



# ASSOCIATE DEGREE & HIGHER DIPLOMA PROGRAMMES

副學士及高級文憑課程

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## Associate Degree and Higher Diploma Programmes 8-77 副學士及高級文憑課程

### Division of Applied Science 應用科學學部 8-21

- AD Environmental Conservation Studies 環境保育學
- AD Financial Technology 金融科技
- AD Geography and Resources Management 地理及資源管理
- AD Life Science 生命科學
- HD Health Sciences 健康科學 **NEW!**
- HD Nutrition and Food Management 營養與食物管理 **NEW!**

### Division of Communication 傳理學部 46-59

- AD Creative Communication 傳理學
- AD Creative Digital Media Design 創意數碼媒體設計
- AD Film, Television and Digital Media Studies 電影、電視及數碼媒體學
- AD Media Communication 媒體傳播
- AD News and Cultural Communications 新聞與文化傳播 **NEW!**
- HD Art Tech Design 藝術科技設計

### Division of Arts and Languages 人文及語言學部 22-33

- AD Chinese for Professional Purposes 專業中文
- AD Cultural Studies 文化研究
- AD Music Studies 音樂學
- AD Professional Communication and English Studies 專業傳意及英語研究
- AD Visual Arts 視覺藝術

### Division of Social Sciences 社會科學學部 60-77

- AD History and Hong Kong Studies 歷史及香港研究
- AD Practical Philosophy 實踐哲學
- AD Psychology 心理學
- AD Society and Wellness Studies 社會與健康研究
- AD Sociology and Digital Society 社會學與數碼社會
- AD Sport and Recreation Studies 運動及康樂學
- HD Social Work 社會工作 **NEW!**
- HD Sports Coaching and Sports Administration 運動教練學及運動行政學 **NEW!**

### Division of Business 商學部 34-45

- AD Business Administration 工商管理
- AD Financial Management 財務管理
- AD Marketing 市場學
- HD Accounting 會計學
- HD Tourism and Hospitality Management 旅遊及款待業管理

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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 seven 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。浸大設有七個學院，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 (AD), Higher Diploma (HD), and Undergraduate (UG) Programmes. 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. 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、高級文憑及學士學位課程。國際學院由持續教育學院管理，目前超過3,500名全日制學生就讀，學院秉承基督教教育傳統，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。

# WHY CHOOSE HKBU CIE

## 選擇浸大國際學院的原因

### Qualifications Awarded by HKBU 浸大頒授學歷



- The Associate Degree (AD) and Higher Diploma (HD) Programmes are governed by the HKBU quality assurance policies and practices.
- Upon completion of the programmes, students will be awarded an Associate Degree or a Higher Diploma by HKBU.
- 浸大副學士及高級文憑課程由浸大政策及質素保證架構統轄。
- 完成相關課程後，同學可獲浸大頒授副學士或高級文憑資格。

### Wide Range of Programmes cater to Different Interests 多元課程選擇 貼合學習興趣



- CIE offers 30 AD Concentration Studies and HD Programmes 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.
- 課程選擇廣泛，共30項副學士專修及高級文憑課程，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。

### Comprehensive Student Development 關顧學生全面發展



- CIE puts emphasis on experiential learning through an array of student development programmes. Over 300 activities are arranged allowing more than 5,000 participants to join annually.
- Programmes ranging from academic seminars, academic and career development, service learning, internship programmes, overseas exchange and study tours, leadership trainings, various competitions, and micro-certification to college publications.
- 學院重視同學的體驗學習，積極推出一連串的學生發展計劃，每年舉辦超過300項活動，逾5,000多人次參加。
- 活動包括學術研討會、升學及生涯規劃、服務學習、企業實習、海外交流及考察團、領袖訓練、公開比賽、微證書課程以及出版學院刊物等。

### Your Ideal Pathway to University and Successful Career 為你打開大學及專業之門



	AD 副學士	HD 高級文憑
<b>Programme Duration 修讀年期</b>	2 years 兩年	
<b>What You will Learn 課程內容</b>	Over 60% of broad knowledge base and generic skills that facilitate you to pursue further studies. 超過60%課程內容為廣泛知識及通用技能，為同學日後升學奠定堅實的知識基礎。	Over 60% of discipline specific knowledge and skills, to equip you for career development or further studies. 超過60%課程內容為實用性專業知識和技能，裝備同學應對未來就業或升學的需求。
<b>Award 修業證書</b>	Associate Degree awarded by HKBU 浸大頒授副學士	Higher Diploma awarded by HKBU 浸大頒授高級文憑
<b>Study Pathways Locally/Abroad 本地/海外升學途徑</b>	Graduates can choose to undertake local UGC-funded/self-funded degree programmes and top-up degree programmes offered by overseas universities. 畢業生可選擇銜接本地教資會資助/自資學士學位課程，以及海外大學開辦之銜接學位課程。	

### Ample Study Pathways and High Articulation Rate



#### 多元進修階梯 超過九成副學士畢業生成功升讀學士學位

- In 2025, the articulation rate for AD graduates reached 91.5%. Among these graduates, 85.6% were admitted to undergraduate programmes offered by the eight UGC-funded local universities.
- The College places great emphasis on providing different study pathways for students. Students can take the "2+2" study mode and earn a Bachelor's Degree in 4 years.
- Since the establishment of the College, CIE has nurtured over ten thousand AD graduates who successfully articulated to local and overseas undergraduate programmes.
- In the past 3 years, there were over 1,700 AD graduates who undertook undergraduate studies in the eight UGC-funded local universities.
- 2025學年副學士畢業生升學率高達91.5%，當中85.6%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。
- 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，超過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。



# LIST OF PROGRAMMES

## 課程一覽



### Division of Applied Science 應用科學學部

AD	Environmental Conservation Studies	環境保育學
AD	Financial Technology	金融科技
AD	Geography and Resources Management	地理及資源管理
AD	Life Science	生命科學
HD	Health Sciences <sup>^</sup> <b>NEW!</b>	健康科學 <sup>^</sup> <b>NEW!</b>
HD	Nutrition and Food Management <sup>^</sup> <b>NEW!</b>	營養與食物管理 <sup>^</sup> <b>NEW!</b>



### Division of Arts and Languages 人文及語言學部

AD	Chinese for Professional Purposes <sup>†</sup>	專業中文 <sup>†</sup>
AD	Cultural Studies	文化研究
AD	Music Studies	音樂學
AD	Professional Communication and English Studies	專業傳意及英語研究
AD	Visual Arts	視覺藝術



### Division of Business 商學部

AD	Business Administration	工商管理
AD	Financial Management	財務管理
AD	Marketing	市場學
HD	Accounting	會計學
HD	Tourism and Hospitality Management	旅遊及款待業管理



### Division of Communication 傳理學部

AD	Creative Communication	傳理學
AD	Creative Digital Media Design	創意數碼媒體設計
AD	Film, Television and Digital Media Studies <sup>†</sup>	電影、電視及數碼媒體學 <sup>†</sup>
AD	Media Communication	媒體傳播
AD	News and Cultural Communications <sup>†</sup> <b>NEW!</b>	新聞與文化傳播 <sup>†</sup> <b>NEW!</b>
HD	Art Tech Design	藝術科技設計



### Division of Social Sciences 社會科學學部

AD	History and Hong Kong Studies <sup>†</sup>	歷史及香港研究 <sup>†</sup>
AD	Practical Philosophy	實踐哲學
AD	Psychology	心理學
AD	Society and Wellness Studies	社會與健康研究
AD	Sociology and Digital Society	社會學與數碼社會
AD	Sport and Recreation Studies	運動及康樂學
HD	Social Work <sup>**</sup> <b>NEW!</b>	社會工作 <sup>**</sup> <b>NEW!</b>
HD	Sports Coaching and Sports Administration <sup>^</sup> <b>NEW!</b>	運動教練學及運動行政學 <sup>^</sup> <b>NEW!</b>

\* Subject to the Social Workers Registration Board's approval 有待社會工作者註冊局審批

<sup>†</sup> Applicable to local applicants only 只供本地生申請

<sup>†</sup> 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

### HKDSE 香港中學文憑考試

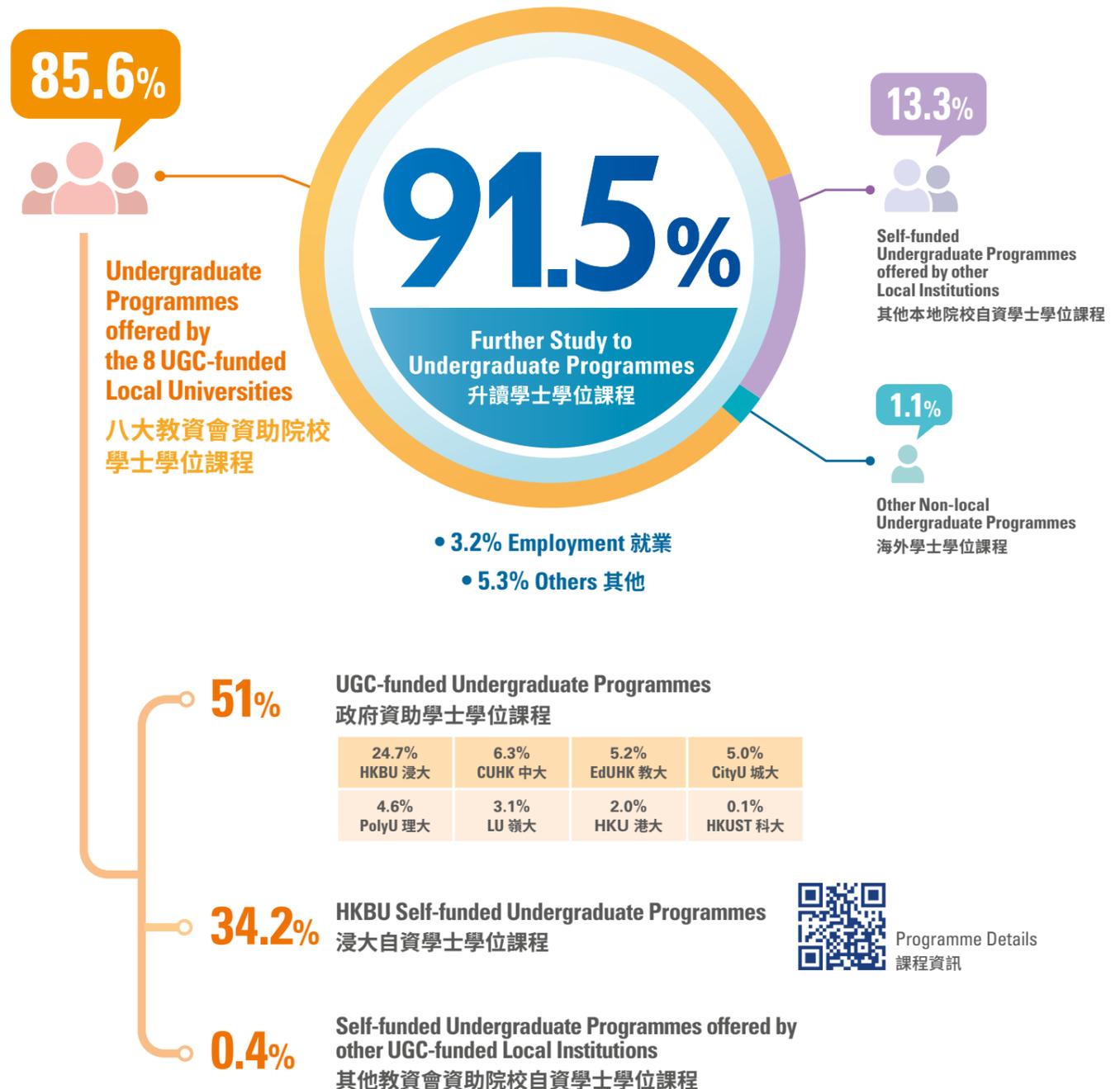
Or 或

- Diploma of College Foundation Studies (SCE, HKBU)  
大專基礎教育文憑課程  
(由浸大持續教育學院開辦)
- Diploma of Applied Education/  
Diploma Yi Jin (SCE, HKBU)  
應用教育文憑課程/毅進文憑課程  
(由浸大持續教育學院開辦)
- International Qualifications  
國際學歷
- JEE (Gaokao)  
中國國家統一高考
- Other QF Level 3 Qualifications  
其他資歷架構第三級學歷

# GRADUATE SURVEY

## FOR HKBU ASSOCIATE DEGREE PROGRAMME 2025

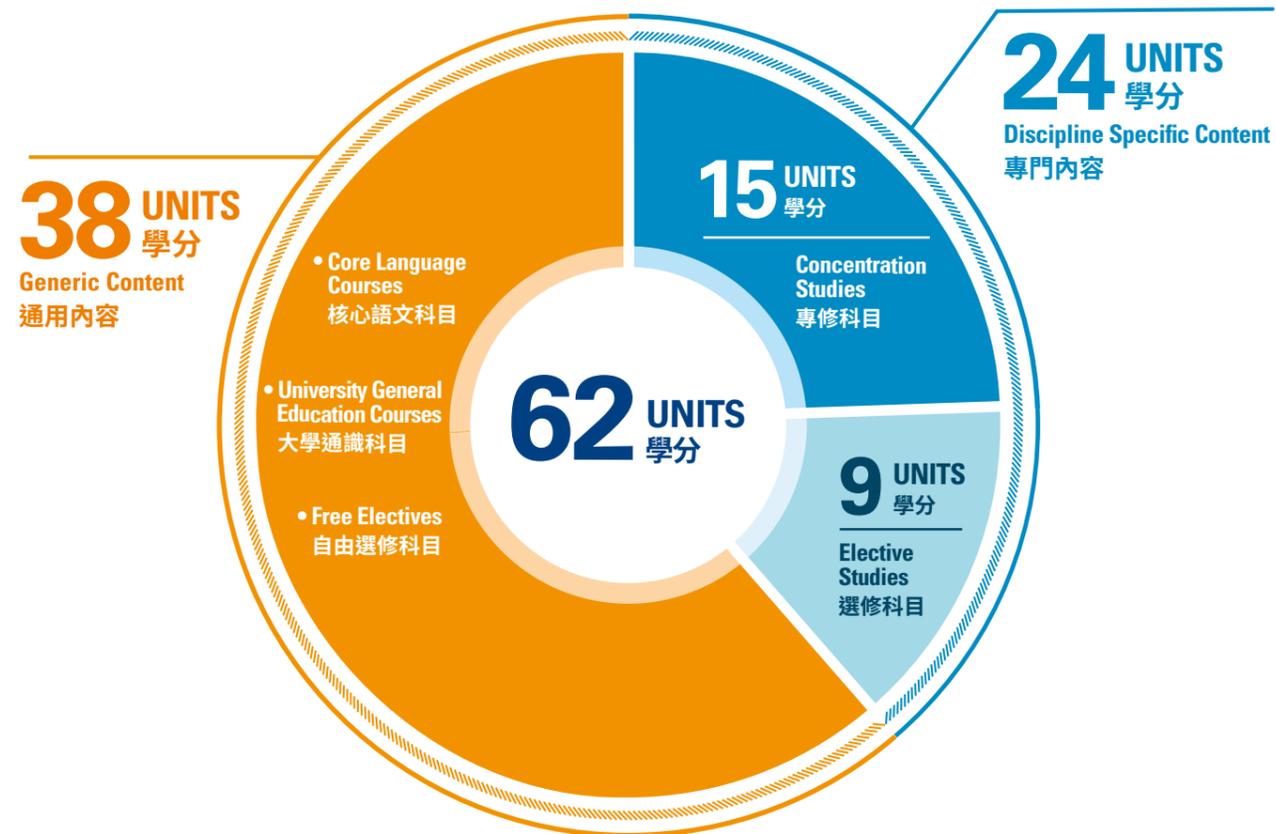
## 2025年浸大副學士畢業生升學統計



Number of respondents 回覆調查畢業生人數 783  
Number of graduates 畢業生人數 1,186

# 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 Language Courses focus on training students' English and Chinese communication skills, helping them develop essential skills for further studies and future career.

- 核心語文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。

### University General Education 大學通識科目

The University GE Courses (19 units) focus on transdisciplinary learning and all these GE Courses will be recognised and exempted when CIEAD graduates articulate to the third year of any HKBU Undergraduate programme.

