HKBU CIE

Undergraduate Programmes

Year 3 Entry

2023/24 Prospectus

Full-time Self-funded Honours Degree Programmes for Associate Degree & Higher Diploma Graduates
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HKBU SELF-FUNDED UNDERGRADUATE PROGRAMMES

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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.

Established in 2000, the College of International Education (CIE) is a self-funded unit of HKBU, offering full-time Associate Degree Programme (AD) and Undergraduate Programmes (UG) at both the HKBU Kowloon Tong and Shek Mun (Shatin) campuses. The CIE, managed by the School of Continuing Education (SCE), currently enrolls over 3,500 students and is committed to the University’s mission of providing quality whole person higher education with a Christian heritage.

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

**Mission**
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.
CIE offers a diverse choice of undergraduate programmes in 5 disciplines ranging from Applied Science, Arts and Languages, Business, Communication to Social Sciences. Ever since 2005, the College has been providing degree articulation opportunities for Associate Degree and Higher Diploma graduates and has nurtured over 5,000 degree graduates.

1. QUALITY CURRICULUM FRAMEWORK FROM HKBU
   - CIE has adopted HKBU’s four-year UGC-funded Undergraduate Programme as the blueprint for its curriculum framework. The curriculum of UG Programmes is equivalent to the final two years of the Bachelor’s Degree Programmes in HKBU, which focuses on Discipline Specific Courses.
   - Students with Associate Degree or Higher Diploma qualifications will normally be admitted directly into the third year of study to complete the 66-unit* programme in two years.
   - Students with CIE AD qualification are exempted from taking General Education courses when they progress to their HKBU undergraduate studies.
   * Bachelor of Commerce (Hons) in Accountancy requires students to complete 69 units

2. HONOURS DEGREE AWARDED BY HKBU
   - The Honours Degree qualification awarded by HKBU enables graduates to embark on careers or postgraduate studies with a considerable advantage.

3. ACCREDITED AND/OR RECOGNISED BY PROFESSIONAL ORGANISATIONS
   - Hong Kong Institute of Human Resources Management
   - Hong Kong Institute of Certified Public Accountants
   - Hong Kong Public Relations Professionals’ Association Limited
   - Hong Kong Psychological Society

4. STRONG INDUSTRY NETWORK TO STRENGTHEN EMPLOYABILITY
   - Diverse practicum and internship opportunities.
   - Internship includes BUPA (International) Limited, CLP, Quality HealthCare Medical Services, Sino Group, World Green Organisation and more.
   - Average rate for graduates engaged in employment and further studies in 2021 was 82%.
   - Employers of graduates include AIA, Alibaba, Chanel, Swire Group, RTHK, TVB, Viu TV, Tomato Production, HSBC, Standard Chartered Bank, PCCW and more.

5. PART OF HKBU COMMUNITY
   - As part of the HKBU community, students can enjoy HKBU campus facilities in Kowloon Tong and Shek Mun, and participate in HKBU activities.
Programme Features

This programme provides students with foundational knowledge in both the natural and social sciences. It enables students to apply interdisciplinary approaches to study and critically analyse environmental and conservation issues in local, regional and international contexts (e.g. climate change, energy, carbon management, waste management, environmental health, and biodiversity).

- Allows students to gain and apply technical knowledge within a multi-disciplinary systems paradigm;
- Offers students the knowledge and capability of utilising environmental research methodologies, ecological field skills and statistical tools to address complex natural and anthropogenic problems that impact the environmental condition.

Alumni Sharing

The ERM Programme equipped me with a lot of field trip experiences and skills which are helpful in my career development.

Ma Ying Fung, Wayne (Graduate of 2022)
Assistant Education Officer

Programme Structure

Major Core Courses (36 Units)

- Global Environmental Issues
- Physical Geography
- Anthropogenic Climate Change and Society
- Natural Resources Management
- Research Methods and Statistics
- Geo-environmental and Ecological Field Study
- Laboratory Environmental Analysis
- Terrestrial and Aquatic Ecology
- Environmental Impact Assessment and Management
- Advanced Topics in Environmental Planning and Management
- Honours Project I
- Honours Project II

Major Elective Courses (27 Units)

- Tourism and Sustainability
- Environmental Biotechnology
- Environmental Pollution and Toxicology
- Internship for Environment and Resources Management
- Urban Development and Environment
- Environment and Resources Management Field Camp
- Environmental Health and Policy
- Biodiversity and Conservation
- Energy Audit and Carbon Management
- Environmental Law, Policy and Ethics
- Green Industry and Business Management
- Integrated Waste Management
- Restoration Ecology and Habitat Management
- The Pearl River Delta: An Environmental Survey
- Environmental Data Analytics

General Education Capstone Course (3 Units)

- Sustainable Community Energy Planning*

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

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

Tuition Fee

For local applicants: HK$43,428 per semester
For non-local applicants: HK$43,857 per semester; at HK$2,658 per unit.

