Study Tour to Russia

28 students embarked on a tour to visit the world’s largest country, Russia. This experience allowed our students to enrich their understanding of the Russian culture and media system.

Student Sharing

"Once I was lost, MSC led me to a path which I had not imagined. Once you have a dream, MSC will be your dream maker."

Wong Tsz Lok
(Year 4 Student)

"Studying in MSC has been one of the most fruitful years in my entire life."

Fung Lok Man, Victor
(Year 4 Student)

U-Life

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 line Shek Mun Line. With a gross floor area of 30,000m², the campus provides full university facilities, including indoor swimming pool, gymnasium, auditorium, multimedia laboratories, library and learning commons. Special learning facilities such as bioeco laboratory, food sensory laboratory, feeding and analytical laboratory, food & nutritional science laboratory, active living laboratory, social science research laboratory, media communication laboratory, psychology laboratory, analytics laboratory, food sensory laboratory, testing and learning commons. Special learning facilities such as bioeco laboratory, food sensory laboratory, feeding and analytical laboratory, food & nutritional science laboratory, active living laboratory, social science research laboratory, media communication laboratory, psychology laboratory, analytics laboratory, food sensory laboratory, testing and learning commons.

Admission Requirements

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 Finance Agency (WFSFAA), HKSAR Government. For more information, students and parents should contact the SFO or visit its website at www.wfsfaa.gov.hk.

Enquiries

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

3411 3044
3411 3041
spadmit@hkbu.edu.hk
cie.hkbu.edu.hk

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

3411 3361
www.comm.hkbu.edu.hk

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3411 3361
www.comm.hkbu.edu.hk

Admission Requirements

To be eligible for admissions, a candidate should hold:

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

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

Students are expected to complete all programme pre-requisites 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 pre-requisites and CE courses at College of International Education (CIE), Hong Kong Baptist University.

Apply online now at

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.

Enquiries

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

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
- An 18-month programme which is normally completed in two years.
- Develops students’ understanding of media communication processes in the context of changing society and media environment, and their understanding of such processes in 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 identify opportunities for planning, organising and implementing communication strategies to promote the well-being of human, thus contribute actively to positive social change.
- Develops students’ specific skills required for planning, organising and implementing communication activities for global social change.
- Develops students’ ability to identify opportunities for planning, organising and implementing communication activities for global social change.

Career Prospects
The programme will equip graduates with academic training and advanced practical skills in media communication. For pursuing careers in media and communication fields, it has a wide range of career opportunities. They include public relations officers specialized in corporate social responsibility communications in volunteer organisations and public agencies; editors, journalists and columnists in social news sections; and media advisors and lobbyists of Interest groups.

The four-year undergraduate programme requires students to complete a total of 128 units, including 66 units of Major Courses, 36 units of General Education Courses and 24 units of Free Elective Courses. Students with Associate Degree or Higher Diploma qualifications will normally be admitted directly into the third year of study towards the programme in two years.

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

Programme Structure

General Education (38 units)
The General Education (GE) Programme provides the foundation of a well-rounded university education by promoting Whole Person Education. The 38 units required under the GE requirements are divided into two categories - Core Requirements and Distribution Requirements.

Core Requirements (26 units)
- University English
- University Chinese
- Numeracy
- Physical Education
- History and Civilization
- Public Speaking
- Values and the Meaning of Life
- University Life
- Information Management Technology
- University Language

Distribution Requirements (12 units)
- Arts / Business
- Communication / Visual Arts
- Science / Chinese Medicine
- Social Sciences

Remarks:
1. The number of courses/units the students are required to complete will depend on the number of courses/units for which exemption or Associate Degree & Higher Diploma applicants, block exemption for all Distribution Requirements. For Higher Diploma and/or unit transfer will be granted. All unit transfer or course exemption shall be considered on a case-by-case basis upon application.
2. Exempted courses equivalent to 38 units of GE courses will be considered by the Programme on a case-by-case basis.
3. Make-up courses may be required on admission.

Remarks:
1. The University reserves the right to make changes to these courses without prior notice.
2. Exempted courses equivalent to 38 units of GE courses will be considered by the Programme on a case-by-case basis.
3. Make-up courses may be required on admission.

Major Core Courses (54 units)

Major Elective Courses (12 units)

Free Elective Courses (24 units)

Remarks:
1. Prerequisites include courses from the “Communication / Visual Arts” category.
2. The University reserves the right to make changes to these courses without prior notice.

128 UNITS

Dr. Bess Wang, Programme Director

The MSC programme is launched to meet the challenge of media saturation and respond to the increasing demand for multi-talented communicators. We train students with profound understanding in communication and society, good command in media skills, as well as critical and innovative thinking.