- 大學通識科目 (19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，大學通識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

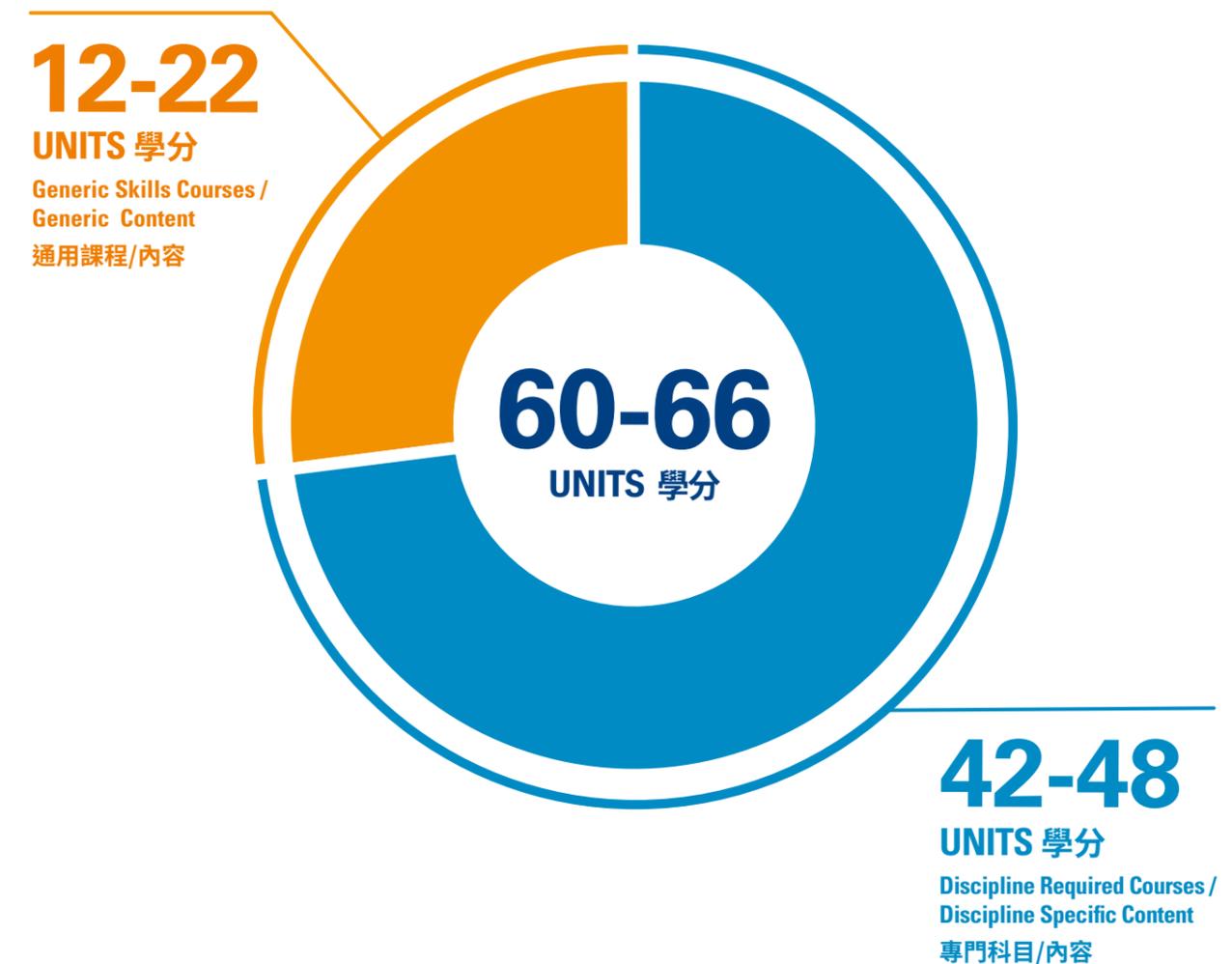
The Free Elective Courses in the Generic Content and Elective Studies Courses in the Discipline Specific Content cover a diversified range of disciplines such as Applied Science, Arts and Languages, Business, Communication, and Social Sciences. The flexibility of options in the curriculum\* enables students 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目及專門內容中的選修科目涵蓋應用科學、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

# HKBU HIGHER DIPLOMA PROGRAMME STRUCTURE

## 浸大高級文憑課程結構



### Empowering Students with Professional Knowledge 學習專業知識

The Discipline Required Courses / Discipline Specific Content emphasise teaching professional knowledge, all aimed 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.

- 專門科目/內容強調教授專業知識，旨在為同學奠定堅實的學術基礎。
- 通過多樣化的體驗式學習活動，同學能實踐課堂所學，有效掌握專業知識。

### Strong Industry Network to Strengthen Career Development 強大業界網絡增強就業發展

Programmes are supported by a strong industry network, offering students a wide range of activities and workplace experiences. Students can equip themselves with professional knowledge and skills needed to pursue their career goals.

強大的業界網絡為同學提供多元化的活動及職場體驗，幫助同學獲得所需的專業知識及技能，以實現未來事業目標。

# Division of APPLIED SCIENCE

## 應用科學學部

- AD Environmental Conservation Studies 環境保育學
- AD Financial Technology 金融科技
- AD Geography and Resources Management 地理及資源管理
- AD Life Science 生命科學
- HD Health Sciences 健康科學 **NEW!**
- HD Nutrition and Food Management 營養與食物管理 **NEW!**



The Division of Applied Science offers diverse choices of Associate Degree Concentration Studies and Higher Diploma programmes in applied science. Students will learn the full spectrum of science, from fundamental theories to real world applications and innovations. All programmes are meticulously designed to provide students with a solid foundation in applied science for further studies and career development.

Our academic staff are experienced and dedicated, specialising in various fields of applied science with strong industrial connections. Ample opportunities are offered 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 laboratory, 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副學士專修及高級文憑課程。從基本理論到現實世界的科技應用和創新科技發展，同學能從不同學科中學習到全面的應用科學。所有課程都經過學院精心設計，旨在為同學打好應用科學的基礎，並為升學銜接及就業作好準備。

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。

學院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，以及健康科學課程。

# ASSOCIATE OF SCIENCE ENVIRONMENTAL CONSERVATION STUDIES

理學副學士 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。



hkbu.cie/encs



ENCS.CIE.NCE

## Curriculum

### 課程

Discipline Specific Content	24 Units
<b>Concentration Studies (15 Units)</b>	
Conservation and Ecotourism	
Diversity of Life and Laboratory	
Ecology and Habitats	
General Biology	
Microbiology and Laboratory	
<b>Elective Studies (9 Units)*</b>	
Cell Biology and Laboratory	
General Chemistry	
Internship for Environment, Conservation and Ecotourism <sup>^</sup>	
Introduction to Environmental Health and Toxicology	
Generic Content	38 Units
<ul style="list-style-type: none"> <li>• Core Language Courses</li> <li>• University General Education Courses</li> <li>• Free Electives</li> </ul>	

Remarks:

<sup>^</sup> Taught in Cantonese

\* 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 programme website.

## 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)
<b>Hong Kong Baptist University</b>
BSc (Hons) in Applied Biology - Environmental Science Concentration
BSocSc (Hons) in Environment and Resources Management
BSocSc (Hons) in Geography
<b>The University of Hong Kong</b>
BSc in Ecology and Biodiversity
<b>The Chinese University of Hong Kong</b>
BSc in Environmental Science
BSSc in Geography and Resource Management
BSc in Natural Sciences
<b>The Hong Kong University of Science and Technology</b>
BSc in Environmental Management and Technology
BSc in Ocean Science and Technology
<b>The Hong Kong Polytechnic University</b>
BEng (Hons) in Environmental Engineering and Sustainable Development
BSc (Hons) in Environmental and Occupational Safety & Health
Other Local Institutions
<b>Hong Kong Metropolitan University</b>
BSc (Hons) in Environmental Science and Green Management
Non-local Institutions (by country/region)
<b>Australia</b>
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
<b>Chinese Mainland</b>
BSc (Hons) in Environmental Science - Beijing Normal - HKBU
<b>U.K.</b>
BSc (Hons) in Environmental Science - University of Plymouth

## Special Facilities 特別設備

Well-equipped Applied Sciences Laboratory (應用科學實驗室) is 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)

# ASSOCIATE OF SCIENCE FINANCIAL TECHNOLOGY

理學副學士 金融科技

## Programme Features

### 課程特色

With financial technology increasingly integrated into our daily lives, there is a growing demand for professionals equipped with expertise in both finance and information technology. 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 management, 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.



“

FinTech, the future of financial services, strengthens Hong Kong's prominence in global finance. Our programme equips students with digital technology and financial expertise, uniquely tailored to the FinTech sector. 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：

- 以跨學科學習模式瞭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。

[hkbu.cie.hk/fint](http://hkbu.cie.hk/fint)



## Curriculum

### 課程

<b>Discipline Specific Content</b>	<b>24 Units</b>
<b>Concentration Studies (15 Units)</b>	
Computer Programming and Application Development	
Database Management Systems	
Essentials of Financial Technology	
Financial Planning	
Financial Technology Project	
<b>Elective Studies (9 Units)*</b>	
Blockchain Technology and Applications	
Mobile Computing	
Principles of Financial Management	
<b>Generic Content</b>	<b>38 Units</b>
<ul style="list-style-type: none"> <li>• Core Language Courses</li> <li>• University General Education Courses</li> <li>• Free Electives</li> </ul>	

Remarks:

\* 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 programme website.

## Articulation Track Records

### 畢業生升學記錄

<b>UGC-funded Universities</b> (UGC-funded and Self-funded Undergraduate Programmes)
<b>Hong Kong Baptist University</b>
BSc (Hons) in Business Computing and Data Analytics
BSc (Hons) in Computer Science
BSc (Hons) in Mathematics and Statistics
BCom (Hons) in Human Resources Management
BSocSc (Hons) in Environment and Resources Management
BSocSc (Hons) in Social Policy
<b>The University of Hong Kong</b>
BSc in Information Management
BASc in Social Data Science
<b>City University of Hong Kong</b>
BSc Data Science
BBA Business Decision Analytics
<b>The Hong Kong Polytechnic University</b>
BSc (Hons) in Data Science and Analytics
BSc (Hons) in Logistics Engineering with Management
BSc (Hons) Scheme in Computing and AI
<b>The Education University of Hong Kong</b>
BA (Hons) in Personal Finance
BSc (Hons) in Artificial Intelligence & Educational Technology
<b>Lingnan University</b>
BBA (Hons) in Risk and Insurance Management
<b>Other Local Institutions</b>
<b>Hong Kong Metropolitan University</b>
BBA (Hons) in Financial Technology and Innovation
BSc (Hons) in Computer Science
<b>Hong Kong Shue Yan University</b>
BA (Hons) in Economics and Finance
BCom (Hons) in Financial Technology
<b>City University of Hong Kong - SCOPE</b>
BA (Hons) Business Management

## 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。

## 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)

# ASSOCIATE OF SCIENCE GEOGRAPHY AND RESOURCES MANAGEMENT

理學副學士 地理及資源管理

## Programme Features 課程特色

This area of Concentration Studies provides integrated training in physical and human geography, as well as resource management, from both scientific and policy perspectives. It enables students to evaluate geographical issues and gain practical experience through fieldwork and internships, preparing them for further studies and career development.

Distinctive features include:

- Exploring geography and resources management through scientific, geographical, socio-economic, cultural, and policy perspectives;
- Applying knowledge and skills to evaluate potential solutions and policies for various issues in geographical and resources management;
- Gaining practical experience through field visits, study tours, and summer internship programmes.



“

The programme is ideal for students keen to address global challenges through the study of physical and human geography. Students examine how soil science and geological processes shape environments; how dynamic interactions between people and the spaces they inhabit influence societal development; and how urban growth and population dynamics affect Earth systems and resource use. These foundations provide insights into critical issues such as climate change, resource scarcity, energy consumption, sustainability practices, urbanisation challenges, environmental conflicts, and the urgent need for climate-resilient and sustainable futures. The programme fosters global citizenship and inspires students to contribute to a more sustainable planet.

”

**Dr. Karen L.Y. Woo**  
Associate Programme Director (Applied Science)  
of Associate Degree Programme

本專修旨在提供有關自然地理、人文地理及資源管理的綜合訓練，涵蓋從科學到政策等不同層面的知識。課程讓同學能夠評估各類地理議題，並透過實地考察及實習累積實務經驗，為日後升學及事業發展作好準備。

課程特色包括：

- 從科學、地理、社會經濟、文化及公共政策等不同角度，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，評估不同地理和資源管理問題，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。

[hkbu.cie.hk/grmg](http://hkbu.cie.hk/grmg)



## Curriculum 課程

Discipline Specific Content	24 Units
<b>Concentration Studies (15 Units)</b>	
Human Geography: People, Place and Culture	
Introduction to Geography and Environmental Resources Management	
Introduction to Geology and Geotourism	
Soil Science and Plants	
Understanding Environmental Issues in Hong Kong	
<b>Elective Studies (9 Units)*</b>	
Conservation and Ecotourism	
Ecology and Habitats	
General Biology	
General Chemistry	
Internship for Environment, Conservation and Ecotourism*	
Generic Content	38 Units
<ul style="list-style-type: none"> <li>• Core Language Courses</li> <li>• University General Education Courses</li> <li>• Free Electives</li> </ul>	

Remarks:

^ Taught in Cantonese

\* 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 programme website.

## 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)
<b>Hong Kong Baptist University</b>
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
BSocSc (Hons) in Social Policy
<b>The University of Hong Kong</b>
BSS in Geography
<b>The Chinese University of Hong Kong</b>
BSSc in Geography and Resource Management
BSSc in Society and Sustainable Development
BSSc in Social Work
BSc in Natural Sciences
<b>The Hong Kong University of Science and Technology</b>
BSc in Environmental Management and Technology
BEng in Sustainable Energy Engineering
BSc in Ocean Science and Technology
<b>City University of Hong Kong</b>
BEng Environmental Science and Engineering
BSocSc Public Affairs and Management
BSocSc International Relations and Global Affairs
<b>The Hong Kong Polytechnic University</b>
BSc (Hons) in Land Surveying and Geo-Informatics
BEng (Hons) in Environment Engineering and Sustainable Development
BSc (Hons) in Environmental and Occupational Safety and Health
<b>The Education University of Hong Kong</b>
BSc (Hons) in Integrated Environmental Management
BEd (Hons) in Geography
BSocSc (Hons) in Sociology and Community Studies and BEd (Hons) in Geography
<b>Lingnan University</b>
BLA (Hons) in Global Development and Sustainability
<b>Other Local Institutions</b>
<b>Hong Kong Metropolitan University</b>
BSc (Hons) in Environmental Science and Green Management
<b>Hong Kong Shue Yan University</b>
BSocSc (Hons) in Sociology
<b>Non-local Institutions (by country/region)</b>
<b>Macao, China</b>
BSc in Tourism Business Management - Macao Institute for Tourism Studies
<b>U.K.</b>
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 Applied Sciences Laboratory (應用科學實驗室) is available at Shek Mun Campus.

Specialised equipment includes:

- Dissolved Oxygen (DO) Meter (溶氧測定儀)
- 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 (篩子振動器)
- Turbidimeter (濁度計)
- Wind Meter (風速計)

# ASSOCIATE OF SCIENCE LIFE SCIENCE

理學副學士 生命科學

## Programme Features 課程特色

Life science uses scientific knowledge to study organisms, including animals, plants 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 provide students with the up-to-date biotechnology theories and applications. Through a combination of classroom lecturing and experiential learning involving laboratory practicals, workshops and seminars, students will have the opportunity to develop their careers in biotechnology and pharmaceutical research and development. Graduates will be ready to work in various areas such as government sectors, pharmaceutical or cosmetic research institutes, accredited testing and medical laboratories, biotech enterprises and science education in schools. Additionally, graduates may choose to further their studies at local government-funded university undergraduate programmes related to biological science, biotechnology, or biomedical science.

”

**Dr. Leo F.W. Lee**  
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、植物及微生物等，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，例如人體生理學、生物化學、細胞生物學、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；
- 討論和分析現代生物科技在生活及社會的影響；
- 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。

[hkbu.cie.hk/lfsc](http://hkbu.cie.hk/lfsc)



## 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 Language Courses
- University General Education Courses
- Free Electives

Remarks:

\* 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 programme website.



## Career Prospects 就業前景

Graduates will be able to work in the field of biological science and research in the 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 Biotechnology and Chemical Technology

BSc (Hons) in Food Safety and Technology

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 Applied Sciences Laboratory (應用科學實驗室) is available at Shek Mun Campus.

Specialised equipment includes:

- Centrifuge (離心機)
- Dissecting Microscope (解剖顯微鏡)
- 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)
- 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)
- Tissue Homogenizer (組織研磨器)

# HIGHER DIPLOMA IN HEALTH SCIENCES

健康科學 高級文憑 **NEW!**

## Programme Features 課程特色

While the essence of this programme retains the foundational academic concepts of health sciences, a greater emphasis will be placed on practical, hands-on training to prepare students for direct application in the health services industry. This comprehensive approach not only provides students with strong theoretical knowledge, but also equips them with the essential skills and competencies required for success in both the healthcare and health products sectors.