Students are required to complete 66 units in two years at HK$2,632 per unit.

For non-local applicants: HK$43,857 per semester; at HK$2,658 per unit.

The ERM programme provides students who care about our shared world and its natural heritage with the skills and knowledge required to both understand and deal with modern environmental issues.
This programme is unique in its offering of cultural studies, media studies, and creative industries all in one! The rapid growth of local cultural and creative industries in Hong Kong have led to a great demand for cultural practitioners. With a strong focus on interdisciplinary learning, this degree programme can increase students’ career capacity to work in various roles covering arts management, education, communications, publishing, public relations, advertising, policy or marketing.

- Enhances the cultural literacy and cross-cultural sensibilities of students;
- Develops and sharpens bilingual skills and sensitivities in the exploration of the cross-cultural heritage of Hong Kong;
- Provides a wide range of cultural studies and creative industries courses ranging from art history, literature and philosophy to popular culture, cinema and film, gender studies and media studies.

The knowledge and skills gained from the programme are essential for students’ future career in the creative and cultural industries as well as a great variety of fields, such as art administration, education, journalism, media, public communication, the social service sector and the education sector.

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

MATT FORCE (GRADUATE OF 2017)
MUSICIAN

The skills and knowledge taught by the Programme will help students develop a successful career in both creative and cultural industries, and the education sector.

Dr. Peter Lok
Programme Director

Programme Structure

Major Core Courses (33 Units)

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

Major Elective Courses (30 Units)

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

For local applicants: HK$43,890 per semester
For non-local applicants: HK$44,550 per semester;
at HK$2,660 per unit.

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

Features

This programme coaches students to become professional accounting researchers, certified public accountants, and future business leaders with an ethical and socially responsible mindset. With a close connection with the industry, students will gain rewarding, practical experiences through various internship programmes.

- Vigorous emphasis on professional accounting training, wide selection of business courses, as well as substantial element of general education;
- Accreditations and exemptions from various professional bodies.

Career Prospects

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

Professional Recognition

* Qualified as students of the HKICPA’s Qualification Programme (QP), which is a direct route to become a Certified Public Accountant (CPA) in Hong Kong
* Maximum exemption of 9 papers (F1 – F9) from professional scheme examinations of the Association of Chartered Certified Accountants (ACCA)
* Eligible to apply for the Associate membership of CPA Australia
* Exemption from 12 examinations under the Chartered Institute of Management Accountants (CIMA) Accelerate Programme
* Exemption from first 16 units of the Institute of Certified Management Accountants (ICMA) professional examination, and may apply for ICMA designation of Graduate Management Accountant (GMA) upon graduation
* Maximum exemption of 12 papers (Papers 1-12) from professional scheme examinations of the Association of International Accountants (AIA)

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

Tuition Fee

For local applicants: HK$44,505 per semester

For non-local applicants: HK$56,063 per semester; at HK$3,250 per unit.

For students who complete 69 units in two years, the total tuition fee at HK$2,580 per unit.

ALUMNI SHARING

Henry CK Law (Graduate of 2006)
The Founder of Diligent Treasure CPA Limited
The Sponsor of Diligent Treasure Scholarship
CERTIFIED PUBLIC ACCOUNTANT (HKICPA-PRACTISING)

The programme is motivational and inspiring. I am thankful to my teachers who have helped me become a professional accountant and launch my own CPA firm. I can still remember their profound impact on me even though it’s already been over ten years.
The programme aims to nurture future leaders in Human Resources Management. Integration of both theory and practice is a core emphasis in the design of this programme. Through guest lectures, visits, seminars and conferences, workshops and projects, students are brought closer to the heart of the profession and learn the best HRM practices beyond books and lectures.

- Students will acquire the fundamental knowledge and skills required for managing a business;
- Students will have in-depth knowledge and skills in the following areas: talent acquisition, talent development, compensation & benefits, performance management, labour relations, and management ethics;
- Students will receive training in oral and written communication skills, and information technology skills;
- Students will have the opportunity to develop analytical and critical thinking, and solve real-world business problems.

