



# SELF-FUNDED UNDERGRADUATE PROGRAMMES

## 自資學士學位課程

Full-time Self-funded Honours Degree Programmes  
for Associate Degree & Higher Diploma Graduates

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

#### DIVISION OF APPLIED SCIENCE 應用科學學部

- 06 Bachelor of Social Sciences (Honours) in Environment and Resources Management  
環境及資源管理社會科學學士 (榮譽) 學位課程

#### DIVISION OF ARTS AND LANGUAGES 人文及語言學部

- 08 Bachelor of Arts (Honours) in Cultural Studies and Creative Industries  
文化研究及創意產業文學士 (榮譽) 學位課程

#### DIVISION OF BUSINESS 商學部

- 10 Bachelor of Commerce (Honours) in Human Resources Management  
人力資源管理學商學士 (榮譽) 學位課程
- 12 Bachelor of Commerce (Honours) in Marketing  
市場學商學士 (榮譽) 學位課程

#### DIVISION OF COMMUNICATION 傳理學部

- 14 Bachelor of Arts (Honours) in Creative Writing for Film, Television and New Media  
新媒體及影視創意寫作文學士 (榮譽) 學位課程
- 16 Bachelor of Social Sciences (Honours) in Integrated Communication Management  
綜合傳播管理學社會科學學士 (榮譽) 學位課程
- 18 Bachelor of Social Sciences (Honours) in Media and Social Communication  
媒體及社會傳播社會科學學士 (榮譽) 學位課程

#### DIVISION OF SOCIAL SCIENCES 社會科學學部

- 20 Bachelor of Social Sciences (Honours) in Psychology  
心理學社會科學學士 (榮譽) 學位課程
- 22 Bachelor of Social Sciences (Honours) in Social Policy  
社會政策社會科學學士 (榮譽) 學位課程
- 24 Bachelor of Social Sciences (Honours) in Sport and Recreation Leadership  
運動及康樂領袖學社會科學學士 (榮譽) 學位課程

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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 enrols 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 campus.

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，目前有超過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校園的學習資源。

### VISION 願景

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

成為一所在香港及區內領先的博雅學院，並在關愛和創意的氛圍中提供優質教育。

### MISSION 使命

CIE is committed to quality education and to the development of the whole person with a global perspective based on the ethos of humanistic education.

國際學院秉承人本教育理念，提供優質教育及促進具國際視野的全人發展。



# HKBU SELF-FUNDED UNDERGRADUATE PROGRAMMES

## 浸大自資學士學位課程

CIE offers a diverse choice of undergraduate programmes in 5 disciplines ranging from Applied Science, Arts and Languages, Business, Communication to Social Sciences. Ever since 2005, the College has been providing degree articulation opportunities for Associate Degree and Higher Diploma graduates and has nurtured over 6,100 degree graduates.

國際學院開辦多個自資學士學位課程，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。自2005年起，學院為副學士及高級文憑畢業生提供學位升學銜接之路，至今已培育超過6,100名學位畢業生。

## WHY CHOOSE HKBU CIE 選擇浸大國際學院的原因

### 1. QUALITY CURRICULUM FRAMEWORK FROM HKBU 優質課程 源於浸大

- CIE has adopted HKBU's four-year UGC-funded Undergraduate Programme as the blueprint for its curriculum framework. The curriculum of UG Programmes is equivalent to the final two years of the Bachelor's Degree Programmes in HKBU, which focuses on Discipline Specific Courses.
- Students with Associate Degree or Higher Diploma qualifications will normally be admitted directly into the third year of study to complete the 66-unit programme in two years.
- Students with CIE AD qualification are exempted from taking General Education courses when they progress to their HKBU undergraduate studies.
- 國際學院課程以四年制浸大政府資助學士學位課程為設計藍本，自資學士學位課程內容相當於本科學位課程的第三及第四年級，以專修為主，教授專科知識。
- 副學士及高級文憑畢業生一般可直接升讀浸大自資學士學位課程第三年，並於兩年內修畢66學分。
- 國際學院副學士畢業生升讀浸大自資學士學位課程毋須補修任何通識教育科目。