Distinctive features include:

- Adopting a comprehensive approach, equipping students with an extensive set of clinical skills coupled with health products knowledge;
- Comprehensive training uniquely positions students to serve as valuable support for doctors and pharmacists, assisting them in guiding patients on the proper use of medications and supplements.

Applicable to local applicants only.  
只供本地生申請。



“

The programme provides students with essential knowledge of health sciences, coupled with practical training in the health services industry. Given the increasing demand for health professionals in Hong Kong due to an ageing population, graduates will be prepared to work in both private and public healthcare settings.

”

**Dr. Popsy Y.F. Poon**  
Programme Director

本課程旨在提供健康科學的基礎學術概念，並非常重視實踐和訓練，為同學投身健康服務行業做好專業準備。課程不僅系統地提供理論知識，還使同學具備在醫療保健及健康產品領域所需的技能和能力。

課程特色包括：

- 採用綜合教育模式，使同學掌握全面的臨床技能與健康產品知識；
- 全面培訓同學成為醫生和藥劑師的專業支援，協助他們指導病人正確服用藥物及保健產品。

## Professional Recognition 專業認可

Students are eligible to apply for the Associated Membership of The Association of Hong Kong Health Care Professionals.

學生可申請成為香港衛生護理專業人員協會附屬會員。



[hkbucie.hk/hdhs](http://hkbucie.hk/hdhs)



## Curriculum 課程

Discipline Specific Content	42 Units
<b>Specialisation (36 Units)</b>	
Contemporary Health Sciences	
Dietary and Health Assessment	
Essential Clinical Skills for Clinic Support	
Essentials of Pharmaceutical Science	
Final Year Project for Health Sciences <sup>△</sup>	
Food Safety and Public Health Management	
Fundamentals of Nursing Skills	
General Biology	
General Chemistry	
Health Education and Health Promotion	
Health Products and Supplements	
Human Physiology	
Internship for Health Sciences <sup>△</sup>	
<b>Elective Studies (6 Units)*</b>	
Biochemistry and Techniques	
Fundamentals of Health Psychology	
Introduction to Environmental Health and Toxicology	
Nutrition through the Life Cycle	

Generic Content	22 Units
• Core Language Courses	
• General Education Level 1 Foundational Courses	

Remarks:

<sup>△</sup> Students are required to take ONE out of these two courses.

\* Students are required to take 2 courses from the above recommended list.

## Career Prospects 就業前景

Graduates can pursue careers in two primary sectors: the healthcare sector and the health products sector. In the healthcare sector, graduates may take up positions such as clinic assistants, healthcare assistants in private and community clinics, elderly homes, and medical group centres. In the health products sector, graduates can serve as health products representatives or assistant health products specialists, pursuing opportunities in health products enterprises.

畢業生可在兩個主要領域發展專業：醫療保健及健康產品的領域。在醫療保健領域，畢業生可擔任診所助理、醫療助理等職位，或於私人及社區診所、安老院舍以及醫療集團中心工作。在健康產品領域，畢業生可擔任健康產品代表或助理健康產品專員，於健康產品企業發展事業。

## Study Pathways 進修階梯

CIE is offering a number of two-year Self-funded Undergraduate Programmes<sup>△</sup> suitable for graduates of this Higher Diploma Programme. Graduates can apply for undergraduate programmes offered by local universities and other institutions in areas of health sciences, nursing or related fields.

Relevant articulation programmes include:

<b>Hong Kong Baptist University - SCE</b>
Bachelor of Nursing (Hons)
<b>The University of Hong Kong</b>
Bachelor of Nursing
<b>The Chinese University of Hong Kong</b>
Bachelor of Nursing
BSc in Community Health Practice
<b>The Hong Kong Polytechnic University</b>
BSc (Hons) in Nursing
<b>The Education University of Hong Kong</b>
Bachelor of Health Education (Hons)

<sup>△</sup> HKBU Self-funded Undergraduate Programmes  
浸大自資學士學位課程



Programme Details  
課程資訊

# HIGHER DIPLOMA IN NUTRITION AND FOOD MANAGEMENT

營養與食物管理 高級文憑 **NEW!**

## Programme Features 課程特色

This programme aims to provide students with comprehensive knowledge of nutrition, focusing on dietary therapy and assessment, menu planning, disease prevention, and nutritional science. Students will be introduced to effective marketing strategies within health food management. The programme also equips students with essential techniques for operating food service establishments, ensuring quality assurance, and supporting product development.

Distinctive features include:

- Nutrition theories and concepts in the food service and health food sectors;
- Integration of modern nutrition with nutraceuticals and traditional dietary therapies;
- Unique exposure to real-life professional work environments through internship programmes, as well as close partnerships and networking opportunities with food companies and NGOs.

Applicable to local applicants only.  
只供本地生申請。

“

The programme offers a comprehensive curriculum that combines essential nutrition knowledge with practical skills in health food marketing and management. It equips students with a strong scientific foundation in nutrition alongside industry-relevant techniques, preparing them for successful careers in the nutrition and health food sectors. We invite prospective students to enrol and develop specialised expertise that meet current industry demands and enhances career opportunities in these expanding fields.

”

**Dr. Joanne P.K. Fung**  
Programme Director

本課程旨為同學提供全面的營養知識，重點涵蓋飲食療法與評估、餐單設計、疾病預防及營養科學。課程亦會裝備同學掌握健康食品及飲食業的管理方法、營運模式、品質監控及產品開發。

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；
- 結合現代營養、營養保健品及傳統膳食療法；
- 每年舉辦暑期實習計劃，促進與業界的接觸和交流。

## Professional Recognition 專業認可

Graduates are eligible to apply for the Full Membership of Hong Kong Food Professionals Association and Hong Kong Food Science and Technology Association.

畢業生可申請成為香港食品專業協會及香港食品科技協會正式會員。



[hkbcie.hk/hdnfm](http://hkbcie.hk/hdnfm)



## Curriculum 課程

Discipline Specific Content	42 Units
<b>Specialisation (36 Units)</b>	
Dietary Assessment and Menu Planning	
Dietary Therapy: Traditional and Modern Approaches	
Essentials of Food Chemistry	
Final Year Project for Nutrition and Food Management <sup>^</sup>	
Food Quality Control and Product Development	
General Biology	
General Chemistry	
Health Food Marketing and Management	
Internship for Nutrition and Food Management <sup>^</sup>	
Introduction to Dietary Supplements and Nutraceuticals	
Introduction to Food Service Management	
Nutrition and Metabolism	
Nutrition through the Life Cycle	
<b>Elective Studies (6 Units)*</b>	
Basic Health Assessment	
Food Microbiology	
Food Safety and Public Health Management	
Health Education and Health Promotion	
<b>Generic Content</b>	
22 Units	
• Core Language Courses	
• General Education Level 1 Foundational Courses	

Remarks:

<sup>^</sup> Students are required to take ONE out of these two courses.

\* Students are required to take 2 courses from the above recommended list.

## Study Pathways 進修階梯

CIE is offering a number of two-year Self-funded Undergraduate Programmes<sup>^</sup> suitable for graduates of this Higher Diploma Programme. Graduates can apply for undergraduate programmes offered by local universities and other institutions in areas of nutrition and food management, health studies or health care related fields.

Relevant articulation programmes include:

<b>The Chinese University of Hong Kong</b>
BSc in Community Health Practice
BSc in Natural Sciences (Food and Nutrition)
BSc in Public Health
<b>The Hong Kong Polytechnic University</b>
BSc (Hons) in Food Safety and Technology
BSc (Hons) Scheme in Food Science and Nutrition
<b>The Education University of Hong Kong</b>
Bachelor of Health Education (Hons)
<b>Lingnan University</b>
BSocSc (Hons) in Health and Social Services Management
<b>Hong Kong Metropolitan University</b>
BSc (Hons) in Food Testing Science
<b>The University of Hong Kong - SPACE</b>
BSc (Hons) Food and Nutrition
<b>The Hong Kong Polytechnic University - SPEED</b>
BSc (Hons) in Health Studies
BBA (Hons) in Health Services Management
<b>Technological and Higher Education Institute of Hong Kong</b>
BSc (Hons) in Food Science and Safety
BSc (Hons) in Nutrition and Healthcare Management

<sup>^</sup> HKBU Self-funded Undergraduate Programmes  
浸大自資學士學位課程



Programme Details  
課程資訊



## Career Prospects 就業前景

Graduates can 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、食品品質監控員、食品化驗技術員及食品和營養產品從業員等。





# Division of ARTS AND LANGUAGES

## 人文及語言學部

- AD Chinese for Professional Purposes 專業中文
- AD Cultural Studies 文化研究
- AD Music Studies 音樂學
- AD Professional Communication and English Studies 專業傳意及英語研究
- AD 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 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，部分講師也具有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。本學部與浸大音樂學院、視覺藝術院合辦副學士課程，由浸大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。

# ASSOCIATE OF ARTS CHINESE FOR PROFESSIONAL PURPOSES

文學副學士 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。

[hkbu.cie.hk/cpps](http://hkbu.cie.hk/cpps)



## Curriculum 課程

<b>Discipline Specific Content</b>	<b>24 Units</b>
<b>Concentration Studies (15 Units)</b>	
Chinese Culture and Contemporary Society <sup>^</sup>	
Contemporary Literary Theories and Chinese Literature <sup>^</sup>	
Creative Chinese Writing Workshop <sup>^</sup>	
Introduction to Chinese Language <sup>^</sup>	
Selected Readings in Classical Chinese Literary Masterpieces <sup>^</sup>	
<b>Elective Studies (9 Units)*</b>	
Appreciation of Modern and Contemporary Chinese Literature <sup>^</sup>	
Corporate and Media Communication in Chinese <sup>^</sup>	
Introduction to Education	
<b>Generic Content</b>	<b>38 Units</b>
• Core Language Courses	
• University General Education Courses	
• Free Electives	

Remarks:

<sup>^</sup> Taught in Cantonese

\* 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 programme website.



## 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-songwriters, 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、傳媒及廣告有關的行業。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

<b>UGC-funded Universities</b> (UGC-funded and Self-funded Undergraduate Programmes)
<b>Hong Kong Baptist University</b>
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
<b>The University of Hong Kong</b>
BA in Chinese Language and Literature
BA and BEd in Language Education
BA in History
BA in Music
BA in Philosophy
BASc in Social Data Science
<b>The Chinese University of Hong Kong</b>
BA in Bimodal Bilingual Studies
BA in Chinese Language and Literature
BA in Cultural Management
BA in Cultural Studies
BA in Public Humanities
BA in Linguistics
BA in Philosophy
BA in Religious Studies
<b>City University of Hong Kong</b>
BA Chinese and History
BA Linguistics and Language Applications
BA Media and Communication
BSocSc International Relations and Global Affairs
<b>The Hong Kong Polytechnic University</b>
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
<b>The Education University of Hong Kong</b>
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
BA (Hons) in Digital Chinese Culture and Communication
BA (Hons) in Digital Chinese Culture and Communication and BEd (Hons) (Chinese Language)
<b>Lingnan University</b>
BA (Hons) in Chinese
BA (Hons) in Chinese (with Creative Writing Concentration)
BA (Hons) in Cultural Studies
BA (Hons) in Philosophy
BA (Hons) in Philosophy and Artificial Intelligence
BA (Hons) in Visual Studies
Bachelor of Social Sciences (Hons)
<b>Other Local Institutions</b>
<b>Hong Kong Metropolitan University</b>
BA (Hons) in Chinese
BA (Hons) in Creative Writing and Film Arts
<b>Hong Kong Shue Yan University</b>
BA (Hons) in Chinese Language and Literature
BA (Hons) in History
<b>The Hang Seng University of Hong Kong</b>
BA (Hons) in Chinese
BA (Hons) in Cultural and Creative Industries
Bachelor of Journalism and Communication (Hons)
<b>Non-local Institutions (by country/region)</b>
<b>Australia</b>
Bachelor of Communication and Media - University of South Australia
Bachelor of Media and Communication - The University of Sydney
Bachelor of Media Communication - Monash University
<b>Taiwan, China</b>
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
<b>U.K.</b>
BA (Hons) in Chinese (Modern) - University of Leeds

# ASSOCIATE OF ARTS CULTURAL STUDIES

文學副學士 文化研究

## Programme Features 課程特色

This area of Concentration Studies equips students to approach and synthesise knowledge from multiple perspectives informed by various disciplines, cultivating the intellectual acumen and methodologies required for a wide range of academic fields. Through applying robust historical, theoretical, and aesthetic frameworks, students learn to historicise contemporary debates, interpret diverse cultural texts, and critically analyse cultural processes and issues in local and global contexts.

Distinctive features include:

- Multi-disciplinary perspectives integrating theory, literature, art, media, and popular culture;
- Critical examination of human, artistic, and social values in cultural practices across time and place;
- Vibrant extracurricular activities, including guest lectures, walking tours, museum and exhibition outings, workshops, and community projects that connect theory to real-world contexts.



“

We trace the history of thinking to tease out how 'culture' is manufactured and consumed by analysing creative works, such as film, literature, and popular arts. We historicise by connecting theory with experience.

”

**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，為升讀不同學科打好基礎。課程透過紮實的歷史、理論與美學框架，將當代爭議置於歷史脈絡，解讀文學、藝術、電影、媒體乃至日常生活中的文本，並批判地分析本地與全球的文化現象。

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；
- 了解及分析不同文化習俗背後的人文、藝術及社會價值；
- 透過豐富的課外活動——講座、散步團、博物館與展覽參觀、工作坊及社區項目，讓課堂所學真正走進生活。



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CIE.CULS

## 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)\*

Seeing and Reading: Literature, Art and Culture

Myth and Fantasy

Introduction to Philosophy

Professional English for the Media

Generic Content 38 Units

- Core Language Courses
- University General Education Courses
- Free Electives

Remarks:

\* 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 programme website.



## 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。

## 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 Chinese History and Culture

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

# ASSOCIATE OF ARTS MUSIC STUDIES

文學副學士 音樂學

In collaboration with the 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 the HKBU Academy of Music;
- Ample performing opportunities in ensembles offered by the 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樂團，獲得演出機會。

## Curriculum 課程

Discipline Specific Content 24 Units

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

Advanced Performance Studies I<sup>#</sup>

Advanced Performance Studies II<sup>#</sup>

Masterpieces of Western Music Literature

Masterpieces of Western Music Literature II

Music Pedagogy

Performance Studies<sup>#</sup>

Theory and Musicianship I

Theory and Musicianship II

Generic Content 38 Units

- Core Language Courses
- University General Education Courses
- Free Electives

Remarks:

<sup>#</sup> The studio classes of Performance Studies courses will be arranged according to the following instrumental groups.

- Piano
- Voice
- Strings (Violin, Viola, Cello and Double Bass)
- Winds (Flute, Oboe, Clarinet, Bassoon, Saxophone)
- Brass (Horn, Trumpet, Trombone, Tuba and Euphonium)

No one-on-one applied music instruction will be provided.



## 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

All applicants must have attained a good result in Grade 8 ABRSM practical grade/performance grade or its equivalent, and at least a passing result in Grade 5 in ABRSM Theory (or its equivalent). Applicants are required to attend and pass the audition.

申請者需取得英國皇家音樂學院 (Associated Board of the Royal Schools of Music, ABRSM) 術科或等級演奏考試達八級或同等資格，及英國皇家音樂學院樂理考試達五級或同等資格。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

- HKBU Symphony Orchestra 香港浸會大學交響樂團
- Collegium Musicum Hong Kong 香港巴羅克室樂團
- Choral Union 香港浸會大學合唱團
- Cantoria Hong Kong 香港浸會大學室樂合唱團
- Polymnia 香港浸會大學女聲合唱團



# ASSOCIATE OF ARTS PROFESSIONAL COMMUNICATION AND ENGLISH STUDIES

文學副學士 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, graduates will be given a real advantage in pursuing further studies for 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 settings;
- Extending students' knowledge of the English language from an applied linguistic perspective;
- Developing students' ingenuity in creative writing and acumen for literary appreciation.



“

Our programme cultivates and develops students' skills at applying, analysing, and evaluating written and spoken English for specific purposes in commercial, educational, and other professional settings, thereby preparing them for excellent opportunities for academic and career development. Over 70% of our graduates have furthered their studies in a bachelor programme in English studies.