BComHRM programme aims to nurture future leaders in Human Resources Management. We first and foremost cultivate students’ understanding of how to attract, develop, motivate and retain talents - the most cherished resource of every organisation.

**ALUMNI SHARING**

BComHRM is the bridging stone to my HR career and the HR community. There are lots of learning activities which have helped me apply theoretical knowledge onto practical skills necessary for the actual business environment. Through participating in internship, HR mentoring, seminars, buddy programme and leadership service projects, my leadership, networking and creative problem solving skills have been greatly enhanced. All these valuable experiences have prepared me to become a professional HR practitioner.

KENNETH YUEN (GRADUATE OF 2020)
HUMAN RESOURCES OFFICER
HOSPITAL AUTHORITY

**CAREER PROSPECTS**

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

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

**PROGRAMME FEATURES**

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

- Students will acquire the fundamental knowledge and skills required for managing a business;
- Students will have in-depth knowledge and skills in the following areas: talent acquisition, talent development, compensation & benefits, performance management, labour relations, and management ethics;
- Students will receive training in oral and written communication skills, and information technology skills;
- Students will have the opportunity to develop analytical and critical thinking, and solve real-world business problems.

**PROFESSIONAL RECOGNITION**

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

**PROGRAMME STRUCTURE**

**CORE COURSES (15 UNITS)**

- Organisational Behaviour
- Business Communications
- BCom HRM Project

**REQUIRED COURSES (21 UNITS)**

- Human Resources Management
- Talent Development
- Talent Acquisition
- Performance Appraisal and Rewards
- Labour Relations and Law
- Human Resources Research Methods and Analytics
- Developing Managerial Skills

**ELECTIVE COURSES (27 UNITS)**

- Human Resources Management Internship
- Human Resources Management Monitoring
- Contemporary Issues in Human Resources Management
- Human Resources Strategy and Planning
- Cross-Cultural and Comparative Management
- International Human Resources Management
- Human Resources Management in China
- Business Internship
- Leadership
- Negotiation
- Applied Social Psychology in Organisations
- Entrepreneurship and New Ventures
- Fundamentals of Social Entrepreneurship and Social Impact
- International Business: Market, Operations and Strategies
- Services Marketing

**GENERAL EDUCATION CAPSTONE COURSE (3 UNITS)**

- Value-based Leadership for the Community*

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

Remarks:
1. The University reserves the right to make changes to the above requirements or other regulations without prior notice.
2. The University reserves the right to make changes to the courses offered without prior notice.
3. The University reserves the right to make changes to the above information without prior notice.

**TUITION FEE**

For local applicants:
- HK$43,890 per semester

For non-local applicants:
- HK$55,275 per semester

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

For non-local applicants:
- HK$55,275 per semester; at HK$3,350 per unit.
Bachelor of Commerce (Honours) in MARKETING

PROGRAMME FEATURES

Bringing real world challenges into the classroom, this programme focuses on the latest marketing trends, technologies, and strategies. The programme aims to cultivate socially responsible marketers with a strong sense of social entrepreneurship and a solid foundation in digital marketing. By combining excellent teaching, a supportive environment, and a strong alumni network, we prepare students for careers in marketing and business management.

- Equips students with academic knowledge and advanced practical skills in a variety of marketing fields, including digital marketing, brand management, event marketing, marketing research, and social entrepreneurship.

ALUMNI SHARING

In the BCom (Hons) in Marketing programme, students will acquire comprehensive knowledge and practical experience through an array of excellent courses, practical workshops, and real-life experiences. These experiences helped me strengthen my interpersonal skills and my ability to generate ideas, both of which are fundamental to my career success.

JEFFERY LAM (GRADUATE OF 2018)
SENIOR MARKETING OFFICER
LINK ASSET MANAGEMENT LIMITED

CAREER PROSPECTS

This programme is designed to prepare graduates for a wide variety of careers, including those in marketing, advertising, branding, event marketing, content marketing, public relations, marketing research, and data analytics. Moreover, the programme addresses the recent surge in demand for marketing practitioners in small businesses, digital marketing, and social enterprises.