HKBU  
Associate Degree  
Programme  
浸大副學士課程

62 units  
學分

+

HKBU Self-funded  
Undergraduate  
Programme  
浸大自資學士  
學位課程

66 units  
學分

= HKBU Honours Degree  
浸大榮譽學士學位  
128 units  
學分



## 2. HONOURS DEGREE AWARDED BY HKBU 浸大頒授榮譽學位

- The Honours Degree qualification awarded by HKBU enables graduates to embark on careers or postgraduate studies with a considerable advantage.
- 由浸大監管課程並頒授畢業證書，社會認受性高，有助畢業生發展事業及報讀深造課程。

## 3. ACCREDITED AND/OR RECOGNISED BY PROFESSIONAL ORGANISATIONS 獲多個專業機構認證及認可

- Hong Kong Institute of Human Resources Management
- Hong Kong Public Relations Professionals' Association Limited
- Hong Kong Psychological Society
- 香港人力資源管理學會
- 香港公共關係專業人員協會
- 香港心理學會

## 4. STRONG INDUSTRY NETWORK TO STRENGTHEN EMPLOYABILITY 龐大的業界網絡 增強畢業生的就業能力

- Diverse practicum and internship opportunities.
- Internship includes BUPA (International) Limited, CLP, Quality HealthCare Medical Services, Sino Group, World Green Organisation and more.
- Employers of graduates include AIA, Alibaba, Chanel, Swire Group, RTHK, TVB, Viu TV, Pomato Production, HSBC, Standard Chartered Bank, PCCW and more.
- 多樣化的實習機會，理論與實踐並重。
- 實習計劃夥伴機構包括保柏(國際)、中電、卓健醫療、信和集團、世界綠色組織等。
- 畢業生受聘於各大知名機構，包括友邦保險、阿里巴巴、香奈兒、太古集團、香港電台、無線電視、Viu TV、小薯茄、滙豐銀行、渣打銀行、電訊盈科等。

## 5. PART OF HKBU COMMUNITY 成為浸大一份子

- As part of the HKBU community, students can enjoy HKBU campus facilities in Kowloon Tong and Shek Mun, and participate in HKBU activities.
- 作為浸大一份子，同學可享用九龍塘及石門校園設施和參與各類大學活動。

Bachelor of Social Sciences (Honours) in

# ENVIRONMENT AND RESOURCES MANAGEMENT

## 環境及資源管理社會科學學士 (榮譽) 學位課程

### PROGRAMME FEATURES

#### 課程特色

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

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

本課程教授同學自然及社會科學的基礎知識，使他們能夠以跨學科知識研究和分析本地、區域性以至全球有關的環境與保育議題，例如氣候變化、能源、碳排放管理、廢物處置、環境健康以及生物多樣性等。

- 從多元學科系統的範例中，讓同學掌握及應用各項技術知識；
- 訓練同學以環境研究方法、生態考察及統計學的知識，研習影響環境的自然及人為因素。



### CAREER PROSPECTS

#### 就業前景

Graduates will be well equipped with the practical skills for an array of environment-related professions, including environmental protection and conservation agencies, environmental consultancy, environmental management related institutions, non-governmental organisations, green groups, businesses and the civil service. Students would also have the possibility of moving on to postgraduate studies.

畢業生具備與環境專業相關的實用技能，可投身不同與環境專業相關機構，包括環境保護和保育機構、環境顧問、環境管理機構、非政府組織、綠色團體、企業及公共事務等行業。此外，同學亦可選擇繼續攻讀研究生課程。

# PROGRAMME STRUCTURE 課程結構

## MAJOR CORE COURSES (36 UNITS)

- Global Environmental Issues\*
- Physical Geography
- Anthropogenic Climate Change and Society
- Natural Resources Management
- Research Methods and Statistics
- Laboratory Environmental Analysis
- Terrestrial and Aquatic Ecology
- Environmental Impact Assessment and Management
- Advanced Topics in Environmental Planning and Management
- Environmental, Social, and Governance
- Honours Project I
- Honours Project II

\* Exemption will be given to Associate Degree / Higher Diploma graduates who have completed this course. Students who are granted exemption are required to take equivalent units from the Major Elective Courses to fulfill the total number of 66 units required for the programme.