”

**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。

## Curriculum

### 課程

<b>Discipline Specific Content</b>	<b>24 Units</b>
<b>Concentration Studies (15 Units)</b>	
Contemporary English Grammar	
Fundamentals of Linguistics	
Oral Communication for the Professions	
Professional English for Business	
Professional English for the Media	
<b>Elective Studies (9 Units)*</b>	
Creative English Writing	
Exploring English Cinema	
Graphic Novels: Social Discourse with AI Storyboarding	
Introduction to Education	
<b>Generic Content</b>	<b>38 Units</b>
<ul style="list-style-type: none"> <li>• Core Language Courses</li> <li>• University General Education Courses</li> <li>• Free Electives</li> </ul>	

Remarks:

\* 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 programme website.



## 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。

## Articulation Track Records

### 畢業生升學記錄

<b>UGC-funded Universities</b>
(UGC-funded and Self-funded Undergraduate Programmes)
<b>Hong Kong Baptist University</b>
BA (Hons) in English Language and Literature
BA (Hons) in Cultural Studies and Creative Industries
BCOMM (Hons) - Public Relations and Advertising Major
<b>The University of Hong Kong</b>
Bachelor of Arts (Major in General Linguistics)
Bachelor of Arts (Major in Comparative Literature)
<b>The Chinese University of Hong Kong</b>
BA in English Studies
BA in Linguistics
<b>City University of Hong Kong</b>
BA English
BA Linguistics and Language Applications
<b>The Hong Kong Polytechnic University</b>
BA (Hons) in English and Applied Linguistics
<b>The Education University of Hong Kong</b>
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
<b>Lingnan University</b>
Bachelor of Business Administration (Hons)
BA (Hons) in Translation
<b>Other Local Institutions</b>
<b>Hong Kong Shue Yan University</b>
BA (Hons) in English
<b>The Hang Seng University of Hong Kong</b>
BA (Hons) in English
<b>Saint Francis University</b>
BA (Hons) in Language and Liberal Studies (English and Communication Stream)
<b>The Hong Kong Polytechnic University - SPEED</b>
BA (Hons) in Language and Professional Communication (Digital Media)

# ASSOCIATE OF ARTS VISUAL ARTS

## 文學副學士 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。

### 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 Language Courses
- University General Education Courses
- Free Electives



### 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。

### 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 Media and Communication Design

Hong Kong Art School & RMIT

Bachelor of Arts (Fine Art)



# Division of BUSINESS

## 商學部

- AD Business Administration 工商管理
- AD Financial Management 財務管理
- AD Marketing 市場學
- HD Accounting 會計學
- HD Tourism and Hospitality Management 旅遊及款待業管理



The Division of Business offers a wide range of Associate Degree Concentration Studies and Higher Diploma programmes to meet students' needs for acquiring professional business knowledge, further education, and career development.

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副學士專修及高級文憑課程，同學可學習專業的商業知識，為日後繼續升學及就業作好準備。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。

# ASSOCIATE OF BUSINESS BUSINESS ADMINISTRATION

商學副學士 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 aims to provide students with all-round academic knowledge and rigorous practical training in economics, accounting, management, finance, marketing, and law. Therefore, this programme will equip students for further study in various business-related disciplines and career development in various business-related areas.

”

**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。

## Curriculum 課程

Discipline Specific Content	24 Units
<b>Concentration Studies (15 Units)</b>	
Management Information Systems for Marketing and E-commerce	
Marketing Principles	
Principles of Accounting II (Management Accounting)	
Principles of Macroeconomics	
Principles of Microeconomics	
<b>Elective Studies (9 Units)*</b>	
Fundamental Principles of Law	
Organizational Behaviour	
Principles of Accounting I (Financial Accounting)	
Principles of Financial Management	
Generic Content	38 Units
<ul style="list-style-type: none"> <li>• Core Language Courses</li> <li>• University General Education Courses</li> <li>• Free Electives</li> </ul>	

Remarks:

\* 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 programme website.

## 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)
<b>Hong Kong Baptist University</b>
BBA (Hons) - Accounting Concentration
Bachelor of Business Administration (Hons)
BBA (Hons) - Entrepreneurship and Business Innovation Concentration
BBA (Hons) - Human Resources Management Concentration
BCom (Hons) in Human Resources Management
BSocSc (Hons) in Integrated Communication Management
BBA (Hons) - Marketing Concentration
BBA (Hons) - Economics and Data Analytics Concentration
BBA (Hons) in Information Systems and Business Intelligence Concentration
BCom (Hons) in Marketing
<b>The University of Hong Kong</b>
BSc in Information Management
<b>The Chinese University of Hong Kong</b>
Integrated BBA
<b>The Hong Kong University of Science and Technology</b>
BBA in Business and Management
<b>City University of Hong Kong</b>
BBA Business Decision Analytics
BBA Business Economics
BBA Finance
BBA Marketing
BBA Accountancy
BBA Management
<b>The Hong Kong Polytechnic University</b>
BBA (Hons) in Financial Services
BBA (Hons) in Marketing
BBA (Hons) in Management
<b>The Education University of Hong Kong</b>
Bachelor of Education (Hons)
<b>Lingnan University</b>
BBA (Hons) in Human Resource Management
Other Local Institutions
<b>Hong Kong Metropolitan University</b>
BBA (Hons) in Professional Accounting
<b>The Hang Seng University of Hong Kong</b>
BA (Hons) in English
Non-local Institutions (by country/region)
<b>Australia</b>
BBus in Finance - University of Technology Sydney
Bachelor of Commerce - The University of Melbourne
<b>Chinese Mainland</b>
中醫學專業學士學位課程 - Guangzhou University of Chinese Medicine
Beijing Normal - HKBU
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
<b>U.K.</b>
BSc (Hons) in Marketing - University of Kent
<b>U.S.A.</b>
BS in Accounting - Michigan State University

[hkbu.cie.hk/buad](http://hkbu.cie.hk/buad)



# ASSOCIATE OF BUSINESS FINANCIAL MANAGEMENT

## 商學副學士 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, mentorship, company visits, study tours, investment simulation games and business 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.

### Professional Recognition 專業認可

The exemptions granted by HKRFP and ACCA for some examination papers and IFPHK for AFP certification education requirements.

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。

“

Studying financial management is essential for anyone looking to enhance their financial literacy and achieve long-term financial success.

”

**Dr. Wong Kar-shun**  
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、市場學和人力資源管理學, 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、師友計劃、公司探訪、遊學團、模擬投資比賽和創業計劃比賽, 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。



[hkbucie.hk/fmgt](http://hkbucie.hk/fmgt)



### Curriculum 課程

Discipline Specific Content	24 Units
<b>Concentration Studies (15 Units)</b>	
Financial Planning	
Investment Management	
Principles of Financial Management	
Principles of Insurance	
Principles of Macroeconomics	
<b>Elective Studies (9 Units)*</b>	
Principles of Accounting I (Financial Accounting)	
Principles of Accounting II (Management Accounting)	
Principles of Microeconomics	
Generic Content	38 Units
<ul style="list-style-type: none"> <li>• Core Language Courses</li> <li>• University General Education Courses</li> <li>• Free Electives</li> </ul>	

Remarks:

\* 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 programme website.

### 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、風險分析及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)
<b>Hong Kong Baptist University</b>
BBA (Hons) - Accounting Concentration
BBA (Hons) - Finance Concentration
BCom (Hons) in Human Resources Management
BCom (Hons) in Marketing
BSocSc (Hons) in Media and Social Communication
<b>The Chinese University of Hong Kong</b>
Integrated BBA
BBA in Professional Accountancy
<b>The Hong Kong University of Science and Technology</b>
BBA in Business and Management
<b>City University of Hong Kong</b>
BBA Business Decision Analytics
<b>The Hong Kong Polytechnic University</b>
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
<b>Lingnan University</b>
BBA (Hons) - Finance
BBA (Hons) in Risk and Insurance Management
BSocSc (Hons) - Economics
Other Local Institutions
<b>Hong Kong Metropolitan University</b>
BBA (Hons) in Banking and Finance
BBA (Hons) in Business Management
BBA (Hons) in Global Business and Marketing
<b>The Hang Seng University of Hong Kong</b>
BBA (Hons) in Finance and Banking
BBA (Hons) in Financial Analysis
BSc (Hons) in Data Science and Business Intelligence
<b>The Hong Kong Polytechnic University - SPEED</b>
BBA (Hons) in Accountancy
BBA (Hons) in Business (Finance)
BBA (Hons) in Business (International Business)
Non-local Institutions (by country/region)
<b>Australia</b>
BCom in Finance - The University of Queensland
BCom in Professional Accounting - Macquarie University
BBus (Management) - University of South Australia
<b>Chinese Mainland</b>
Beijing Normal - HKBU
BBA (Hons) in Finance
BBA (Hons) in Marketing Management
BBA (Hons) in Management of Human Resources
<b>U.K.</b>
BSc Accounting and Finance - University of Birmingham
BA Business and Management - Durham University
<b>U.S.A.</b>
BS in Accounting - Michigan State University

# ASSOCIATE OF BUSINESS MARKETING

商學副學士 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.



“

Marketing is not only applicable to the business environment, but also significant to many aspects of human life, creating unlimited possibilities. Our programme will help students to explore and cultivate their interest in marketing for future study and career development.

”

**Mr. Paul Lam**  
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
<b>Concentration Studies (15 Units)</b>	
Management Information Systems for Marketing and E-commerce	
Marketing Communications	
Marketing Principles	
Organizational Behaviour	
Principles of Microeconomics	
<b>Elective Studies (9 Units)*</b>	
Consumer Behaviour	
Principles of Accounting I (Financial Accounting)	
Principles of Accounting II (Management Accounting)	
Principles of Macroeconomics	
Services Marketing	
Generic Content	38 Units
<ul style="list-style-type: none"> <li>• Core Language Courses</li> <li>• University General Education Courses</li> <li>• Free Electives</li> </ul>	

Remarks:

\* 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 programme website.

## Articulation Track Records 畢業生升學記錄

UGC-funded Universities
(UGC-funded and Self-funded Undergraduate Programmes)
<b>Hong Kong Baptist University</b>
BBA (Hons) - Entrepreneurship and Business Innovation Concentration
BBA (Hons) - Marketing Concentration
BCom (Hons) in Human Resources Management
BCom (Hons) in Marketing
BSocSc (Hons) in Integrated Communication Management
BA (Hons) in Cultural Studies and Creative Industries
<b>The University of Hong Kong</b>
BSc in Information Management
<b>The Chinese University of Hong Kong</b>
BSSc in Gender Studies
<b>The Hong Kong University of Science and Technology</b>
BBA in Business and Management
<b>City University of Hong Kong</b>
BBA Marketing
<b>The Hong Kong Polytechnic University</b>
BBA (Hons) in Marketing
Other Local Institutions
<b>Hong Kong Metropolitan University</b>
BBA (Hons) in Business Intelligence and Analytics
<b>The Hang Seng University of Hong Kong</b>
BBA (Hons) in Management
BBA (Hons) in Human Resource Management
BBA (Hons) in Marketing
<b>The University of Hong Kong - SPACE</b>
BA (Hons) in Marketing and Management - University of Hull
Non-local Institutions (by country/region)
<b>Canada</b>
Bachelor of Business Administration - Simon Fraser University

## 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、批發及電子商務等。

[hkbucie.hk/mrtg](http://hkbucie.hk/mrtg)



# HIGHER DIPLOMA IN ACCOUNTING

會計學 高級文憑

## Programme Features 課程特色

This programme aims to provide students with in-depth knowledge of accounting principles and practices, thereby preparing them for a career in accounting and further academic or professional growth.

Distinctive features include:

- Incorporating various specific courses designed to enhance students' understanding of accounting, audit procedures, financial statement analysis, ethical accounting practices, and the preparation of complex financial reports, thereby better preparing them for future professional examinations;
- Providing opportunities to participate in summer internship programmes at accounting firms and engage in networking to support professional growth;
- Ensuring graduates are job-ready for related fields;
- Graduates obtain partial exemptions from professional examinations from the Hong Kong Institute of Certified Public Accountants (HKICPA) and the Association of Chartered Certified Accountants (ACCA);
- Partial exemptions from professional examinations by the Chartered Institute of Management Accountants (CIMA) and the Association of International Accountants (AIA) are also expected to be granted to graduates.\*

\* The College is applying for the professional accreditation for the programme, and the actual exemptions will be subject to confirmation by the relevant professional bodies.



“

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.

”

**Ms. Fiona Lee**  
Programme Director

本課程旨在教授深入的會計原理知識和實踐技巧，為同學從事會計工作、升學或專業發展奠定良好的基礎。

課程特色包括：

- 納入不同專業科目，旨在增強同學對會計、審計程序、財務報表分析、會計道德判斷和編製複雜財務報告的知識，從而為未來的專業考試做好準備；
- 同學有機會參與會計師事務所的暑期實習計劃，獲得專業指導和交流機會，有助專業發展；
- 裝備畢業生擁有相關領域的工作技能；
- 畢業生可獲得香港會計師公會 (HKICPA)、特許公認會計師公會 (ACCA) 的部分專業考試豁免；
- 畢業生也預期可獲得特許管理會計師公會 (CIMA) 和英國國際會計師公會 (AIA) 的部分專業考試豁免。\*

\*學院正向有關專業公會申請專業認證，實際的科目豁免需待確認。

hkbu.cie.hk/hdag



## Curriculum 課程

Discipline Specific Content	42 Units
<b>Specialisation (33 Units)</b>	
Accounting Final Year Project	
Auditing Practice and Assurance	
Exploring Business Enterprise	
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	
<b>Elective Studies (9 Units)*</b>	
Accounting Internship	
Corporate Governance and Compliance	
Corporate Social Responsibility and Sustainability	
Financial Reporting I	
Financial Reporting II	
Performance Management	
<b>Generic Content</b>	
<b>22 Units</b>	
• Core Language Courses	
• General Education Level 1 Foundational Courses	

Remarks:

\* Students are required to take 3 courses from the above recommended list.

## Career Prospects 就業前景

This programme can open doors to a variety of career opportunities, including careers such as accounting technician, bookkeeper, accounts assistant, audit assistant, tax assistant, financial analyst, cost accountant, and finance officer. Graduates can pursue careers in professional accounting firms as well as in the commercial and industrial sectors.

本課程為同學打開各種職業的大門，包括會計技術員、簿記員、會計助理、審計助理、稅務助理、財務分析師、成本會計師和財務主任等就業機會。畢業生可以在專業會計師事務所及工商行業工作。

## Study Pathways 進修階梯

CIE is offering a number of two-year Self-funded Undergraduate Programmes<sup>△</sup> suitable for graduates of this Higher Diploma Programme. Graduates can apply for undergraduate programmes offered by local universities and other institutions in areas of accounting or business-related fields.

Relevant articulation programmes include:

<b>Hong Kong Baptist University</b>
BBA (Hons) in Accounting Concentration
<b>The University of Hong Kong</b>
BBA in Accounting and Finance
<b>The Chinese University of Hong Kong</b>
BBA in Professional Accountancy
<b>The Hong Kong University of Science and Technology</b>
BBA in Professional Accounting
<b>City University of Hong Kong</b>
BBA Accountancy
<b>The Hong Kong Polytechnic University</b>
BBA (Hons) in Accountancy
BBA (Hons) in Accounting and Finance
<b>Lingnan University</b>
BBA (Hons) in Accounting and Corporate Governance
<b>Hong Kong Metropolitan University</b>
BBA (Hons) in Professional Accounting
<b>The Hang Seng University of Hong Kong</b>
BBA (Hons) in Professional Accountancy

<sup>△</sup> HKBU Self-funded Undergraduate Programmes  
浸大自資學士學位課程



Programme Details  
課程資訊



# HIGHER DIPLOMA IN TOURISM AND HOSPITALITY MANAGEMENT

旅遊及款待業管理 高級文憑

## Programme Features 課程特色

Unlock students' potential in the vibrant world of tourism and hospitality with this Higher Diploma programme. This programme offers a comprehensive curriculum that combines theoretical knowledge with practical experience, ensuring students are well-prepared for the dynamic industry landscape.

Distinctive features include:

- The curriculum is industry-driven and tailored to meet the demands of the tourism and hospitality sectors, covering essential topics in service management, event planning, sustainable tourism and customer relationship management;
- Hands-on experience and practical learning are gained through industry attachments and internships at leading hotels, travel agencies and tourism and hospitality service providers. Gaining invaluable insights and building a network of contacts will benefit students' future career;
- Enhancing students' employability by providing access to career talks, skill-building workshops, and networking events led by industry professionals. Dedicated support is also offered to help students explore and pursue job opportunities.



“

The Tourism and Hospitality Industry is vibrant and engaging, offering numerous opportunities for personal and professional growth through teamwork. Join this programme to discover how to create unforgettable experiences for the future guests, driven by our passion and commitment to exceptional service. Adventure in tourism and hospitality starts here!