PROGRAMME STRUCTURE

MAJOR CORE COURSES (15 UNITS)

- BCom Marketing Project
- Business Communications for Marketing
- Strategic Management

MAJOR REQUIRED COURSES (21 UNITS)

- Marketing Research Methods
- Global Marketing
- Socially Responsible Marketing
- Strategic Digital Marketing

MAJOR ELECTIVE COURSES (27 UNITS)

- Digital Marketing Domain
  - Event Marketing
  - Integrated Marketing Communications
  - Marketing Analytics
- Social Entrepreneurship Domain
  - Community Development for Social Entrepreneurship
  - Fundamentals of Social Entrepreneurship and Social Impact
- Experiential Learning Courses
  - BCom Global Marketing Field Study
  - International Marketing Internship
  - Marketing Field Study for Social Entrepreneurship
  - Marketing Internship

RECOMMENDED ELECTIVE COURSES FROM OTHER PROGRAMMES

- Developing Managerial Skills
- Media Business Environment

GENERAL EDUCATION CAPSTONE COURSE (3 UNITS)

- Marketing Practicum for Social Entrepreneurship

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

TUITION FEE

For local applicants: HK$43,890 per semester
Students are required to complete 66 units in two years at HK$2,660 per unit.
For non-local applicants: HK$55,275 per semester; at HK$3,350 per unit.

We strive to foster a caring and experience-based learning environment for our students. We do this by providing students with ample opportunities to integrate their knowledge through international internships, practicums, and business field study. Our programme is committed to nurturing students to be socially responsible marketers who make a positive change in the communities they serve.
Bachelor of Arts (Honours) in
CREATIVE WRITING FOR FILM,
TELEVISION AND NEW MEDIA

PROGRAMME FEATURES

This programme aims to nurture creative writers for film, television and new media industries, and develop students’ creativity and originality in the era of globalisation and media convergence.

• Emphasises creative writing and professional scriptwriting for feature film, television/web serial drama, variety show and new media, such as content for mobile devices, video games and podcasts;
• Offers a wide array of professional guidance and supervision through the Academy’s network of top veteran screenwriters, directors, television companies and production companies.

CAREER PROSPECTS

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

WONG KA FU (GRADUATE OF 2016)
CO-FOUNDER OF POMATO PRODUCTION

MR. PIERRE LAM
PROGRAMME DIRECTOR

The professional creative writing training of our programme enables students to develop their talent and skills for careers in the creative industries, including film, television, advertisement and new media.

WANG XING (GRADUATE OF 2014)
HEAD OF PRODUCTION OF INDEPENDENT PRODUCTION

PROGRAMME STRUCTURE

MAJOR CORE COURSES (48 UNITS)

• Creative Writing for New Media I
• Introduction to Film and New Media
• Scripting a Television Show
• Scripting a Television Drama
• The Art of Screenwriting I: Essentials and Alternatives
• The Art of Screenwriting II: Narratology, Dialogue and Genre
• Cinematic Storytelling
• World Literature and the Art of Storytelling

MAJOR ELECTIVE COURSES (15 UNITS)

• Mobile Communication
• Studies in Film and Television Classics
• Storytelling in Chinese Literature
• Seminar on Screen Sales and Creativity Transfer
• Special Topics in Film, Television and New Media
• Special Topics in Hollywood Cinema
• Special Topics in Hong Kong Cinema
• Toy, Game and Children’s Culture
• Film Genres
• Script to Film: Making Short Film
• Film Theory and Criticism
• Film and Philosophy

GENERAL EDUCATION CAPSTONE COURSE (3 UNITS)

• Creative Thinking and Community Arts*

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

Remarks:
1. Individual courses may use Chinese due to particular course requirements. Either Cantonese or Putonghua may be used, depending on particular pedagogical strategy.
2. The College reserves the right to make changes to these courses without prior notice.

TUITION FEE

For local applicants: HK$43,643 per semester

Students are required to complete 66 units in two years at HK$2,645 per unit.

For non-local applicants: HK$49,913 per semester; at HK$3,025 per unit.

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

This programme provides students with solid undergraduate education required for pursuing a career or further study in communication related fields, including but not limited to advertising, public relations and marketing in the digital era.

- Consists of a wide range of fundamental communication courses, with particular emphasis on sports promotion, social service marketing, and health;
- Utilises strong ties with business, media, and social sectors in Hong Kong to offer students a managerial focus, featuring marketing, integrated communication management and campaign planning in special areas;
- Awards students with the Certificate of Completion

**FEATURES**

- Utilises strong ties with business, media, and social sectors in Hong Kong to offer students a managerial focus, featuring marketing, integrated communication management and campaign planning in special areas;
- Awards students with the Certificate of Completion from International Advertising Association (IAA), by which the programme is accredited.

**CAREER PROSPECTS**

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

Graduates who satisfactorily complete the course of study obtain an extra Certificate of Completion of Accredited Course from the IAA, and enjoy academic membership privileges across the IAA’s global network. In addition, ICM offers strong industry insights and alumni networks for graduates’ benefits.