## MAJOR ELECTIVE COURSES (27 UNITS)

- Tourism and Sustainability
- Environmental Biotechnology
- Environmental Pollution and Toxicology
- Internship for Environment and Resources Management
- Urban Development and Environment
- Environment and Resources Management Field Camp
- Environmental Health and Policy
- Biodiversity and Conservation
- Energy Audit and Carbon Management
- Environmental Law, Policy and Ethics
- Integrated Waste Management
- Restoration Ecology and Habitat Management
- The Pearl River Delta: An Environmental Survey
- Social Psychology^
- Exploring the City^

^ The courses are offered by Bachelor of Social Sciences (Honours) in Psychology or Bachelor of Arts (Honours) in Cultural Studies and Creative Industries.

## GENERAL EDUCATION CAPSTONE COURSE (3 UNITS)

- Sustainable Community Energy Planning\*

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

### Remarks:

 This course has been included in the list of reimbursable courses under the Continuing Education Fund. This course is recognised under the Qualifications Framework (QF Level 5).



ERM\_HKBU



hkbucie.hk/ber

## ALUMNI SHARING 校友分享



**CHEUNG MAN YEE, MANDY  
(GRADUATE OF 2020)**

ENVIRONMENTAL OFFICER



The ERM programme features a wide array of courses and provides diverse internship and practical opportunities. These enable me to explore my areas of interest and expertise, aiding in the development of my career goals.



## TUITION FEE 學費

For local applicants:  
本地生申請：

**HK\$45,375**

per semester 學期

Students are required to complete 66 units in two years at HK\$2,750 per unit.

同學須於2年內完成 66 學分，  
每學分為 HK\$2,750。

For non-local applicants:  
非本地生申請：

**HK\$48,675 per semester 學期；**  
**at HK\$2,950 per unit 學分**

Bachelor of Arts (Honours) in

# CULTURAL STUDIES AND CREATIVE INDUSTRIES

文化研究及創意產業文學士 (榮譽) 學位課程

## PROGRAMME FEATURES

### 課程特色

This programme stands out by offering a distinctive combination of cultural studies and creative industries. The rapid growth of cultural and creative industries, both in Hong Kong and internationally, has led to a great demand for cultural practitioners. With a strong focus on interdisciplinary learning, this degree programme can enhance students' career capacity to work in various roles in creative industries, especially in arts and cultural management. Graduates will be well prepared for positions such as arts coordinator, arts education officer, assistant curator, cultural project officer, community arts facilitator, and other related roles across the cultural and creative sectors.

- Enhances the cultural literacy and cross-cultural sensibilities of students;
- Develops and sharpens bilingual skills and sensitivities in the exploration of the cross-cultural heritage of Hong Kong;
- Provides an extensive range of cultural studies and creative industries courses from arts and cultural management, art appreciation, and creative industry internship to popular culture, cinema, manga, and creative writing.

香港本地以及海外文化創意產業的急速發展，帶動了文化事業對人才的巨大需求。本課程融合文化研究和創意產業，透過跨學科研習與實踐，全面提升學生的競爭力，令他們在投身文化創意產業時更具優勢。無論是助理策展人、文化項目主任、藝術通達工作者、藝術教育主任、文化活動統籌員等藝術與文化管理相關職位，都能勝任並發揮所長。

- 增進同學的文化素養和跨文化觸覺；
- 培養及提升同學的雙語能力和文化敏感度，以探索香港的跨文化遺產；
- 提供一系列文化研究及創意產業科目，包括藝術與文化管理、藝術鑑賞、創意產業實習、流行文化、電影以及創意寫作。



## CAREER PROSPECTS

### 就業前景

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

從課程中獲得的知識與技能，有助同學日後從事任何創意產業及文化相關的工作，包括藝術行政、傳媒、出版、社福界及教育界。

# PROGRAMME STRUCTURE 課程結構

## MAJOR CORE COURSES (33 UNITS)

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

## MAJOR ELECTIVE COURSES (30 UNITS)

- Introduction to Gender and Sexuality
- Understanding Everyday Life: A Critical Introduction
- Cultural Studies and Creative Industries Internship
- Creative Writing in Practice
- Exploring the City
- Fairy Tales and Our Society
- Hong Kong Cinema and Society
- Manga and Anime: Japanese Popular Culture in Hong Kong
- Popular Music and Society
- The World of Theatre
- Theme Park and Other Themed Spaces
- Changing Youth, Changing Times: Concepts, Concerns and Debates
- Understanding Emotional Capitalism: From Consumer Culture to Creative Industries
- Popular Culture and Creative Industries in Asia
- Entrepreneurship and New Ventures<sup>^</sup>
- Event Marketing<sup>^</sup>
- AI and Digital Communication<sup>^</sup>