”

**Mr. Eric T.K. Lau**  
Programme Director

此高級文憑課程教授有關旅遊及酒店管理的知識及技巧，結合理論知識與實踐經驗，發掘同學於該行業發展的潛能，為發展相關事業做好準備。

課程特色包括：

- 以旅遊及酒店管理行業需求為導向，涵蓋服務管理、活動策劃、可持續旅遊和客戶關係管理等專業科目；
- 著重業界的實踐經驗，同學透過參與酒店、旅行社以及業界供應商的企業實習，學以致用，同時有助建立未來事業的人際網絡；
- 提供職業講座、工作坊及業界交流活動，提升同學的就業能力及增加日後的工作機會。

[hkbcue.hk/hdthm](http://hkbcue.hk/hdthm)



## Curriculum 課程

Discipline Specific Content	42 Units
<b>Specialisation (33 Units)</b>	
Cruise Operations	
Customer Service Management	
Destination Management	
Exploring Business Enterprise	
Food and Beverage Management	
Hospitality Management	
Industry Placement	
Sustainable Hospitality	
Travel Agency and Tour Operations	
Travel and Tourism Management	
<b>Elective Studies (9 Units)*</b>	
Event Management	
Front Office Management	
Global Tourism and Airline Transport Strategies	
Housekeeping Management	
Smart Tourism	

Generic Content	22 Units
• Core Language Courses	
• General Education Level 1 Foundational Courses	

Remarks:

\* Students are required to take 3 courses from the above recommended list.

## Study Pathways 進修階梯

CIE is offering a number of two-year Self-funded Undergraduate Programmes<sup>△</sup> suitable for graduates of this Higher Diploma Programme. Graduates can apply for undergraduate programmes offered by local universities and other institutions in areas of business, tourism and hospitality fields.

Relevant articulation programmes include:

<b>Hong Kong Baptist University</b>
BBA (Hons) - Human Resources Management Concentration
BBA (Hons) - Marketing Concentration
BCom (Hons) in Human Resources Management
BCom (Hons) in Marketing
<b>The Chinese University of Hong Kong</b>
BBA in Hospitality and Real Estate
<b>The Hong Kong Polytechnic University</b>
BSc (Hons) in Hotel Management
BSc (Hons) Smart Tourism and Hospitality
BSc (Hons) Event and Experience Management
<b>Hong Kong Metropolitan University</b>
BBA (Hons) in International Hospitality and Attractions Management
<b>The Hong Kong Polytechnic University - SPEED</b>
BA (Hons) in Hospitality Management
BA (Hons) in Travel Industry Management
BA (Hons) in Convention and Event Management
<b>The University of Hong Kong - SPACE</b>
University of Plymouth, UK
BSc (Hons) International Hospitality Management
BSc (Hons) Events Management
BSc (Hons) International Tourism Management
BSc (Hons) International Tourism Management (Cruise)

<sup>△</sup> HKBU Self-funded Undergraduate Programmes  
浸大自資學士學位課程



Programme Details  
課程資訊

## Career Prospects 就業前景

Graduates will be able to pursue diverse career paths, including hotel management, event planning, travel and tourism operations and customer services. The industry growth offers exciting career opportunities. Students are equipped with networking and internships and are well-prepared for successful careers in this dynamic field.

畢業生適合從事多個相關行業的工作，包括酒店管理、活動策劃、旅遊營運和客戶服務。行業的持續增長提供了不少的事業發展機會。同學透過建立業界網絡和參加實習，為自己的職業生涯做好充分準備。



# Division of COMMUNICATION

## 傳理學部

- AD Creative Communication 傳理學
- AD Creative Digital Media Design 創意數碼媒體設計
- AD Film, Television and Digital Media Studies 電影、電視及數碼媒體學
- AD Media Communication 媒體傳播
- AD News and Cultural Communications 新聞與文化傳播 **NEW!**
- HD Art Tech Design 藝術科技設計



The Division of Communication offers a comprehensive range of Associate Degree Concentration Studies and Higher Diploma programmes encompassing a broad range of media sectors, including news, television, film, advertising, public relations, design and creative media, as well as art technology design. 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 and career 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.

傳理學部的副學士專修及高級文憑課程範圍涵蓋各種傳媒行業，包括新聞、電視、電影、廣告、公關、創意媒體以及藝術科技設計等。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及就業作好準備。

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。

# ASSOCIATE OF COMMUNICATION CREATIVE COMMUNICATION

傳理學副學士 傳理學

## Programme Features

### 課程特色

This area of Concentration Studies provides diversified knowledge and practical training in advertising, public relations, broadcasting, and mass media. It specifically aims to equip students with creativity and critical thinking skills to support their further studies or careers in the media industry.

Distinctive features include:

- Diversified trainings in strategic planning, visual communication, broadcast communication, and performing arts, providing students with opportunities to enhance their critical, creative, and organisational abilities;
- Experiential learning experiences, such as organising study tours, coordinating the annual AD HERE Advertising Competition in collaboration with well-known brands, and encouraging participation in the HK4As Student Awards;
- Industrial talks and seminars to deepen students' understanding of the latest media development and to provide internship opportunities.



“

The programme unleashes the potential of the youth to meet the communication needs of creative industries such as advertising, public relations, media production, publishing, corporate management, among others. Graduates are offered with diverse and satisfactory articulation pathways to undergraduate programmes at 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HK4As Student Awards，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](http://hkbcue.hk/crcm)



## Curriculum

### 課程

Discipline Specific Content	24 Units
<b>Concentration Studies (15 Units)</b>	
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	
<b>Elective Studies (9 Units)*</b>	
Art Direction	
Broadcast Laboratory <sup>^</sup>	
Chinese Copywriting and Creative Advertising <sup>^</sup>	
Documentary: Theory and Practice	
Performing Arts Appreciation	
<b>Generic Content</b>	
38 Units	
• Core Language Courses	
• University General Education Courses	
• Free Electives	

Remarks:

<sup>^</sup> Taught in Cantonese

\* 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 programme website.

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

# ASSOCIATE OF COMMUNICATION CREATIVE DIGITAL MEDIA DESIGN

傳理學副學士 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 and publishing, animation and digital narrative production.



“

Students are encouraged to explore possibilities in creative arts, design and culture, multimedia, and visual communication in this programme. Their aesthetic sense is developed through knowledge gained in research skills, concept development, and practical visual production. Articulation pathways cover various aspects of creative industries and communication design at both 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](http://hkbu.cie.hk/cdmd)



## Curriculum

### 課程

<b>Discipline Specific Content</b>	<b>24 Units</b>
<b>Concentration Studies (15 Units)</b>	
Communication Design Fundamentals	
Corporate Identity, Branding and Design Management	
Creative Digital Imaging and Publishing	
Digital Animation Fundamentals	
Digital Narrative Production	
<b>Elective Studies (9 Units)*</b>	
Art Direction	
Broadcast Laboratory <sup>^</sup>	
Chinese Copywriting and Creative Advertising <sup>^</sup>	
Documentary: Theory and Practice	
<b>Generic Content</b>	<b>38 Units</b>
• Core Language Courses	
• University General Education Courses	
• Free Electives	

Remarks:

<sup>^</sup> Taught in Cantonese

\* 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 programme website.

## 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

<b>UGC-funded Universities</b>
(UGC-funded and Self-funded Undergraduate Programmes)
<b>Hong Kong Baptist University</b>
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
BCOMM (Hons) in Interactive Media Publishing
<b>The Chinese University of Hong Kong</b>
BA in Fine Arts
BA in Philosophy
<b>City University of Hong Kong</b>
BA Creative Media
BA Digital Television and Broadcasting
BA Media and Communication
BAS New Media
BSc Creative Media
<b>The Hong Kong Polytechnic University</b>
BA (Hons) in Digital Media
BA (Hons) in Interactive Media
BA (Hons) in Social Design
BA (Hons) in Service Design
BA (Hons) in Information Design
BA (Hons) in Advertising Design
BA (Hons) in Communication Design
<b>The Education University of Hong Kong</b>
BA (Hons) in Creative Arts and Culture
<b>Lingnan University</b>
BA (Hons) in Animation and Digital Arts
BA (Hons) in Visual Studies
<b>Other Local Institutions</b>
<b>Hong Kong Metropolitan University</b>
BFA (Hons) in Cinematic Design and Photographic Digital Art
<b>The Hang Seng University of Hong Kong</b>
BA (Hons) in Cultural and Creative Industries
<b>Non-local Institutions (by country/region)</b>
<b>Australia</b>
Bachelor of Design in Visual Communication - University of Technology Sydney
Bachelor of Games and Interactivity - Swinburne University of Technology
<b>U.K.</b>
BA (Hons) in Graphic Design - Coventry University
<b>U.S.A.</b>
BDes in Graphic Design - University of Illinois Chicago

# ASSOCIATE OF COMMUNICATION FILM, TELEVISION AND DIGITAL MEDIA STUDIES

傳理學副學士 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 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，協助同學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
<b>Concentration Studies (15 Units)</b>	
Digital Animation Fundamentals	
Digital Narrative Production	
Film History	
Script Writing <sup>^</sup>	
Television and Hong Kong Society <sup>^</sup>	
<b>Elective Studies (9 Units)*</b>	
Art Direction	
Chinese Copywriting and Creative Advertising <sup>^</sup>	
Documentary: Theory and Practice	
Graphic Design and Visual Communication	
Performing Arts Appreciation	

Generic Content	38 Units
<ul style="list-style-type: none"> <li>• Core Language Courses</li> <li>• University General Education Courses</li> <li>• Free Electives</li> </ul>	

Remarks:

<sup>^</sup> Taught in Cantonese

\* 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 programme website.



## 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)
<b>Hong Kong Baptist University</b>
BA (Hons) in Film and Television
BFA (Hons) in Acting for Global Screen
BA (Hons) in Visual Arts
BA (Hons) in Humanities
BA (Hons) in Creative and Professional Writing
BCOMM (Hons) in Journalism and Digital Media
BCOMM (Hons) in Game Design and Animation
BA (Hons) in Creative Writing for Film, Television and New Media
BA (Hons) in Cultural Studies and Creative Industries
BSocSc (Hons) in Integrated Communication Management
BSocSc (Hons) in Media and Social Communication
<b>The University of Hong Kong</b>
BA in Global Creative Industries
<b>The Chinese University of Hong Kong</b>
BSSc in Gender Studies
<b>City University of Hong Kong</b>
BA Creative Media
BSc Creative Media
BA Digital Television and Broadcasting
BA Media and Communication
BAS New Media
<b>The Hong Kong Polytechnic University</b>
BA (Hons) in Media Design
BA (Hons) in Advertising Design
BA (Hons) in Interaction Design
<b>The Education University of Hong Kong</b>
BA (Hons) in Creative Arts and Culture
<b>Lingnan University</b>
BA (Hons) in Film and Visual Arts
BA (Hons) in Animation and Digital Arts
BA (Hons) in Creative Media Industries
<b>Other Local Institutions</b>
<b>Hong Kong Metropolitan University</b>
BA (Hons) in Creative Writing and Film Arts
BA (Hons) in Creative Advertising and Media Design
BFA (Hons) in Imaging Design and Digital Art
BFA (Hons) in Animation and Visual Effects
<b>The Hang Seng University of Hong Kong</b>
Bachelor of Journalism and Communication (Hons)
BA (Hons) in Arts and Culture Communication
<b>Hong Kong Shue Yan University</b>
BA (Hons) in Journalism and Mass Communication
<b>The Hong Kong Academy for Performing Arts</b>
BFA (Hons) in Film and Television

hkbu.cie.hk/ftdm



# ASSOCIATE OF COMMUNICATION MEDIA COMMUNICATION

傳理學副學士 媒體傳播

## Programme Features

### 課程特色

This area of Concentration Studies enables students to explore the role and application of new and online media within the contemporary media landscape, against a backdrop of rapid digital and network development. The curriculum introduces the operations of both new and traditional media, covering the entire production process from planning to execution. Through broad-based training in media communication, students acquire the skills and knowledge to devise and implement new media strategies, apply them in real-world settings, and prepare for a rapidly changing, increasingly convergent media environment.

Distinctive features include:

- Providing professional training, as well as industry talks and seminars, to acquaint students with emerging trends in social and other creative media;
- Offering hands-on experience across the end-to-end media production process, from research and content planning to the production of written and visual materials;
- Delivering practical project opportunities: each year, students design and implement a comprehensive online promotion strategy for a social enterprise or non-governmental organisation (NGO), building hands-on project experience.



“

The programme combines rigorous theoretical study with broad-based, hands-on training focused on new media, including strategic planning, interactive communication, and media execution. Learning extends beyond the classroom into real-world projects, where students gain practical experiences, build skills and portfolios, and develop a clearer understanding of their strengths and future goals - whether pursuing further study or careers in media communication, multimedia planning, creative advertising, or social media marketing.

”

**Ms. Olivia Wong**  
Academic Co-ordinator

本專修旨在引導同學探索在數位與網絡迅速發展的背景下，新媒體與網絡媒體的角色、以及其在當前媒體生態中的應用。課程介紹新舊媒體的運作模式，並講解從策劃到執行的完整製作流程，培養同學分析與實務執行能力。透過系統化訓練，同學將掌握新媒體傳播策略與實際執行技巧，以應對瞬息萬變、日益融合的媒體環境。

課程特色包括：

- 透過專業訓練及業界分享，掌握社交媒體與創意媒體的發展趨勢；
- 從資料搜集、內容策劃，到文字與視覺素材的實務製作，完整學習媒體製作流程；
- 提供實戰機會，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，累積專案經驗。

## Curriculum

### 課程

Discipline Specific Content	24 Units
<b>Concentration Studies (15 Units)</b>	
Creative and Social Media	
Media Audience Analysis	
Principles and Practices of Media Communication	
Visual Production for New Media	
Writing and Editing for Media	
<b>Elective Studies (9 Units)*</b>	
Art Direction	
Broadcast Laboratory <sup>^</sup>	
Chinese Copywriting and Creative Advertising <sup>^</sup>	
Documentary: Theory and Practice	
Introduction to Media and Communication	
Generic Content	38 Units
• Core Language Courses	
• University General Education Courses	
• Free Electives	

Remarks:

<sup>^</sup> Taught in Cantonese

\* 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 programme website.

## Career Prospects 就業前景

Graduates will be well-equipped to pursue roles 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。

hkbcucie.hk/mecm



## Articulation Track Records

### 畢業生升學記錄

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

# ASSOCIATE OF COMMUNICATION NEWS AND CULTURAL COMMUNICATIONS

傳理學副學士 新聞與文化傳播 **NEW!**

In collaboration with the Department of Journalism, HKBU 與香港浸會大學新聞系合辦

## Programme Features 課程特色

This area of Concentration Studies aims to give students a solid foundation in reporting and production while introducing modern media skills such as multimedia storytelling, data-driven insights, and social platform strategies. Students will gain hands-on experience covering cultural and sporting events, complete authentic industry projects, and learn practical public relations and event communication techniques. This programme is ideal for those interested in news reporting and new media, passionate about sports and culture, or wanting to explore media options before choosing a career.

Distinctive features include:

- Combining core reporting and production skills with modern media techniques, such as multimedia storytelling and data-driven reporting;
- Providing hands-on fieldwork covering cultural and sporting events to build an authentic reporting experience;
- Partnering with industry to deliver authentic projects;
- Offering practical public relations and event communication techniques.

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 graduates are more than just excellent journalists: they write professionally, think critically, and act quickly. This programme trains students to be outstanding reporters and, beyond that, provides them with up-to-date media skills, practical experience, and knowledge of data-driven reporting, multimedia storytelling, public relations, and event communication. This empowers them to pursue diverse opportunities across traditional and emerging media, as well as in related fields.

”

**Dr. Brian So**  
Academic Co-ordinator

本專修課程旨在為同學打下堅實的採訪與製作基礎，同時引入多媒體敘事、數據分析以及社交平台策略等新一代媒體技能。同學將獲得實務經驗，參與文化與體育活動採訪，深度接觸業界專案，並學習實用的公共關係與活動傳播技巧。課程適合對新聞及新媒體工作感興趣、熱愛體育與文化，以及希望在職涯選擇前探索不同媒體方向的同學報讀。

課程特色包括：

- 結合基本採訪與製作技能，以及多媒體敘事和數據為本報導等新興媒體技巧；
- 提供實戰機會，累積文化與體育活動的採訪經驗；
- 與業界夥伴合作，執行實際專案；
- 教授實用的公共關係與活動傳播技巧。

## Curriculum 課程

<b>Discipline Specific Content</b>	<b>24 Units</b>
<b>Concentration Studies (15 Units)</b>	
Chinese Copywriting and Creative Advertising <sup>^</sup>	
Chinese News Writing and Reporting <sup>^</sup>	
Digital News Production <sup>^</sup>	
Lifestyle and Feature Reporting Workshop	
Sports and E-sports Communication <sup>^</sup>	
<b>Elective Studies (9 Units)*</b>	
Broadcast Laboratory <sup>^</sup>	
Data Journalism	
Event Management	
Introduction to Media and Communication	
Visual Production for New Media	
Writing and Editing for Media	

<b>Generic Content</b>	<b>38 Units</b>
• Core Language Courses	
• University General Education Courses	
• Free Electives	

Remarks:

<sup>^</sup> Taught in Cantonese

\* 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 programme website.