**ALUMNI SHARING**

The two years in ICM is one of the most memorable moments in my life. Enjoy the school life here as much as you can!

**PROGRAMME STRUCTURE**

**MAJOR CORE COURSES (54 UNITS)**

- Creative Media Planning
- Communication Theory
- Creative Advertising Copywriting
- Introduction to Public Relations and Advertising
- Graphics and Print Solutions
- Marketing Principles
- Organizational Communication
- Research and Communication
- Persuasion and Social Influence
- Advertising and Social Issues
- Communication in Professional Practice
- Cross Communication
- Event Management
- Integrated Communication Marketing Campaign
- Integrated Marketing Communication Honours Project
- International Communication
- Public Relations and Media Writing
- Digital Solution-Production and Performance

**MAJOR ELECTIVE COURSES (9 UNITS)**

- Business Communication Management
- Interactions Advertising Management
- Media Business Environment
- Consumer Behaviour
- Digital Communication Management
- Fashion Communication Management
- Journalism Theory
- Television and Hong Kong Society
- Understanding Theatre Arts
- Visual Communication in Multimedia
- Special Topics in Communication
- Entrepreneurship Management
- Financial Literary
- Journalism and Society in a PR Perspective
- Applied Creativity
- Sports and Entertainment Promotion
- Special Topics in Hong Kong Cinema
- Special Topics in Hollywood Cinema
- Studies in Film and Television Classics
- Special Topics in Media Communication
- Brand Management
- Marketing Communication in China
- Strategic Public Relations Management
- Retailing as Marketing Communication
- Financial Communication and Investor Relations
- Big Data Analytics for Media and Communication
- ICM Internship
- Business Communication Management
- Integrated Communication Marketing Campaign
- Integrated Marketing Communication Honours Project
- International Communication
- Public Relations and Media Writing
- Digital Solution-Production and Performance

**GENERAL EDUCATION CAPSTONE COURSE (3 UNITS)**

- Social Services Marketing
- Global Marketing Management
- Marketing Communication in China
- Strategic Public Relations Management
- Retailing as Marketing Communication
- Financial Communication and Investor Relations
- Big Data Analytics for Media and Communication
- ICM Internship
- Business Communication Management
- Integrated Communication Marketing Campaign
- Integrated Marketing Communication Honours Project
- International Communication
- Public Relations and Media Writing
- Digital Solution-Production and Performance

**TUITION FEE**

For local applicants: HK$43,643 per semester

For non-local applicants: HK$49,913 per semester; at HK$3,025 per unit.

Students are required to complete 66 units in two years at HK$2,645 per unit.

For non-local applicants: HK$49,913 per semester; at HK$3,025 per unit.

Remarks:
1. The course has been included in the list of reimbursable courses under the Continuing Education Fund. This course is recognised under the Qualifications Framework (QF Level 5).
2. The course may not be offered as per demand due to particular course requirements. Either Chinese or English may be used, depending on particular pedagogical strategy.
3. The College reserves the right to make changes to these courses without prior notice.
This programme combines training of multimedia practical skills (including audio video production, data visualisation, new media innovations, audio video broadcasting, media campaigning, and computer graphic design) with conceptual understanding of media and society for students who aspire to be media professionals in the age of new and social media.

- Develops students’ understanding of media communication processes in the context of changing society, media environment and the trend of globalisation;
- Develops students’ social consciousness and their sensitivity to the social, cultural and environmental issues in the changing society with both local and global communication perspectives;
- Develops students’ ability to use media and communication strategies to promote the well-being of humans, thus contributing actively to positive social change;
- Develops students’ specific skills required for planning, organising and implementing communication activities for good social causes;
- Develops students’ ability to identify opportunities for corporations, public agencies and volunteer organisations to initiate communication projects related to corporate social responsibility and positive development of society.

The programme will equip graduates with academic training and advanced practical skills in media communication for pursuing careers in a wide array of professions. They include public relations officers specialising in corporate social responsibility, communicators in volunteer organisations and public agencies; editors, journalists and columnists in social media and multi-dimensional understanding of social issues, are crucial for students to embrace challenges in the contemporary world.

The MSC programme continues to evolve in the radically changing media and social environment. Ranging from video production to data visualisation and AI, from PR campaigns to new media innovative projects, we believe that these media skill sets, together with a critical and multi-dimensional understanding of social issues, are crucial for students to embrace challenges in the contemporary world.

I have been enjoying every fascinating lecture. Apart from the knowledge in the course, the MSC programme also teaches me the conduct of life. I know that these knowledge and memories are the wealth of my life forever.