<sup>^</sup> The courses are offered by Bachelor of Commerce (Honours) in Human Resources Management or Bachelor of Commerce (Honours) in Marketing or Bachelor of Social Sciences (Honours) in Media and Social Communication.

## GENERAL EDUCATION CAPSTONE COURSE (3 UNITS)

- Understanding Globalization\*

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

### Remarks:

 This course has been included in the list of reimbursable courses under the Continuing Education Fund. This course is recognised under the Qualifications Framework (QF Level 5).



CIE.CULS



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## ALUMNI SHARING 校友分享



**MATT FORCE  
(GRADUATE OF 2017)**

MUSICIAN



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

## TUITION FEE 學費

For local applicants:  
本地生申請：

**HK\$45,045**

per semester 學期

Students are required to complete 66 units in two years at HK\$2,730 per unit.

同學須於2年內完成 66 學分，  
每學分為 HK\$2,730。

For non-local applicants:  
非本地生申請：

HK\$47,355 per semester 學期；  
at HK\$2,870 per unit 學分

Bachelor of Commerce (Honours) in

# HUMAN RESOURCES MANAGEMENT

## 人力資源管理學商學士 (榮譽) 學位課程



### PROGRAMME FEATURES

#### 課程特色

The programme aims to nurture future leaders in Human Resources Management (HRM). Integration of theory and practice is a core emphasis in the design of this programme. Through a wide variety of experiential learning activities such as HR conferences and seminars, guest lectures, company and field visits, company projects and applied research, career and skills workshops, students learn the best HRM practices beyond books and lectures, gaining the following competencies required for the profession.

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

本課程致力培育人力資源管理學領袖專才。課程強調理論與實踐的結合，透過多元化之活動教學，例如人力資源會議及研討會、嘉賓講座、公司探訪及實地考察、公司專題項目及應用研究，職業及技能工作坊等，同學得以瞭解行業的實際運作，掌握課堂以外的人力資源管理學專業知識和實用管理技能。

- 學習企業管理的基礎知識和技能；
- 掌握全面的人力資源管理學領域的專業知識和技能，包括人才招募、人才發展、薪酬福利、績效管理、勞資關係及管理操守；
- 訓練口語和書寫方面的溝通技巧，以及研究及資訊科技之技能；
- 培養分析和批判性思維，以及現實商業社會所需的解難能力。

### CAREER PROSPECTS

#### 就業前景

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

Our graduates are highly regarded by employers and some were placed in Hong Kong's best known organisations such as BASF, Grand Hyatt HK, HA, Hang Seng Bank, HSBC, HKBN, HK Express, HKJC, HKPC, HKT, Jebsen Group, Ocean Park, PwC, Sino Group, Starbucks HK, Swire Resources and TVB.

畢業生可投身各大機構從事人力資源不同範疇的工作，擁有良好事業發展前景。此外，在本課程學到的人事及行政管理知識，亦裝備畢業生從事管理及其他專業範疇的工作。

本課程的畢業生獲得不少僱主的高度肯定，不少同學受聘於香港各大知名機構，包括巴斯夫、香港君悅酒店、醫管局、恒生銀行、匯豐銀行、香港寬頻、香港快運航空、香港賽馬會、香港生產力促進局、香港電訊、捷成集團、海洋公園、普華永道、信和集團、香港星巴克、太古資源及無線電視。

### PROFESSIONAL RECOGNITION

#### 專業認可

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

課程受香港人力資源管理學會認可，正修讀本課程之同學可申請成為該學會學生會員，享受各項會員優惠。畢業生均符合資格申請成為香港人才管理協會及澳洲人力資源協會會員。

# PROGRAMME STRUCTURE 課程結構

## CORE COURSES (15 UNITS)

- Organisational Behaviour
- Business Ethics and Corporate Social Responsibility
- Business Communications
- BCom HRM Project
- Strategic Management