## Career Prospects 就業前景

Graduates can work in roles such as traditional and new media reporters, event commentators, public relations specialists, event organisers, and marketers.

畢業生可擔任傳統媒體與新媒體記者、活動評論員、公關專員、活動策劃人，以及營銷專員等職務。

## Study Pathways 進修階梯

CIE is offering a number of two-year Self-funded Undergraduate Programmes<sup>Δ</sup> suitable for graduates of this area of Concentration Studies. Graduates can apply for undergraduate programmes offered by local universities and other institutions in areas of journalism, media and social communication, broadcasting or related fields.

Relevant articulation programmes include:

<b>Hong Kong Baptist University</b>
BCOMM (Hons) in Journalism and Digital Media - Journalism Concentration (Chinese Journalism Stream, International Journalism Stream)
BCOMM (Hons) in Journalism and Digital Media - Data and Media Communication Concentration
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
<b>The Chinese University of Hong Kong</b>
BSSc in Global Studies
<b>City University of Hong Kong</b>
BA Digital Television and Broadcasting
<b>The Education University of Hong Kong</b>
BA (Hons) in Language Studies
<b>Lingnan University</b>
Bachelor of Social Sciences (Hons)
<b>Hong Kong Shue Yan University</b>
BA (Hons) in Journalism and Mass Communication
<b>Hong Kong Chu Hai College</b>
BA (Hons) in Journalism and Communication

<sup>Δ</sup> HKBU Self-funded Undergraduate Programmes  
浸大自資學士學位課程



Programme Details  
課程資訊



hkbu.cie.hk/nccm



# HIGHER DIPLOMA IN ART TECH DESIGN

## 藝術科技設計 高級文憑

### Programme Features

#### 課程特色

The application of virtual reality (VR), augmented reality (AR), and other immersive art in various industries becomes increasingly widespread, thus the demand for art technology talents in the job market is growing. This Higher Diploma Programme aims at equipping students with the necessary knowledge of art, culture, and technology, emphasising an innovative approach to art expression.

Distinctive features include:

- Cultivating a new generation of creative talents by providing both theoretical and practical work-based training of artistic knowledge, art technology application skills, and business thinking to young professionals;
- Leading corporations and organisations which offer students a range of activities and workplace experiences such as career mentorships, internships, company visits, workshops, and guest seminars.



“

The journey in Art Tech Design is filled with endless possibilities. Our programme is designed to foster students' passion, creativity, and knowledge to innovate and excel in the dynamic Art Tech design industry.

”

**Dr. Maggie Fung**  
Programme Director

隨著虛擬現實 (VR)、擴增實境 (AR) 和其他沉浸式藝術裝置在不同行業的應用越來越廣泛，就業市場對藝術科技人才的需求日漸增加。本課程旨在為同學提供藝術、文化和科技方面的必要知識，透過融合藝術和科技去展示創意和美學，運用藝術科技增強作品內容和觀眾之間的聯繫，以至探索新的作品表達和觀眾參與方式。

課程特色包括：

- 通過結合理論和相關工作培訓，培養同學的藝術知識、藝術科技應用技能以及商業思維，以滿足藝術科技及創意產業工作的需求；
- 獲企業及機構支持，為同學提供多元化的活動及職場體驗，包括業界師友計劃、實習、企業探訪、工作坊及嘉賓講座等。

### Career Prospects

#### 就業前景

Graduates are expected to be job-ready for related fields of art technology and creative industries, such as art curation, content creation, motion graphics design, UI/UX design, data visualization, animation design, and creative media production.

畢業生能擔任相關範疇的藝術科技及創意產業工作，如藝術策展、內容創作、動態圖像設計、UI/UX設計、數據可視化、動畫設計和創意媒體製作等。

[hkbcue.hk/hdatd](http://hkbcue.hk/hdatd)



### Curriculum

#### 課程

#### Discipline Required Courses 48 Units

- Art History and Appreciation
- Design Thinking for Creativity and Innovation
- Introduction to Explainer
- Fiction and Avatar Development
- Data Visualization Aesthetic
- Culture and Style
- Motion Graphics
- Digital Literacy and Problem Solving
- ART TECH Voyage
- Gamification Theories and Practice
- Emerging Technologies
- User Experience Design (UI/UX)
- Business Concepts and Entrepreneurship
- Teamwork and Collaboration
- Final Year Project

#### Generic Skills Courses 12 Units

- English for Business
- Practical Chinese Writing
- Personal Growth and Development
- Writing Academic English

### Study Pathways

#### 進修階梯

CIE is offering a number of two-year Self-funded Undergraduate Programmes<sup>△</sup> suitable for graduates of this Higher Diploma Programme. Graduates can apply for undergraduate programmes offered by local universities and other institutions in areas of creative media, digital media, art technology or related fields.

Relevant articulation programmes include:

<b>Hong Kong Baptist University</b>
BASc (Hons) in Arts and Technology
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
<b>The Chinese University of Hong Kong</b>
BA in Fine Arts
<b>City University of Hong Kong</b>
BA Creative Media
BA Digital Television and Broadcasting
BA Media and Communication
BAS New Media
BSc Creative Media
<b>The Hong Kong Polytechnic University</b>
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
<b>The Education University of Hong Kong</b>
BA (Hons) in Creative Arts and Culture
<b>Lingnan University</b>
BA (Hons) in Animation and Digital Arts

<sup>△</sup> HKBU Self-funded Undergraduate Programmes  
浸大自資學士學位課程



Programme Details  
課程資訊

### Professional Recognition

#### 專業認可

 **HKDA** Hong Kong Designers Association Membership  
香港設計師協會會員

Students of the programme are offered free student membership. Graduates are eligible to apply for Associate Membership of HKDA.

本課程學生可免費申請成為香港設計師協會學生會員。  
畢業生可申請成為香港設計師協會準會員。

Please refer to the website for details.  
詳情請參閱網站資訊。

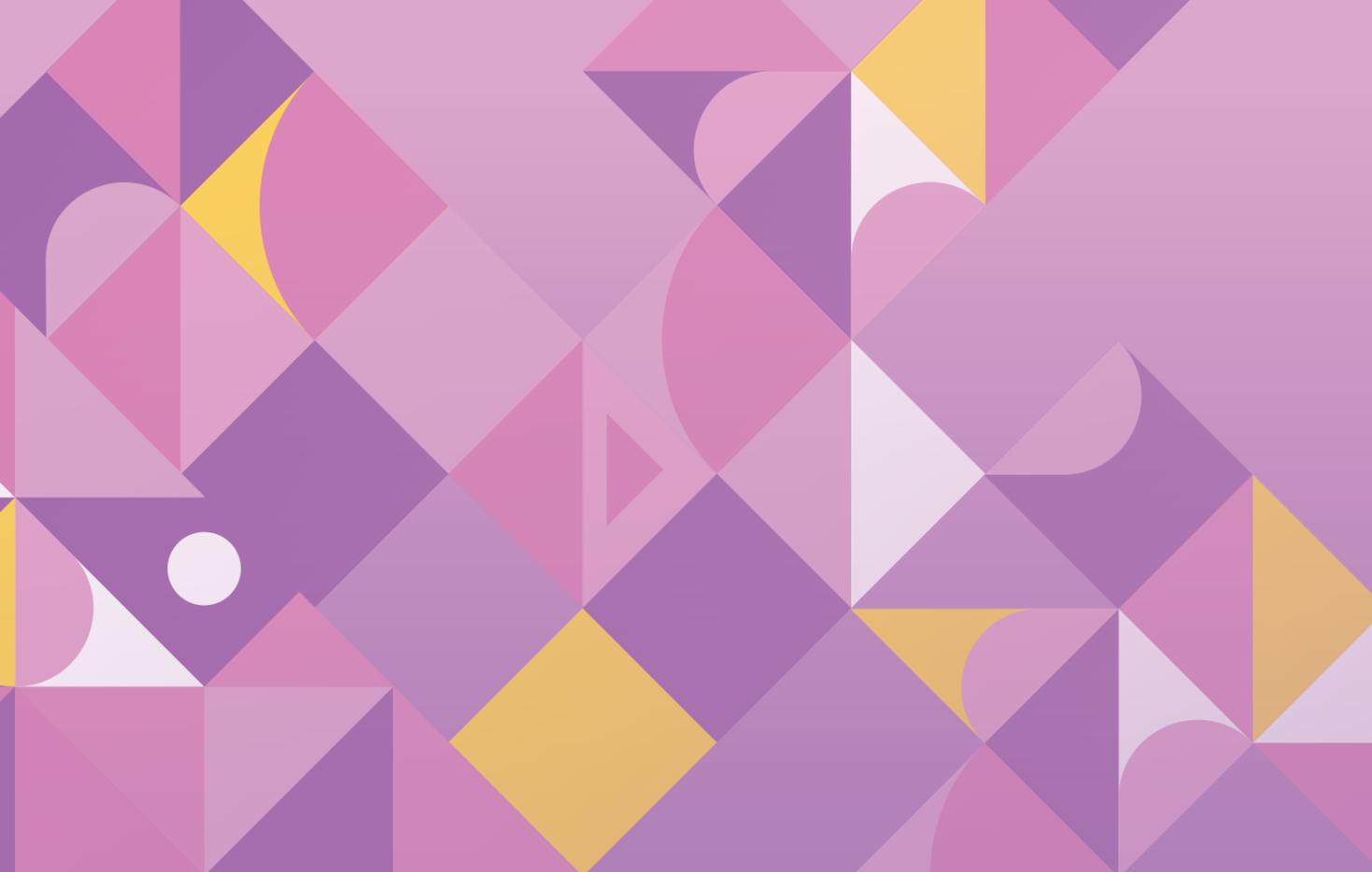


### Industry Partners

#### 業界夥伴

The programme is supported by leading corporations and organisations which offer students a range of activities and workplace experiences such as career mentorships, internships, company visits, workshops, and guest seminars. These initiatives aim to equip students with the necessary technical and soft skills to meet the demands of the future workforce.

課程獲著名企業及機構支持，為同學提供多元化的活動及職場體驗，包括業界師友計劃、實習、企業探訪、工作坊及嘉賓講座等，培育軟硬實力兼備的人才，滿足市場需求。



# Division of SOCIAL SCIENCES

## 社會科學學部

- AD History and Hong Kong Studies 歷史及香港研究
- AD Practical Philosophy 實踐哲學
- AD Psychology 心理學
- AD Society and Wellness Studies 社會與健康研究
- AD Sociology and Digital Society 社會學與數碼社會
- AD Sport and Recreation Studies 運動及康樂學
- HD Social Work 社會工作 NEW!
- HD Sports Coaching and Sports Administration 運動教練學及運動行政學 NEW!

The Division of Social Sciences aims at providing quality Associate Degree Concentration Studies and Higher Diploma programmes 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.

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及實踐兼備的副學士專修及高級文憑課程。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。

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。

# ASSOCIATE OF SOCIAL SCIENCES HISTORY AND HONG KONG STUDIES

## 社會科學副學士 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 HKSAR, Chinese mainland 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 60% of our graduates successfully admitted to the programmes offered by government-funded universities in the areas of history, humanities, sociology, criminology, public affairs and management, global and China studies etc.

”

#### Dr. Michael W.H. Kam

Associate Programme Director (Social Sciences)  
of Associate Degree Programme

本專修旨在鞏固同學對歷史學和香港研究的知識，建立對香港特別行政區、中國大陸及世界在歷史、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。

### Curriculum 課程

Discipline Specific Content	24 Units
<b>Concentration Studies (15 Units)</b>	
China and the World <sup>^</sup>	
Contemporary Issues in Hong Kong Studies	
Introduction to Historiography <sup>^</sup>	
Transformations of the Hong Kong Economy	
World Civilizations	
<b>Elective Studies (9 Units)*</b>	
Essentials of Sociology	
Introduction to Oral History	
Introduction to Philosophy	
Introduction to Political Science	
Popular Culture in Contemporary China <sup>^</sup>	

Generic Content	38 Units
<ul style="list-style-type: none"> <li>• Core Language Courses</li> <li>• University General Education Courses</li> <li>• Free Electives</li> </ul>	

Remarks:

<sup>^</sup> Taught in Cantonese

\* 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 programme website.

### 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)
<b>Hong Kong Baptist University</b>
BA (Hons) in History
BA (Hons) in Cultural Studies and Creative Industries
BA (Hons) in Humanities
BSocSc (Hons) in European Studies
BSocSc (Hons) in Global and China Studies
BSocSc (Hons) in Government and International Studies
BSocSc (Hons) in Psychology
BSocSc (Hons) in Sociology
BSocSc (Hons) in Social Policy
<b>The University of Hong Kong</b>
BA in Chinese History and Culture
BA in History
BA in Hong Kong Studies
BSocSc in Social Work and Social Administration
<b>The Chinese University of Hong Kong</b>
BA in History
BA in Philosophy
BA in Religious Studies
BSSc in Global Studies
BSSc in Gender Studies
<b>The Hong Kong University of Science and Technology</b>
BSc in Global China Studies
<b>City University of Hong Kong</b>
BA Chinese and History
BSocSc International Relations and Global Affairs
BSocSc Criminology and Sociology
BSocSc Public Affairs and Management
<b>The Hong Kong Polytechnic University</b>
BA (Hons) in Chinese History and Culture
BA (Hons) in Social Policy and Social Entrepreneurship
<b>The Education University of Hong Kong</b>
BA (Hons) in Creative Arts and Culture
BSocSc (Hons) in Greater China Studies
BSocSc (Hons) in Sociology and Community Studies
<b>Other Local Institutions</b>
<b>Hong Kong Metropolitan University</b>
BSocSc (Hons) in Applied Social Studies
BSocSc (Hons) in Politics and Public Administration
BSocSc (Hons) in Global and China Studies
BEEd (Hons) in Early Childhood Education
<b>Hong Kong Shue Yan University</b>
BA (Hons) in History
<b>The Hang Seng University of Hong Kong</b>
BSS (Hons) in Asian Studies
<b>The Hong Kong Polytechnic University - SPEED</b>
BSSc (Hons) in Public Administration
<b>Non-local Institutions (by country/region)</b>
<b>Australia</b>
Bachelor of Business - Monash University
<b>Taiwan, China</b>
BA in History - Taiwan National Chengchi University



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HKBCUEHHKS

# ASSOCIATE OF SOCIAL SCIENCES PRACTICAL PHILOSOPHY

社會科學副學士 實踐哲學

## Programme Features 課程特色

This area of Concentration Studies aims to train students to acquire analytical and critical thinking abilities in various philosophical, political, social and ethical issues. Students are equipped with both interdisciplinary knowledge and problem-solving skills; students are capable of analysing information related to the complex and controversial issues in those areas.

Distinctive features include:

- Investigating into a diversity of philosophical issues from an interdisciplinary perspective;
- Analysing and solving complex problems using an evidence-based, objective and critical approach;
- Applying philosophical knowledge and utilising analytical skills in philosophical, religious, social, political and cultural issues as well as problems encountered in daily life.



“

Practical Philosophy equips students with philosophical thinking skills and interdisciplinary knowledge of practical utility that help them deal with various ethical, political, social and technological challenges in the contemporary world. The training helps students flourish at work and in life. As for our 2025 graduates, 75% articulated to UGC-funded degree programmes through diverse articulation pathways.

”

**Dr. Lorraine K.C. Yeung**  
Academic Co-ordinator

本專修旨在提升同學的分析能力與批判思考能力、提供論證分析與邏輯思考的訓練；裝備同學跨學科知識及靈活思辨能力，令同學能客觀理性地分析各種資訊及複雜、具爭議性的課題。

課程特色包括：

- 從跨學科角度，處理各項與日常生活息息相關的哲學議題；
- 以獨立、理性及注重實證的思考方法分析、解決複雜疑難；
- 應用哲學理論及論證分析技巧於不同的社會、政治和道德議題、及個人生活中。

## Curriculum 課程

Discipline Specific Content	24 Units
<b>Concentration Studies (15 Units)</b>	
Bioethics and Society	
Logic: The Art of Thinking	
Moral Philosophy and Moral Psychology	
Problems in Political Philosophy	
Technology and the Future of Humanity	
<b>Elective Studies (9 Units)*</b>	
Chinese Culture and Contemporary Society <sup>^</sup>	
Introduction to Philosophy	
World Civilizations	
<b>Generic Content</b>	
<b>38 Units</b>	
• Core Language Courses	
• University General Education Courses	
• Free Electives	

Remarks:

<sup>^</sup> Taught in Cantonese

\* 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 programme website.