The programme is under the Qualifications Framework (QF) Level 5. This course has been included in the list of reimbursable courses under the Continuing Education Fund. This course is recognised under the Higher Education Qualifications Framework of the People’s Republic of China.

Remarks:
1. This course has been included in the list of reimbursable courses under the Continuing Education Fund. This course is recognised under the Higher Education Qualifications Framework of the People’s Republic of China.
2. Students may need to consult the teaching staff due to particular course requirements. Other Chinese or Putonghua may be used, depending on particular pedagogical strategy.
3. The College reserves the right to make changes to these courses without prior notice.
Bachelor of Social Sciences (Honours) in
PSYCHOLOGY
心理學社會科學學士 (榮譽) 學位課程

PROGRAMME FEATURES
This programme enhances students’ understanding of the application of psychology in different commercial settings. A diversified range of elective courses are offered to enable students to transfer their knowledge and theory in psychology to business, educational, industrial and organisational settings. Graduates are also eligible to apply for postgraduate programmes in the area of clinical, counselling, educational and industrial organisational psychology.

• Fosters students’ interest in the study of human mind and behaviour by laboratory and practicum experience;
• Provides students with a solid training in the theoretical, empirical and applied aspects of psychology;
• Allows students to acquire a thorough understanding of psychological principles and apply them in the areas of clinical and educational psychology and in various settings;
• Equips students with the essential knowledge and skills in conducting research in psychology and related fields.

ALUMNI SHARING

Studying psychology at HKBU is much more than gaining knowledge from textbooks! The lecturers and schoolmates here are phenomenal! It is an unforgettable journey that still impacts my life after graduation!

CHENG HO YI, ASHLEY (GRADUATE OF 2022)
PROGRAMME ASSISTANT IN EDUCATION INSTITUTION

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

DR. TERENCE LEE
PROGRAMME DIRECTOR

PROGRAMME STRUCTURE
MAJOR CORE COURSES (45 UNITS)
- Basic Learning Processes
- Research Methods and Design in Psychology
- Biological Psychology
- Personality Psychology
- History and Systems of Psychology
- Abnormal Psychology
- Experimental Psychology
- Social Psychology
- Sensation and Perception
- Cognitive Psychology
- Honours Project I
- Honours Project II
- Psychological Testing and Assessment
- Motivation and Emotion
- Psychology of the Chinese People

• Exemption will be given to Associate Degree / Higher Diploma graduates who have completed these courses. Students who are granted exemption are required to take equivalent units from the Major Elective Courses.

MAJOR ELECTIVE COURSES (18 UNITS)
- Consumer Psychology
- Educational Psychology
- Industrial and Organizational Psychology
- Ethics and Writing in Psychology
- Qualitative Research Methods
- Counselling Psychology
- Psychology in Applied Settings - Practicum I
- Psychology in Applied Settings - Practicum II
- Advanced Research Methods
- Clinical Psychology
- Issues and Practice in Educational Settings
- Psychology in Applied Settings
- Consumer Psychology
- Educational Psychology
- Industrial and Organizational Psychology
- Ethics and Writing in Psychology
- Qualitative Research Methods
- Counselling Psychology
- Psychology in Applied Settings - Practicum I
- Psychology in Applied Settings - Practicum II
- Advanced Research Methods
- Clinical Psychology
- Issues and Practice in Educational Settings

GENERAL EDUCATION CAPSTONE COURSE (3 UNITS)
- Lifespan Development and Society

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

TUITION FEE
For local applicants:
HK$44,187 per semester
Students are required to complete 66 units in two years at HK$2,678 per unit.

For non-local applicants:
HK$47,652 per semester; at HK$2,888 per unit.

Remarks:
1. The course has been included in the list of reimbursable courses under the Continuing Education Fund. This course is recognised under the Qualifications Framework (QF Level 5).
2. The College reserves the right to make changes to these courses without prior notice.
Bachelor of Social Sciences (Honours) in SOCIAL POLICY
社會政策社會科學學士 (榮譽) 學位課程

PROGRAMME FEATURES
This programme is designed and delivered in response to the rising demands for community organisers, developers of social enterprises and co-operatives, policy analysts in the social welfare sectors, community organisations, and local and regional NGOs. It bears a mission to cultivate servant leaders to serve the communities with emphasis on social equality and social justice.
• Develops students’ understanding and ability to participate in the making and evaluation of social policies in local, regional and international contexts;
• Sharpens students’ awareness of issues related to social injustice and inequality, as well as the challenges in contemporary society;
• Develops students’ understanding of diverse social needs and the significance of social developments and the ability to integrate the theories of social policy, leadership and organisations into the public sector as well as the third sector, or non-profit-making organisations.

