education
- Popular Culture in Contemporary China+ / The Making of Hong Kong (1842 -1997)
- Ethical Challenges in Hong Kong / Issues of Life and Death

##### Distribution Requirements 分類選修科目

12 units  
學分

Students should complete at least ONE course from any four areas\*\*.

同學須選取四個範疇並於每個範疇內修讀最少一科\*\*。

##### ARTS

- Appreciation of Modern and Contemporary Chinese Literature+
- Critical Reasoning
- Literary Appreciation
- Understanding Chinese Thoughts and Culture (for non-Chinese students)
- Urban Society and Modern Chinese Narratives\*

##### BUSINESS

- Developing Leadership and Management Skills
- Exploring Business Enterprise
- Understanding Economics in Current Affairs
- Understanding Investment Management

##### COMMUNICATION / VISUAL ARTS

- Graphic Design and Visual Communication
- Interpersonal Communication
- Media Inquiry
- Film Appreciation
- Public Relations and Advertising Practices

##### SCIENCE

- Environmental Issues and Society\*
- Food, Nutrition and Society\*
- Wonders of the Environment
- You and Your Health

##### SOCIAL SCIENCES

- Career Development and Personal Planning+
- Environmental Issues and Society\*
- Essentials of Psychology
- Food, Nutrition and Society\*
- Pacific-rim Asian Societies
- Personal Growth and Development+
- Urban Society and Modern Chinese Narratives\*