## MAJOR REQUIRED COURSES (21 UNITS)

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

## MAJOR ELECTIVE COURSES (27 UNITS)

- Human Resources Management Internship
- Human Resources Management Mentoring
- Contemporary Issues in Human Resources Management
- Human Resources Strategy and Planning
- Cross-Cultural and Comparative Management
- International Human Resources Management
- Human Resources Management in China
- Business Internship
- Negotiation
- Applied Social Psychology in Organisations
- Entrepreneurship and New Ventures
- International Business: Market, Operations and Strategies<sup>^</sup>
- Services Marketing<sup>^</sup>
- Labour Economics
- Social Psychology<sup>^</sup>
- Environmental, Social and Governance<sup>^</sup>
- Community Development and Community Economic Practices<sup>^</sup>

<sup>^</sup> The courses are offered by Bachelor of Commerce (Honours) in Marketing or Bachelor of Social Sciences (Honours) in Environment and Resources Management or Bachelor of Social Science (Honours) in Psychology or Bachelor of Social Sciences in Social Policy.

## GENERAL EDUCATION CAPSTONE COURSE (3 UNITS)

- Value-based Leadership for the Community\*

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



Remarks:

 This course has been included in the list of reimbursable courses under the Continuing Education Fund. This course is recognised under the Qualifications Framework (QF Level 5).



HKBU\_BComHRM



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@HKBU\_BCOMHRM

## ALUMNI SHARING

### 校友分享



**LEO YEUNG**  
(GRADUATE OF 2020)

ASSISTANT MANAGER,  
HUMAN RESOURCES  
TUV RHEINLAND GREATER CHINA



The learning experiences offered by BCom HRM, such as the company HR project, the student-led training workshop and the leadership service project, were incredible! They provided me the opportunity to integrate academic knowledge and practical skills required for the HR industry, strengthening my innovative thinking in solving real-world HR problems! BCom HRM programme has been truly helpful for my HR career!

## TUITION FEE

### 學費

For local applicants:  
本地生申請：

**HK\$46,530**

per semester 學期

Students are required to complete 66 units in two years at HK\$2,820 per unit.

同學須於2年內完成 66 學分，  
每學分為 HK\$2,820。

For non-local applicants:  
非本地生申請：

**HK\$58,905 per semester 學期；**  
**at HK\$3,570 per unit 學分**

Bachelor of Commerce (Honours) in

# MARKETING

## 市場學商學士 (榮譽) 學位課程

### PROGRAMME FEATURES

#### 課程特色

Bringing real-world challenges into the classroom, this programme focuses on the latest marketing trends, technologies, and strategies. The programme aims to cultivate socially responsible marketers with a strong sense of social entrepreneurship and a solid foundation in digital marketing.

- Equips students with academic knowledge and advanced practical skills in a variety of marketing fields, including digital marketing, brand management, event marketing, marketing research, and social entrepreneurship;
- By combining excellent teaching, a supportive environment, and a strong alumni network, we prepare students for careers in marketing and business management.

本課程緊貼最新的市場趨勢、科技及策略，將現實商業社會的挑戰融入課堂之中。課程旨在培育具備社會企業精神、數碼營銷知識和社會責任感的市場營銷人才。

- 提供多元化的市場學學術知識及進階實踐技能，其範疇包括數碼營銷、品牌管理、活動策劃、市場研究、以及社會企業等；
- 通過優質的教學、全方位的學習支援、以及強大的校友網絡，為同學日後投身市場營銷及商業管理領域的職業發展打好基礎。



### CAREER PROSPECTS

#### 就業前景

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

本課程的目標是培育學生的市場學專業知識和技能，以助他們投身各種職業領域，包括市場營銷、廣告和活動策劃、品牌推廣、內容行銷、公共關係、市場研究以及數據分析等。此外，本課程的設計亦同時滿足近年中小企業、數碼營銷及社會企業對市場營銷人才的激增需求。



# PROGRAMME STRUCTURE 課程結構

## MAJOR CORE COURSES (15 UNITS)

- Business Communications^
- Strategic Management^
- Financial Management for Marketing Professionals
- Legal Aspects of Marketing
- BCom Marketing Project