ALUMNI SHARING
The two-year BSP programme has equipped me not only with knowledge but also research skills that prepared me to be a social policy researcher. Moreover, the instructors are patient and responsive. Passionate peer groups gave me a caring and supportive environment that made my years at BSP enjoyable.

FAN SHU YUN (GRADUATE OF 2020)
MASTER OF PUBLIC POLICY, HKUST
PHD CANDIDATE OF DEPARTMENT OF APPLIED SOCIAL SCIENCE, POLYU

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

PROGRAMME STRUCTURE

MAJOR CORE COURSES (48 UNITS)
- Diversity and Social Structure of Modern States
- Principles and Theories of Social Policy
- Social Justice and Social Movements
- Social Research
- Communications and Networking of the Non-profit-making Organizations
- Culture and Social Policy
- Globalization and Social Policy
- Policy Processes and Politics
- Social Policy in Chinese Societies
- Policy Analysis and Evaluation
- Social Enterprises and the Third Sector
- Administration in a Non-profit-making Organizations
- Challenges of Sustainable Development
- Comparative Social Policy
- Honours Project

MAJOR ELECTIVE COURSES (15 UNITS)
- Community Development and Community Economic Practices
- Secondary Data Analysis, Mixed Method Research and Programme Evaluation
- Youth and Citizenship
- Youth in Transition, Employment and Education
- Gender, Identity and Young People
- Poverty and Social Exclusion
- Pension and Retirement Protection
- Public Health Care Systems
- Youth in Transition, Employment and Education
- Gender, Identity and Young People
- Poverty and Social Exclusion
- Pension and Retirement Protection
- Public Health Care Systems
- Facing the Digital World and Issues*

GENERAL EDUCATION CAPSTONE COURSE (3 UNITS)
- Facing the Digital World and Issues*

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

TUITION FEE
For local applicants: HK$43,461 per semester
Students are required to complete 66 units in two years at HK$2,634 per unit.
For non-local applicants: HK$44,286 per semester; at HK$2,684 per unit.

hkbucie.hk/bsp

The Programme is tailor-made for cultivating servant leaders with emphasis on social equality and social justice, and prepare students who are keen to explore and improve the world through the knowledge and practice of social policy.
AWARDED BY HONG KONG BAPTIST UNIVERSITY

Bachelor of Social Sciences (Honours) in
SPORT AND RECREATION LEADERSHIP

This programme equips students to become sport and recreation professionals with sound knowledge of human development and a strong sense of social responsibility for community services.

- Prepares students to provide sport and recreation services for the mainstream as well as different sectors of the population, including the elderly and children with special education needs (SEN);
- Integrates broad-based academic knowledge with practical training;
- Helps students gain valuable working experiences in different sport and recreation organisations, through extensive professional placement (500 hours of internship over a period of two years).

EMPLOYMENT OPPORTUNITIES:
- Sport executives for organisations serving people with/without special needs
- Recreation programme coordinators in community centres serving people with/without special needs
- Recreation officers in civil services
- Sport executives in national sport organisations
- Fitness consultants to the fitness industry
- Officers in disciplinary forces
- Teachers/Lecturers in education sector

This programme has taught me how to resolve conflict effectively and maintain professionalism in the workplace.

LEUNG CHUNG KUEN, KEN (GRADUATE OF 2018)
ASSISTANT MANAGER
HONG KONG PHAB ASSOCIATION JOCKEY CLUB PHAB CAMP

The Bachelor of Social Sciences (Hons) in Sport and Recreation Leadership programme (2-year top-up degree programme) equips students with knowledge and practical skills to serve people of the general public; in particular, special populations in the sport and recreation industries.