## Articulation Track Records 畢業生升學記錄

UGC-funded Universities (UGC-funded and Self-funded Undergraduate Programmes)
<b>Hong Kong Baptist University</b>
BA (Hons) in Religion, Philosophy and Ethics
BA (Hons) in Cultural Studies and Creative Industries
BA (Hons) in Visual Arts
BSocSc (Hons) in Integrated Communication Management
<b>The University of Hong Kong</b>
Bachelor of Social Sciences
<b>The Chinese University of Hong Kong</b>
BA in Philosophy
<b>City University of Hong Kong</b>
BA Chinese and History
<b>Lingnan University</b>
BA (Hons) Philosophy
BA (Hons) Philosophy and Artificial Intelligence
<b>Other Local Institutions</b>
<b>The Hang Seng University of Hong Kong</b>
BSocSc (Hons) in Philosophy, Politics and Economics
<b>Non-local Institutions (by country/region)</b>
<b>U.K.</b>
MSci in Psychology and Philosophy - University of Oxford

## 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。

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Philosophy Student Society Guest Talk

"The Philosophy of Emancipation of Laozi and Zhuangzi"  
"作為解放哲學的老莊思想"

道法自然  
道通為一

Division of Social Sciences



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香港大學中文學院  
中國歷史文化課程統籌副教授

Division of Social Sciences

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SMC701  
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<https://www.hkbu.edu.hk/graduate/courses/act/cip252023/>

# ASSOCIATE OF SOCIAL SCIENCES PSYCHOLOGY

社會科學副學士 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.



“

Psychology, with its focus on scientific methods, enables students to comprehend and articulate human behaviour and mental processes from various perspectives. This field plays a crucial role in enhancing the quality of human life. By integrating psychological knowledge into their everyday experiences, students can more effectively manage personal and professional relationships, thereby preparing themselves for future career growth and success.

”

**Dr. Ice S.Y. Tsui**  
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) at Shek Mun Campus provides a well-equipped environment for students to engage in hands-on learning. It offers facilities that enable students to conduct observations, assessments, and experiments, fostering a deeper understanding of psychological concepts and research methods.



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## Curriculum

### 課程

Discipline Specific Content	24 Units
<b>Concentration Studies (15 Units)</b>	
Abnormal Psychology	
Child Psychology	
Personality Psychology	
Research Methods and Design in Psychology	
Social Psychology	
<b>Elective Studies (9 Units)*</b>	
Fundamentals of Health Psychology	
Introduction to Scientific and Quantitative Methods in Psychology	
Psychology of Happiness	
Generic Content	38 Units
<ul style="list-style-type: none"> <li>• Core Language Courses</li> <li>• University General Education Courses</li> <li>• Free Electives</li> </ul>	

Remarks:

\* 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 programme website.

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

# ASSOCIATE OF SOCIAL SCIENCES SOCIETY AND WELLNESS STUDIES

社會科學副學士 社會與健康研究

## Programme Features 課程特色

This Concentration Studies integrates key disciplines in Social Sciences and Health Research, offering students a broad foundation of interdisciplinary knowledge and applied skills, including Psychology, Nutritional Science, Sport and Recreation, Sociology, as well as Counselling.

Distinctive features include:

- Learning the essentials of holistic health and wellness, along with basic health counselling skills;
- Applying professional knowledge of healthy living to promote wellness at both individual and community levels.



“

The interdisciplinary nature of this Concentration Studies empowers students to pursue their interests and equips them with practical skills that are beneficial for future careers in related industries. Upon completing the AD programme, students can further their education through a wide variety of senior-year programmes, including psychology, physical education and recreation management, and sociology.

”

**Dr. Elaine Tsui**  
Academic Co-ordinator

本專修涵蓋多個社會科學及健康研究範疇；以跨學科形式教授心理學、營養科學、運動及康樂學、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。

## Curriculum 課程

<b>Discipline Specific Content</b>	<b>24 Units</b>
<b>Concentration Studies (15 Units)</b>	
Fundamentals of Health Psychology	
Introduction to Leisure, Sport and Recreation	
Mind, Body and Wellness	
Nutrition through the Life Cycle	
Sociology of Health and Fitness	
<b>Elective Studies (9 Units)*</b>	
Basic Counselling Skills for Health and Wellness	
Basic Social Research	
Essentials of Sociology	
Weight Management: Theory and Practice	
<b>Generic Content</b>	<b>38 Units</b>
• Core Language Courses	
• University General Education Courses	
• Free Electives	

Remarks:

\* 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 programme website.

## Career Prospects 就業前景

Graduates are equipped to pursue a variety of careers across sectors 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，可選擇從事社會服務、健康教育、社會企業、運動及康樂管理等行業。

## Articulation Track Records 畢業生升學記錄

<b>UGC-funded Universities</b> (UGC-funded and Self-funded Undergraduate Programmes)
<b>Hong Kong Baptist University</b>
BSocSc (Hons) in Psychology
BA (Hons) in Physical Education and Recreation Management
BSocSc (Hons) in Sport and Recreation Leadership
BSocSc (Hons) in Integrated Communication Management
BSocSc (Hons) in Media and Social Communication
BA (Hons) in Cultural Studies and Creative Industries
<b>City University of Hong Kong</b>
BSocSc Criminology and Sociology
<b>The Education University of Hong Kong</b>
BSocSc (Hons) in Psychology
BSocSc (Hons) in Sociology and Community Studies



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# ASSOCIATE OF SOCIAL SCIENCES SOCIOLOGY AND DIGITAL SOCIETY

## 社會科學副學士 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.



“

Around 70% of our graduates successfully gain admission to senior-year places at UGC-funded universities. This programme teaches students to understand why people behave as they do in our digital world—a skill that opens up numerous career opportunities in areas such as government, social media, digital marketing, journalism, research, and teaching. Students will learn to think critically about how the internet and social media affect our society, preparing them to solve the unique challenges of today.

”

**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同學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。



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HKUCIESODS\_2023

### Curriculum 課程

<b>Discipline Specific Content</b>	<b>24 Units</b>
<b>Concentration Studies (15 Units)</b>	
Basic Social Research	
Essentials of Sociology	
Science, Technology and Society	
Sociological Theory	
Sociology of the Digital World	
<b>Elective Studies (9 Units)*</b>	
Globalisation and Society	
Introduction to Criminology	
The Chinese Society	
<b>Generic Content</b>	<b>38 Units</b>
<ul style="list-style-type: none"> <li>• Core Language Courses</li> <li>• University General Education Courses</li> <li>• Free Electives</li> </ul>	

Remarks:

\* 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 programme website.

### 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 Track Records 畢業生升學記錄

<b>UGC-funded Universities</b> (UGC-funded and Self-funded Undergraduate Programmes)
<b>Hong Kong Baptist University</b>
BSocSc (Hons) in Sociology
BSocSc (Hons) in Government and International Studies
<b>The University of Hong Kong</b>
Bachelor of Social Sciences
<b>The Chinese University of Hong Kong</b>
BSSc in Sociology (Society and Sustainable Development)
<b>City University of Hong Kong</b>
BSocSc Criminology and Sociology
BSocSc Public Affairs and Management
<b>The Hong Kong Polytechnic University</b>
BA (Hons) in Social Policy and Social Entrepreneurship
<b>The Education University of Hong Kong</b>
BSocSc (Hons) in Social Entrepreneurship and Development Studies
<b>Lingnan University</b>
BSocSc (Hons) in Sociology



# ASSOCIATE OF SOCIAL SCIENCES SPORT AND RECREATION STUDIES

社會科學副學士 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 equips students with both theoretical knowledge and hands-on practical skills essential for realising their aspirations — pursue further studies and develop a career in the field of sport and recreation. The overwhelming majority of graduates from this Concentration Studies successfully obtained senior places in a variety of UGC-funded and self-funded sports-related undergraduate programmes offered by local universities, with an impressive articulation rate of approximately 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。

## Curriculum 課程

Discipline Specific Content	24 Units
<b>Concentration Studies (15 Units)</b>	
Health and Fitness	
Introduction to Leisure, Sport and Recreation	
Management of Sport and Recreation Programmes	
Scientific Foundations to Human Movement	
Tests and Measurement in Sport and Recreation	
<b>Elective Studies (9 Units)*</b>	
Instructional Practices in Badminton	
Instructional Practices in Basketball	
Instructional Practices in Dance	
Instructional Practices in Gymnastics	
Instructional Practices in Outdoor Pursuits	
Instructional Practices in Swimming	
Instructional Practices in Table Tennis	
Instructional Practices in Track and Field	
Instructional Practices in Volleyball	

Generic Content	38 Units
• Core Language Courses	
• University General Education Courses	
• Free Electives	

Remarks:

\* Students are required to take 9 courses from the above recommended list.



## Career Prospects 就業前景

Graduates can develop their careers in teaching, recreation services, sports industry, sport coaching and fitness training.

畢業生可投身教學、康樂服務、運動產業、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)
<b>Hong Kong Baptist University</b>
BA (Hons) in Physical Education and Recreation Management
BA (Hons) in Sports Industry Management
BSocSc (Hons) in Sport and Recreation Leadership
BCom (Hons) in Marketing
<b>The Chinese University of Hong Kong</b>
BSc in Exercise Science and Health Education
BSc in Community Health Practice
BSc in Gerontology
<b>City University of Hong Kong</b>
BA Chinese and History
BSocSc Public Affairs and Management
BSocSc Social Work
<b>The Hong Kong Polytechnic University</b>
BA (Hons) in Applied Social Sciences
<b>The Education University of Hong Kong</b>
BEd (Hons) in Physical Education
BSc (Hons) in Sports Science and Coaching
Bachelor of Health Education (Hons)
BEd (Hons)(Primary) in General Studies (Humanities and Science) and Mathematics
<b>Lingnan University</b>
BSocSc (Hons) in Sports Coaching and Event Management
<b>Other Local Institutions</b>
<b>Hong Kong Metropolitan University</b>
BBA (Hons) in Sports and eSports Management
<b>Technological and Higher Education Institute of Hong Kong</b>
BSocSc (Hons) in Sports and Recreation Management - specialisation in Sports Therapy
BSocSc (Hons) in Sports and Recreation Management - specialisation in Sports Management
<b>The University of Hong Kong - SPACE</b>
BSc (Hons) in Sport Management
<b>Non-local Institutions (by country/region)</b>
<b>Australia</b>
Bachelor of Business (Sport Management) - Deakin University
<b>U.K.</b>
BSc (Hons) Physical Education, Sport and Health - University of East Anglia
BSc (Hons) Physiotherapy - University of Huddersfield



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# HIGHER DIPLOMA IN SOCIAL WORK

社會工作 高級文憑 **NEW!**

## Programme Features

### 課程特色

This programme integrates a formal curriculum, off-campus learning, and skills/target-specific workshops to nurture students with social work values and deepen their commitment to the profession. Adopting a whole-person education approach, it equips students with the values, knowledge, and skills required of professional social workers, while also promoting self-reflective learning.

Distinctive features include:

- Featuring an 820-hour fieldwork placement (comprising a 100-hour pre-placement workshop and 720 hours of fieldwork experience). This comprehensive training equips students with essential industry knowledge and skills, enhancing their competitiveness in the job market.
- Focusing on nurturing students to become professional registered social workers for frontline practice.

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。



“

Elevate students' compassion into professional capability. Our Higher Diploma in Social Work provides reflective practice, cultural humility, and evidence-informed training to promote dignity, justice, and sustainable change for the people we serve.

”

**Dr. Nicholas K.W. Chan**  
Programme Director

本課程結合正規課程、校外學習及相關技能/服務導向的工作坊，以全人教育模式，培育同學掌握專業社會工作者應該具備的價值觀、知識及技能，鞏固他們對社會工作者專業的承諾，並促進同學自我反思學習。

課程特色包括：

- 820小時實習訓練機會（包括100小時的實習前工作坊和720小時的實地實習經驗），使同學裝備業界知識和技能，提升就業競爭力；
- 致力培育同學成為前線專業註冊社會工作者。

## Professional Recognition 專業認可

Graduates will be qualified to apply for registration as Registered Social Workers with the Social Workers Registration Board.\*

畢業生將合資格向社會工作者註冊局申請成為註冊社工。\*

\*The qualification recognition of the programme is pending final approval by the Social Workers Registration Board. If the programme is ultimately recognised, graduates will be qualified to apply for registration as Registered Social Workers (RSW) with the Social Workers Registration Board.

課程的評審認可正待社會工作者註冊局最後審批。獲認可後，畢業生可向社會工作者註冊局申請成為註冊社會工作者（RSW）。

Subject to the Social Workers Registration Board's approval  
有待社會工作者註冊局審批

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



## Curriculum

### 課程

Discipline Specific Content	44 Units
<b>Specialisation (35 Units)</b>	
Essentials of Psychology	
Essentials of Sociology	
Fieldwork Placement I	
Fieldwork Placement II	
Integrative Intervention Skills Laboratory <sup>^</sup>	
Introduction to Social Policy and Social Welfare in Hong Kong	
Introduction to Social Work	
Personal Growth and Development <sup>^</sup>	
Professional Ethics, Values and Legal Knowledge in Social Work	
Social Work Administration and Programme Planning	
Social Work Theory and Practice I	
Social Work Theory and Practice II	
<b>Elective Studies (9 Units)*</b>	
Helping in Children and Families Services	
Helping in Elderly Services	
Helping in Rehabilitation Services	
Helping in Socially Disadvantaged and Minority Groups	
Helping in Youth Services	
<b>Generic Content</b>	<b>22 Units</b>
• Core Language Courses	
• General Education Level 1 Foundational Courses	

Remarks:

<sup>^</sup> Taught in Cantonese

\* Students are required to take 3 courses from the above recommended list.



## Career Prospects

### 就業前景

Graduates may be employed as social work assistants or in related positions.

畢業生可受聘為社會工作助理或相關職位的工作。

## Study Pathways

### 進修階梯

CIE is offering a number of two-year Self-funded Undergraduate Programmes<sup>^</sup> suitable for graduates of this Higher Diploma Programme. Graduates can apply for undergraduate programmes offered by local universities and other institutions in areas of social work, sociology, community studies or related fields.

Relevant articulation programmes include:

<b>Hong Kong Baptist University</b>
Bachelor of Social Work (Hons)
BSocSc (Hons) in Sociology
BSocSc (Hons) in Psychology
BSocSc (Hons) in Global and China Studies
BSocSc (Hons) in Government and International Studies
BSocSc (Hons)/BSc (Hons) in Innovation in Health and Social Well-Being
BSocSc (Hons) in Social Policy
<b>The University of Hong Kong</b>
Bachelor of Social Work
BSocSc Counselling
BSocSc Social Policy and Social Development
Bachelor of Psychology
Bachelor of Social Sciences
<b>The Chinese University of Hong Kong</b>
BSSc (Major in Social Work)
BSSc in Psychology
BSSc in Sociology
BSSc in Global Studies
BSSc in Gender Studies
BSSc in Government and Public Administration
<b>City University of Hong Kong</b>
BSocSc Social Work
BSocSc Criminology and Sociology
BSocSc Psychology
BSocSc Public Affairs and Management
<b>The Hong Kong Polytechnic University</b>
BA (Hons) in Social Work
BA (Hons) in Applied Aging Studies and Service Management
BA (Hons) in Social Policy and Social Entrepreneurship
<b>The Education University of Hong Kong</b>
BSocSc (Hons) in Social Entrepreneurship and Development Studies
BSocSc (Hons) in Sociology and Community Studies
BSocSc (Hons) in Psychology
<b>Lingnan University</b>
Bachelor of Social Sciences (Hons)
<b>Hong Kong Metropolitan University</b>
BSocSc (Hons) in Applied Social Studies
<b>Hong Kong Shue Yan University</b>
Bachelor of Social Work (Hons)
BSocSc (Hons) in Sociology
BSocSc (Hons) in Counselling and Psychology
<b>Saint Francis University</b>
Bachelor of Social Work (Hons)
<b>HKCT Institute of Higher Education</b>
BSocSc (Hons) in Social Work
<b>Gratia Christian College</b>
Bachelor of Social Work (Hons)
<b>Hong Kong Nang Yan College of Higher Education</b>
Bachelor of Social Work (Hons)

<sup>^</sup> HKBU Self-funded Undergraduate Programmes  
浸大自資學士學位課程



Programme Details  
課程資訊

# HIGHER DIPLOMA IN SPORTS COACHING AND SPORTS ADMINISTRATION

運動教練學及運動行政學 高級文憑 **NEW!**

## Programme Features 課程特色

The global sports industry is undergoing rapid expansion, creating a growing demand for professionals skilled in both athlete development and sports business management. This Programme provides comprehensive training in sports science, contemporary coaching methodologies, and organisational administration. It emphasises an integrated approach to athlete development and sports management, preparing graduates for leadership roles across various sports sectors. Students will develop multidimensional expertise ranging from coaching to operational management, establishing a strong foundation for successful careers in the evolving sports industry.