## MAJOR REQUIRED COURSES (21 UNITS)

- Marketing Research Methods 
- Global Marketing 
- Socially Responsible Marketing
- Strategic Digital Marketing
- Social Venture Planning
- Strategic Marketing 
- Brand Management

## MAJOR ELECTIVE COURSES (27 UNITS)

### Digital Marketing Domain

- Event Marketing
- Integrated Marketing Communications
- Marketing Analytics

### Social Entrepreneurship Domain

- Community Development for Social Entrepreneurship
- Marketing Field Study for Social Entrepreneurship

### Experiential Learning Courses

- BCom Global Marketing Field Study
- Marketing Internship

### Marketing Strategy Domain

- Business to Business Marketing
- Consumer Behavior 
- Entrepreneurial Marketing
- International Business: Market, Operations and Strategies
- Retailing
- Sales Management
- Services Marketing
- Advanced Seminar in Contemporary Marketing Strategies

### Recommended Elective Courses from other Programmes

- Developing Managerial Skills^
- Media Business Environment^
- Strategic Public Relations Management^
- Marketing in Sport and Recreation^
- Arts and Cultural Management^

<sup>^</sup> The courses are offered by Bachelor of Commerce (Honours) in Human Resources Management or Bachelor of Social Sciences (Honours) in Integrated Communication Management or Bachelor of Social Sciences (Honours) in Sport and Recreation Leadership or Bachelor of Arts (Honours) in Cultural Studies and Creative Industries.

## GENERAL EDUCATION CAPSTONE COURSE (3 UNITS)

- Marketing Practicum for Social Entrepreneurship\*

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

Remarks:

 This course has been included in the list of reimbursable courses under the Continuing Education Fund. This course is recognised under the Qualifications Framework (QF Level 5).



BMK.HKBU



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## ALUMNI SHARING 校友分享



**CECILIA CHAN**  
(GRADUATE OF 2019)

ENTERPRISE ACCOUNT MANAGER  
INSIGHT ENTERPRISES HONG KONG



The BCom (Hons) in Marketing programme has equipped me with essential analytical and strategic thinking skills, laying a robust foundation for my current role as an Enterprise Account Manager at Insight Enterprises Hong Kong. The comprehensive curriculum, combined with a supportive learning environment that included internships and a global field study, ignited a passion for technology within me. This passion drove me to earn a fellowship to pursue a part-time Master's degree in Fintech. The BCom (Hons) in Marketing was truly inspirational, setting me on a path to excel in the dynamic fields of marketing and digital finance.



## TUITION FEE 學費

For local applicants:  
本地生申請：

**HK\$ 46,530**  
per semester 學期

Students are required to complete 66 units in two years at HK\$ 2,820 per unit.

同學須於2年內完成 66 學分，  
每學分為 HK\$ 2,820。

For non-local applicants:  
非本地生申請：

**HK\$ 58,905 per semester 學期；**  
**at HK\$ 3,570 per unit 學分**

Bachelor of Arts (Honours) in

# CREATIVE WRITING FOR FILM, TELEVISION AND NEW MEDIA

新媒體及影視創意寫作文學士 (榮譽) 學位課程

## PROGRAMME FEATURES

### 課程特色

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

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

在全球化和媒體融合的時代下，本課程著重培養同學的創意及原創力，為影視及新媒體行業培育創意寫作專才。

- 著重訓練創意寫作及撰寫專業劇本，包括電影、電視或網絡連續劇、綜藝節目及新媒體，如流動裝置、電子遊戲及網路廣播的內容；
- 透過強大的業界網絡，包括頂尖的編劇、導演、電視台和製作公司等，為同學提供各方面的專業指導及監督。



## CAREER PROSPECTS

### 就業前景

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

畢業生將會掌握專業的編劇技巧及知識，除了可投身於新媒體範疇（如流動裝置上的電視或電影、電子遊戲和網路廣播），他們亦可在香港、以至大中華地區的電視及電影行業發展。

# PROGRAMME STRUCTURE 課程結構

## MAJOR CORE COURSES (48 UNITS)

- Creative Writing for New Media I
- Introduction to Film and New Media
- Scripting a Television Show
- Scripting a Television Drama
- The Art of Screenwriting I: Essentials and Alternatives
- The Art of Screenwriting II: Narratology, Dialogue and Genre
- Cinematic Storytelling
- World Literature and the Art of Storytelling
- Adaptation Seminar: Literature, Drama, and Cinema
- The Languages of New Media
- Creative Writing for New Media II
- Graduation Project I
- Graduation Project II
- New Media Studies in Greater China (Hong Kong, Taiwan and Mainland China)
- Studies in Screenplays
- Studies in Non-Fiction Films