DR. HEATHER KWOK
PROGRAMME DIRECTOR

PROGRAMME FEATURES

PROGRAMME STRUCTURE

MAJOR CORE COURSES (51 UNITS)

- Individual Differences in Cognition, Learning and Skill Acquisition
- Internship I & II
- Individual Differences in Physical Attributes and Movement Patterns
- Life-span Development
- Scientific Principles of Human Movement
- Communication for Sport and Recreation Leaders
- Recreation Leadership
- Recreation Programming and Programme Evaluation
- Research Methods
- Honours Project I & II
- Design and Management of Sport and Recreation Facilities
- Financial and Human Resources Management in Sport and Recreation
- Sport and Recreation for Persons with Physical and Intellectual Disabilities
- Health Fitness Assessment and Exercise Prescription
- Marketing in Sport and Recreation

MAJOR ELECTIVE COURSES (12 UNITS)

- Nutrition and Health
- Prevention and Care of Sport Injuries
- Planning and Leading Rhythmic Activities
- Leisure Education
- Planning and Leading Inclusive Games and Activities
- Leisure Counseling
- Outdoor Recreation and Adventure Education Programming
- Planning and Leading Water Activities
- Sports for Persons with Special Needs

GENERAL EDUCATION CAPSTONE COURSE (3 UNITS)

- Social Inclusion in Outdoor Recreation and Adventure Education Programming

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

Notes:
To ensure the quality of the programme, the College reserves the right to make changes to these courses without prior notice.

TUITION FEE

For local applicants:
HK$44,600 per semester

Students are required to complete 66 units in two years at HK$2,703 per unit.

For non-local applicants:
HK$45,474 per semester; at HK$2,756 per unit.

hkbucie.hk/bsr
STUDENT DEVELOPMENT

#ServiceLearningandVoluntaryWork
#InternshipOrganisations
#StudentAmbassador
#EnglishLearningSupport

#WholePersonDevelopmentProgramme
#FieldVisitsandCompanyVisits
#StudyToursandExchangeProgrammes

SERVICE LEARNING
#CareForTheCommunity
#NurtureAMindinServingOthers
#OrganiseSocialServiceActivities
#StrengthenSenseofResponsibility
#SocialCitizen

ACADEMIC CAREER DEVELOPMENT
#CareerDevelopment
#JobReadiness
#AcademicAdvising
#ApplicationGuide
#ProgrammeInformation
#FurtherStudiesPlanning

STUDENT LEADERSHIP TRAINING
#EnhancingSelf-confidence
#BeResponsible
#TeamWork
#StudentAmbassador
#LeadershipQualities

RESEARCH EXPERIENCE
#BuildUpResearchCapacity
#BenefitSocietyandEnhanceLearning
#WideRangeofDisciplines
#InternationalSymposium

The relationship between monetary and non-monetary reward satisfaction and turnover intention of generation Y employees

Presented by
Cheung Ngai Weng, Jason
Pang Yu, Hai, Helley
Over 400 students from universities in Hong Kong, India and United States joined the “Internationalisation at Home” programme.

INTERNATIONAL EXPERIENCE
GLOBAL PERSPECTIVES

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.
Scholarship and Financial Assistance

CIE is offering various types of scholarships and financial assistance to encourage students to excel in their studies and develop their talents. In 2021/22, over 300 UG and AD students were awarded scholarships with a total of over HK$4.3 million.

SCHOLARSHIP AND FINANCIAL AID

Scholarship

- Entrance Scholarship, Academic Achievement and Special Talent and Service.
- Subsidy Schemes on Exchange for Post-secondary Students, and Self-financing Post-secondary Scholarship Scheme (SPSS).

Financial Aid

Students can apply for the HKSAR Government’s Financial Assistance Scheme for Post-secondary Students (FASP), Non-means-tested Loan Scheme for Post-secondary Students (NLSPS) and Continuing Education Fund (CEF).

Admission Requirements

- **Associate Degree**
  - Satisfactory completion of an Associate Degree from any of the local/overseas recognised institutions.

- **Higher Diploma**
  - Satisfactory completion of a Higher Diploma from any recognised institutions.

- **Other Equivalent Qualifications**
  - Applicants who possess equivalent qualifications are to be assessed on a case-by-case basis.

Tuition Fee

For Local Applicants: HK$43,428 to HK$44,600 per semester

For Non-Local Applicants: HK$43,857 to 56,063 per semester

I am honored to be awarded the scholarship, which is a recognition of my previous efforts and an encouragement for my future endeavours.

Chan Wai Ho

Studying BCom (Hons) in Human Resources Management, HKBU
Associate of Science (Nutrition and Food Management), HKBU 2021
CIE Exemplary Performance Entrance Scholarship (for Undergraduate Degree students)
ENVISION YOUR FUTURE 升學願景 浸大體現

浸大國際學院
COLLEGE OF INTERNATIONAL EDUCATION, HKBU

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香港浸會大學石門(沙田)校園
(港鐵石門站D出口)

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Hong Kong Baptist University
34 Renfrew Road, Kowloon Tong

HKBU SM OFFICE
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

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自資學士學位課程
UNDERGRADUATE PROGRAMMES

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