Distinctive features include:

- Preparing the next generation of sports professionals by combining theory with extensive practical, work-based training in coaching, sports administration, management, and leadership;
- Direct links to sports teams and clubs, national sports associations, and sports-related organisations that provide students with real-world experience through professional mentoring, guaranteed internships, facility tours, workshops, and seminars from industry experts;
- Building practical instructional and coaching skills from the ground up through skills courses in specific sports, ensuring graduates are ready to master essential skills in sports and lead effective training sessions and athlete development programmes.

Applicable to local applicants only.  
只供本地生申請。



“

Our curriculum blends sports science with practical coaching and administrative leadership, providing a comprehensive foundation for success in the global sports industry. Our programme is designed to meet the growing demands of the global sports industry, ensuring that graduates are equipped to excel as coaches, managers, and innovators. We pride ourselves on fostering real-world experience through industry partnerships and immersive training, empowering students to shape the future of sports.

”

**Mr. Wu Shing**  
Programme Director

全球體育產業正迅速擴展，對運動員培訓及體育管理專業人才的需求與日俱增。本課程旨在為同學提供運動科學、現代教練法及組織管理等全方位培訓，著重運動員發展與體育管理的整合，幫助同學面對於各體育領域擔任領導崗位時的挑戰。課程涵蓋從教練學到營運管理等多元專業技能，為同學在不斷變革的體育產業中奠定堅實的職業基礎。

課程特色包括：

- 結合理論與實踐，通過大量實踐培訓，培養教練技術、體育行政、管理及領導力等領域的新一代體育專業人才；
- 與本地體育會、球隊、體育總會及運動相關機構緊密合作，透過專業導師指導、實習機會、場館參訪、工作坊及業界專家講座等活動，為同學提供實戰經驗；
- 透過特定運動項目的技能課程，讓同學從基礎著手，逐步建立實用的教學與教練能力，確保畢業生能夠熟練掌握體育核心技能，並具備領導高效訓練及運動員發展計劃的專業能力。

[hkbcue.hk/hdscsa](http://hkbcue.hk/hdscsa)



## Curriculum 課程

Discipline Specific Content	42 Units
<b>Specialisation (33 Units)</b>	
Ethics and Legal Issues in Sports Coaching and Sports Administration	
Foundations of Sports Administration	
Internship for Sports Coaching and Sports Administration	
Motor Skill Acquisition, Control and Development	
Pedagogy and Practice in Sports Coaching	
Scientific Foundations in Human Movement	
Sports Coaching, Administration and Entrepreneurship	
Sports Injury Prevention and Management	
Sports Performance and Movement Analysis	
Strength and Conditioning for Sports Performance	
Tests and Measurement in Sport and Recreation	
<b>Elective Studies (9 Units)*</b>	
Instructional Practices in Badminton	
Instructional Practices in Basketball	
Instructional Practices in Dance	
Instructional Practices in Gymnastics	
Instructional Practices in Handball	
Instructional Practices in Outdoor Pursuits	
Instructional Practices in Soccer	
Instructional Practices in Swimming	
Instructional Practices in Table Tennis	
Instructional Practices in Track and Field	
Instructional Practices in Volleyball	
Physical Fitness Training for Health and Sports Performance	
Generic Content	22 Units
• Core Language Courses	
• General Education Level 1 Foundational Courses	

Remarks:

\* Students are required to take 9 courses from the above recommended list.

## Career Prospects 就業前景

Graduates have diverse career opportunities in the sports and health industries. They can pursue careers in sports coaching, fitness and strength training, physical education, sports performance research, and community health. Potential employers include government departments, national sports associations, private teams and clubs, commercial organisations, and educational institutions.

畢業生在體育與健康行業中擁有多元化的職業發展機會，可從事體育教練、體適能及體能訓練、體育教育、運動表現研究、社區健康等專業職位。投身機構包括政府部門、國家體育總會、私營運動團隊及會所、商業機構和教育機構。

## Study Pathways 進修階梯

CIE is offering a number of two-year Self-funded Undergraduate Programmes<sup>△</sup> suitable for graduates of this Higher Diploma Programme. Graduates can apply for undergraduate programmes offered by local universities and other institutions in areas of sports industry management, sports coaching, sports therapy, physical education or related fields.

Relevant articulation programmes include:

<b>Hong Kong Baptist University</b>
BA (Hons) in Physical Education and Recreation Management
BA (Hons) in Sports Industry Management
BSocSc (Hons) in Sport and Recreation Leadership
<b>The Chinese University of Hong Kong</b>
BSc in Exercise Science and Health Education
BEd in Physical Education, Exercise Science and Health
BSc in Human Movement Science and Health Studies
<b>The Education University of Hong Kong</b>
BEd (Hons) in Physical Education
BSc (Hons) in Sports Science and Coaching
Bachelor of Health Education (Hons)
<b>Lingnan University</b>
BSocSc (Hons) in Sports Coaching and Event Management
<b>Hong Kong Metropolitan University</b>
BBA (Hons) in Sports and Recreation Management
<b>The University of Hong Kong - SPACE</b>
BSc (Hons) Sport Coaching
BSc (Hons) Sport Management
<b>Technological and Higher Education Institute of Hong Kong</b>
BSocSc (Hons) in Sports and Recreation Management - specialisation in Sports Therapy
BSocSc (Hons) in Sports and Recreation Management - specialisation in Sports Management
<b>Hong Kong College of Technology</b>
BSocSc (Hons) in Sports Management with Coaching

<sup>△</sup> HKBU Self-funded Undergraduate Programmes  
浸大自資學士學位課程



Programme Details  
課程資訊



# 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  
#CareerDevelopment #生涯發展  
#JobReadiness #職前準備  
#ProgrammeInformation #課程資訊  
#FurtherStudiesPlanning #選科規劃



### 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





We Learn

We Achieve

# U-LIFE at CIE 精彩回顧

Broadening horizons 開拓視野

Unlocking full potential 發展潛能



We Experience



# 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 its 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, extracurricular 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.

The "Virtual Exchange Centre" has been dedicated to strengthening connections with overseas educational institutions since its establishment, with an aim to enhance intercultural exchanges and to support the development of cross-cultural communication. Over the past two years, we have provided diversified virtual exchange opportunities for local and international students through a variety of course-embedded extracurricular activities, including hosting Hong Kong's First International Academic Virtual Exchange Summit in 2024. This year, we continued our momentum by once again organising the Global Virtual Exchange Summit 2025. The Summit adopted a hybrid format, taking place simultaneously at The Salisbury – YMCA of Hong Kong and on an online conferencing platform, achieving an unprecedented scale. The event attracted 147 speakers from over 30 countries and 927 participants from 52 countries, demonstrating our leading role in fostering international exchange and collaboration.

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，同學參加了由浸大舉辦的交流項目，包括環球工作體驗計劃、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。

「虛擬交流中心」一直致力加強與海外教育機構的聯繫，為本地及海外的同學提供豐富的交流機會，提升跨文化交流能力。過去兩年，我們舉辦多元化的課外活動、聯課活動，並於2024年舉辦了全港第一個環球虛擬交流高峰論壇。今年，我們再接再厲，繼續舉辦環球虛擬交流高峰論壇2025。本屆論壇採用線上線下結合的形式舉行，盛況空前。活動吸引了來自逾30個國家147位講者，以及來自52個國家927位與會者參與，彰顯了學院在促進國際交流與合作方面的領先地位。



# CAMPUSES AND FACILITIES 校園設施



Virtual Campus Tour  
虛擬校園導覽

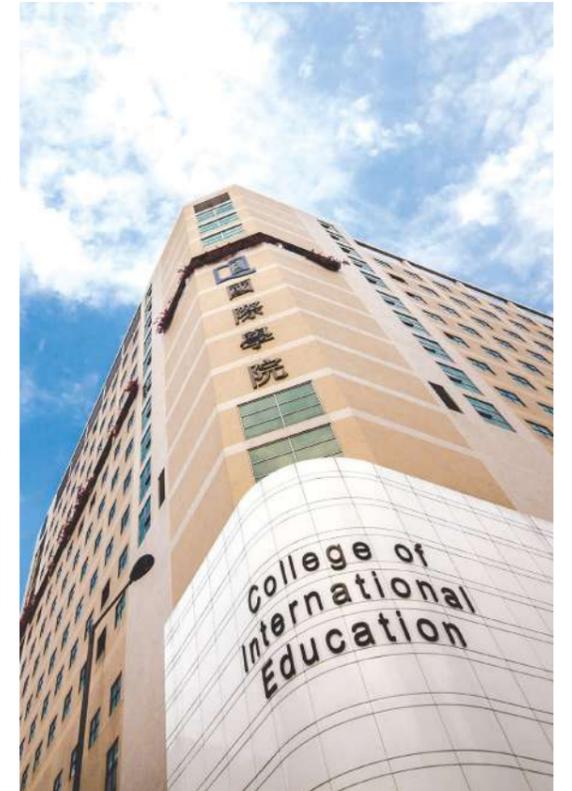
## SHEK MUN (SHATIN) CAMPUS 石門(沙田)校園



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



Podium Activities Room  
平台活動室

## KOWLOON TONG CAMPUS 九龍塘校園



Library  
圖書館



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 2024/25, over 460 AD, HD and UG students were awarded scholarships with a total of over HK\$5.3 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2024/25學年，超過460名副學士、高級文憑和自資學士同學獲頒逾港幣530萬元的獎學金。

# SCHOLARSHIPS 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。

I am deeply honoured to be recognised with both the CIE Best Student from Concentration Studies Scholarship and the CIE Outstanding Internship Award. These awards validate my dedication to both my academic and professional pursuits. It motivates me to continue pursuing excellence in all my endeavors. Moving forward, I am committed to continuously expanding my knowledge and skills for future growth.

我深感榮幸獲頒「國際學院專修最佳表現獎學金」與「國際學院傑出實習獎」。這些獎項不僅肯定了我在學業與專業上的努力，也激勵我在不同領域中持續追求卓越。未來，我將繼續拓寬知識、提升技能，以促進個人成長與專業發展。

Studying BSocSc Public Affairs and Management, City U  
現修讀香港城市大學社會科學學士(公共事務與管理)學位課程  
Associate of Arts (Tourism and Hospitality Management), HKBU 2025  
2025年香港浸會大學文學副學士(旅遊及款待業管理)畢業  
CIE Best Student from Concentration Studies Scholarship  
國際學院專修最佳表現獎學金  
CIE Outstanding Internship Award  
國際學院傑出實習獎



YAU Man Hei  
邱汶希

# 2026/27 ADMISSIONS

## 入學申請

### ADMISSION REQUIREMENTS

#### 入學要求

#### Application Deadline 截止申請日期

Local Applicants 本地生：  
**6 August 2026**  
Non-local Applicants 非本地生：  
**26 June 2026**



#### Associate Degree Programme 副學士課程

- Level 2 in five HKDSE subjects\* (including Chinese Language\* and English Language); or
- Satisfactory completion of the Diploma Yi Jin, Foundation Diploma, Diploma of General Studies, Diploma of Applied Education; or
- International qualifications, including but not limited to IB, GCE-AL and SAT, to be considered by the College; or
- Other equivalent qualifications to be considered and assessed by the College on a case-by-case basis; or
- Aged 21+ with acceptable qualifications to justify admission

+ If one of the HKDSE subjects is Citizenship and Social Development (CSD), the minimum entrance requirement would be "Attained" for CSD and Level 2 in four other HKDSE subjects, including Chinese\* and English. Level 2 in Extended Part of Mathematics (Module 1 or Module 2) is recognised as one of the five HKDSE subjects. Applicants can use Applied Learning subjects for admission purposes.

\* For Non-Chinese Speaking HKDSE candidates, the following qualifications are recognised by the College 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. Applicants may be required to attend an interview.

- 香港中學文憑考試五科\* (包括中國語文\*及英國語文) 達第二級；或
- 完成毅進文憑、基礎課程文憑、基礎教育文憑、應用教育文憑；或
- 經由國際學院考慮的國際學歷，包括但不限於IB、GCE-AL、SAT；或
- 經由國際學院個別考慮及評核的其他同等學歷；或
- 年滿21歲並持相關入學資格人士

+ 如其中一科為公民與社會發展，最低入學要求為在該科取得「達標」，以及在其他四科(包括中國語文\*和英國語文) 達第二級。數學延伸部份(單元一或單元二)如達第二級可獲接納為該五科之一。申請人可以應用學習科目的成績作申請之用。

\* 非華語文憑試考生可用以下資歷作文憑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取得「達標」或以上。申請人或須參加面試。

#### Associate Degree Programme 副學士課程 Tuition Fee 學費

For Local Applicants 本地生申請：

**HK\$33,090** per semester 每學期  
one year in total 每年共計：HK\$66,180

For Non-local Applicants 非本地生申請：

HK\$42,025 per semester 每學期  
HK\$84,050 per year 每年學費

#### Higher Diploma Programmes 高級文憑課程

- Level 2 in five HKDSE subjects\* (including Chinese Language\* and English Language); or
- Relevant and substantial work experience and/or prior qualification(s) obtained in or outside Hong Kong with demonstrated ability to undertake sub-degree education; or
- Successful completion of the Diploma of Applied Education or equivalent; or
- Other equivalent qualifications to be assessed by the School/College; or
- Aged 21+ with acceptable qualifications to justify admission

+ If one of the five HKDSE subjects is Citizenship and Social Development, the minimum entrance requirement would be "Attained" in this subject and Level 2 in four other HKDSE subjects (including Chinese Language\* and English Language). Level 2 in Extended Part of Mathematics (Module 1 or Module 2) is recognised as one of the five HKDSE subjects. Applicants can use Applied Learning subjects for admission purposes.

\* "Attained" or above in Applied Learning Chinese (for non-Chinese speaking students) would be accepted as an alternative Chinese Language qualification. Applicants may be required to attend an interview.

- 香港中學文憑考試五科\* (包括中國語文\*及英國語文) 達第二級；或
- 在本港或境外取得豐富的相關工作經驗及/或資歷，並證明有能力接受副學位教育；或
- 完成應用教育文憑或同等學歷；或
- 經由學院評審的其他同等學歷；或
- 年滿21歲並持相關入學資格人士

+ 如其中一科為公民與社會發展，最低入學要求為在該科取得「達標」，以及在其他四科(包括中國語文\*和英國語文) 達第二級。數學延伸部份(單元一或單元二)如達第二級可獲接納為該五科之一。申請人可以應用學習科目的成績作申請之用。

\* 應用學習中文(非華語學生適用)的「達標」或以上成績符合中國語文的資歷要求。申請人或須參加面試。

#### Higher Diploma Programmes 高級文憑課程 Tuition Fee 學費

For Local Applicants 本地生申請：

**HK\$33,250 to HK\$42,500** per semester 每學期  
one year in total 每年共計：HK\$66,500 to HK\$85,000

For Non-local Applicants 非本地生申請：

HK\$42,250 to HK\$54,070 per semester 每學期  
HK\$84,500 to HK\$108,140 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)

### 副學士及高級文憑課程 ASSOCIATE DEGREE AND HIGHER DIPLOMA PROGRAMMES

☎ 3411 3240  
✉ [applycie@hkbu.edu.hk](mailto:applycie@hkbu.edu.hk)

### 自資學士學位課程 SELF-FUNDED UNDERGRADUATE PROGRAMMES

☎ 3411 3044  
✉ [spadmit@hkbu.edu.hk](mailto:spadmit@hkbu.edu.hk)



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



以手機程式獲得我們的最新消息  
Get our latest news on HKBU CIE mobile app  
Apple iOS / Android

本院可因應情況取消任何課程、修改課程名稱、內容或更改課程的上課地點。  
The School reserves the right to cancel any programme, make alterations to programme title and/ or content or change the programme offering venue if circumstances warrant.