## MAJOR ELECTIVE COURSES (15 UNITS)

- Mobile Communication
- Studies in Film and Television Classics
- Storytelling in Chinese Literature
- Special Topics in Film, Television and New Media
- Special Topics in Hong Kong Cinema
- Toy, Game and Children Culture
- Script to Film: Making Short Film
- Film Theory and Criticism
- Chinese Film Directing
- Supervision of Internship
- Television and Hong Kong Society<sup>^</sup>

<sup>^</sup> The course is offered by Bachelor of Social Sciences (Honours) in Integrated Communication Management.



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## ALUMNI SHARING 校友分享



LI CHEUK FUNG  
(GRADUATE OF 2016)

SCRIPTWRITER, NOMINATED FOR  
BEST SCREENPLAY AT THE 42<sup>nd</sup>  
HONG KONG FILM AWARDS



This programme provided an environment that allowed me to meet like-minded classmates and lecturers with whom I may collaborate with in the future. The CIE lecturers shared their valuable experiences.



## TUITION FEE 學費

For local applicants:  
本地生申請：

**HK\$46,200**  
per semester 學期

Students are required to complete 66 units in two years at HK\$2,800 per unit.

同學須於2年內完成 66 學分，  
每學分為 HK\$2,800。

For non-local applicants:  
非本地生申請：

HK\$54,450 per semester 學期；  
at HK\$3,300 per unit 學分

## GENERAL EDUCATION CAPSTONE COURSE (3 UNITS)

- Creative Thinking and Community Arts\*

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

### Remarks:

Chinese may be used in individual courses to meet specific requirements. Depending on the pedagogical approach, either Cantonese or Putonghua may be adopted.

Bachelor of Social Sciences (Honours) in

# INTEGRATED COMMUNICATION MANAGEMENT

綜合傳播管理學社會科學學士 (榮譽) 學位課程

## PROGRAMME FEATURES

### 課程特色

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

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

本課程旨在教授同學堅實的傳播管理學知識，裝備同學在數碼時代下投身或繼續深造廣告宣傳、公關、市場推廣等與傳訊相關的領域。

- 提供不同類型的傳播管理學基礎科目，並著重教授體育活動推廣、社會服務推廣及健康保健等範疇的學科知識；
- 憑藉與本港商界、傳媒和社福界的緊密連繫，培養同學的管理技能，包括市場推廣、綜合傳播管理及活動策劃等技巧；
- 課程受國際廣告協會認可，同學將獲協會頒發完成證書。



## CAREER PROSPECTS

### 就業前景

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

Graduates working in the public relations field can register as members of Hong Kong Public Relations Professionals' Association Limited (PRPA).

本課程以營銷傳播的相關學術培訓及進階實踐技巧裝備畢業生，以應付不同行業的需要。畢業生可從事廣告宣傳、公關、非政府機構、商界、會議及展覽推廣、康樂、體育、公共事務、傳媒及娛樂事業等行業的工作。

畢業後從事公共關係行業的同學可註冊成為香港公共關係專業人員協會會員。



# PROGRAMME STRUCTURE 課程結構

## MAJOR CORE COURSES (54 UNITS)

- Creative Media Planning
- Communication Theory\*
- Creative Advertising Copywriting
- Introduction to Public Relations and Advertising\*
- Graphics and Print Solutions
- Marketing Principles\*
- Organizational Communication
- Research and Communication
- Persuasion and Social Influence
- Advertising and Social Issues
- Integrated Communication Management Honours Project I
- Integrated Communication Management Honours Project II
- Crisis Communication
- Event Management
- Integrated Marketing Communication Campaign
- Intercultural Communication
- Public Relations and Media Writing
- Digital Solution-Production and Performance

\* