



香港浸會大學  
HONG KONG BAPTIST UNIVERSITY

# MSC

## Bachelor of Social Sciences (Honours) in Media and Social Communication



2020-21  
Full-time Undergraduate Programme  
for Associate Degree & Higher Diploma Graduates

# Admissions 2020

(Year 3 Entry)



傳理學院  
School of Communication

# Bachelor of Social Sciences (Honours) in Media and Social Communication

## 媒體及社會傳播社會科學學士 (榮譽) 學位課程

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



### Programme Features

- A non-government-funded honours undergraduate programme.
- A full-time programme which is normally completed in two years.
- Develop students' understanding of media communication process in the context of changing society and media environment, and their understanding of such process in the trend of globalisation.
- Develop students' social consciousness and their sensitivity to the social, cultural and environmental issues in the changing society with both local and global communication perspectives.
- Develop students' ability to use media and communication strategies to promote the well-being of human, thus contribute actively to positive social change.
- Develop students' specific skills required for planning, organising and implementing communication activities for good social causes.
- Develop students' ability to identify opportunities for corporations, public agencies and volunteer organisations to initiate communication projects related to corporate social responsibility and positive development of the society.



### Award

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



“ The MSC programme is launched to meet the challenge of media saturation and respond to the increasing demand for multitalented communicators. We provide students with profound understanding of communication and society, good command over media skills, as well as critical and innovative thinking. ”

**Dr. Wong Tin Chi, Programme Director**

## Career Prospects

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

# Programme Structure

The four-year undergraduate programme requires students to complete a total of 128 units, including 66 units of Major Courses (with a 3-unit General Education Capstone course listed under the Category of Major Core Courses), 13 units of University Core Courses, 15 units of General Education Courses and 34 units of Free Elective Courses. Students with Associate Degree or Higher Diploma qualifications will normally be admitted directly into the third year of study to complete the programme in two years.

Specifically, students are required to complete 54 units of Major Core Courses and 12 units of Major Elective Courses.

## Year 1 & Year 2

### UNIVERSITY CORE (13 UNITS)

The University Core is a requirement in the undergraduate curriculum which aims at providing students with the essential and transferable knowledge and skills that help them lead successful lives both during and following their university education, and ultimately supporting the University's commitment to develop the Graduate Attributes among students.

- University English<sup>♦</sup>
- University Chinese<sup>♦</sup>
- Healthy Lifestyle<sup>♦</sup>
- The Art of Persuasion<sup>♦</sup>

### GENERAL EDUCATION (15 UNITS)

The General Education (GE) Programme provides the foundation of a well-rounded university education. The goal of the programme is to promote Whole Person Education (WPE) through exposure to a range of transferable skills, guiding principles, and attitudes that all students will need in their future professional and personal lives.

- Level 1 Foundational Courses<sup>#</sup>
- Level 2 Interdisciplinary Thematic Courses

<sup>♦</sup> For Associate Degree or Higher Diploma applicants, a block transfer of University Core Courses will be granted.

<sup>#</sup> For Associate Degree applicants, block transfers of 3 out of 9 units will be granted, and such applicants need to take two 3-unit courses in two different categories.

### FREE ELECTIVE COURSES (34 UNITS)

Free Elective Courses are normally exempted for Associate Degree or Higher Diploma graduates seeking for year 3 entry.





Remarks:

1. The number of courses/units the students are required to complete will depend on the number of courses/units for which exemption and/or unit transfer will be granted. All unit transfer or course exemption shall be considered on a case-by-case basis upon admission. Students are required to complete all programme prerequisites, University Core and GE courses to meet the graduation requirement.
2. Unit transfer equivalent to 28 units of University Core and GE courses will be considered by the Programme management on a case-by-case basis.
3. Make-up courses may be required on admission.
4. Students are required to complete a non-credit bearing University Life programme.

# MSC

## Year 3 & Year 4


### MAJOR CORE COURSES (54 UNITS)

- Cases and Issues in Social Communication
- Digital Graphic Production
- Globalization and Social Change
- Health Communication
- Media and Integrated Marketing Communication
- Audio and Video Production for New Media
- Media Professional Practices
- Writing for Media and Community Resources 
- Data Literacy in Media and Communication
- Communication Campaign Planning and Practices
- Media and Social Communication Honours Project I
- Media and Social Communication Honours Project II
- Communication Research Methods 
- Media Consumption
- Public Opinion and Social Communication
- Communication Theory
- Media Law 
- New Media Communication 

### MAJOR ELECTIVE COURSES (12 UNITS)

- Media Ethics
- Analytical and Opinion Writing for Chinese Media
- Children, Adolescents and Media
- Communication and Active Ageing
- Communication and Sustainable Development
- Communication for Professional Purposes
- Computer Animation
- Digital Journalism and Data Presentation
- Digital Photography
- Gender and Communication
- Media Practicum
- Negotiation and Lobbying
- Social Media Marketing
- Audio and Video Production for Commercial Purposes
- MSC Internship
- Studies in Non-Fiction Films
- Studies in Film and Television Classics
- Special Topics in Hollywood Cinema
- Special Topics in Hong Kong Cinema
- Media Business Environment
- Television and Hong Kong Society
- Financial Literacy
- Strategic Public Relations

#### Remarks:

-  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).
- Individual courses may use Chinese as the course content requires.
- The University reserves the right to make changes to these courses without prior notice.



128 UNITS







## Study Tour to India & United Arab Emirates (UAE)

The programme organised two study tours respectively to India and UAE, aiming to maximise students' learning opportunity beyond Hong Kong. 14 students joined the study tour to India and visited several cities including Mumbai and New Delhi to have a glimpse of cultural and media development of one of the world's oldest civilizations and fastest growing large economies. 44 students embarked on a tour to visit UAE, particularly Dubai and Abu Dhabi. Besides visiting the luxurious skyscrapers, amazing mosques, boundless Desert Safari and local universities, the students had a chance to taste traditional Emirati food and learn about the culture by having cultural lunch with locals.

## Student Sharing



**"Do what you like, because you have accumulated enough experience to choose. I am grateful that I have had many opportunities to express and explore my ideas in the past two years. In addition to learning in the classroom, study tours organised by MSC always take us to know more about this fantastic world."**

### Zi Min (Year 4 Student)

- Bachelor of Social Sciences (Hons) in Media and Social Communication, HKBU



**"MSC is an integrated programme that almost covers all kinds of media and communication like traditional and social media, public relations, advertising, and video production. This programme provides lots of internship opportunities to us which equip us to be more competitive. Moreover, it helps me to discover my own interests. No doubt it will help us in the future."**

### Wong King Yiu, Jason (Year 4 Student)

- Bachelor of Social Sciences (Hons) in Media and Social Communication, HKBU

## Campus

The programme is offered at the Hong Kong Baptist University's Shek Mun (Shatin) Campus, which is located next to the Shek Mun Station of MTR Ma On Shan Line. With a gross floor area of 30,000m<sup>2</sup>, the campus provides full university facilities, including indoor heated swimming pool, gymnasium, fitness room, dance room, auditorium, multimedia laboratories, library and learning commons. Special learning facilities such as bioeco laboratory, creative science laboratory, food sensory laboratory, testing and analytical laboratory, food and nutritional science laboratory, active living laboratory, social science research laboratory, media communication laboratory, psychology laboratory, press conference room and child assessment centre are also set up to provide students with practical experiences in their areas of study.

## Tuition Fee

HKD85,140 per year. Students are required to complete 66 units in two years at HKD2,580 per unit (Total HKD170,280).

The annual tuition fee is paid in two equal instalments, normally before the start of the first and the second semesters. For newly enrolled undergraduate students, HKD15,000 of the first instalment plus some fees will have to be paid by the applicants for acceptance of their admission offers and the balance will have to be paid in late August. Students are required to pay full tuition fees per semester during the normal period of study, regardless of the number of units enrolled in the semester.

For students who are required to take make-up course(s) to fulfil the programme prerequisites, University Core and/or GE courses, additional tuition fee for the make-up course(s) will be charged at HKD1,735 per unit.

## Financial Assistance

Full-time local students may apply for the Financial Assistance Scheme for Post-secondary Students (FASP) and the Non-means-tested Loan Scheme for Post-secondary Students (NLSPS) administered by the Student Finance Office (SFO) under the Working Family and Student Financial Assistance Agency (WFSFAA), HKSAR Government. For more information, students should contact the SFO or visit its website at [www.wfsfaa.gov.hk](http://www.wfsfaa.gov.hk).



# Admission Requirements

To be eligible for admission, a candidate should hold

- an Associate Degree (AD) in related disciplines from any of the local/overseas recognised institutions; *or*
- a relevant Higher Diploma (HD) from any recognised institutions.

Candidates who possess equivalent qualifications are to be assessed on a case-by-case basis.

Students are expected to complete all programme prerequisites and GE courses in their Associate Degree / Higher Diploma studies. Otherwise, they may have to complete additional units of study to make up for the programme prerequisites and GE courses at College of International Education (CIE), Hong Kong Baptist University.

## Apply online now at



[cie.hkbu.edu.hk/t/admissions-ug](http://cie.hkbu.edu.hk/t/admissions-ug)

The University accepts both online and paper application. Applicants may apply for more than one programme if they wish to. A non-refundable and non-transferable application fee will be charged for EACH applied programme. (Local: HKD350; Non-local: HKD450)



Photo of MSC 2019 Student Society Executive Committee

## Enquiries

For enquiries concerning the application procedure, please contact Academic Registry Services Section.

☎ 3411 3044

📠 3411 3361

✉ [spadmit@hkbu.edu.hk](mailto:spadmit@hkbu.edu.hk)

🌐 [cie.hkbu.edu.hk](http://cie.hkbu.edu.hk)

🏠 Hong Kong Baptist University (Shek Mun Campus)  
13/F, 8 On Muk Street, Shek Mun, Shatin,  
New Territories

For further information about the programme, please contact School of Communication.

☎ 3411 3016

📠 3411 3326

🌐 [www.comm.hkbu.edu.hk](http://www.comm.hkbu.edu.hk)

This programme leaflet provides basic information and guidance to applicants who wish to enter Hong Kong Baptist University. While every effort has been made to ensure that information contained herein is correct at the time of printing in January 2020, applicants should note that changes may be made from time to time by the University, in which case attempts will be made to notify applicants via our website.

The University has final authority in the interpretation of information contained in this leaflet. As this leaflet is published for information only, it does not constitute part of any contract between applicants and the University.

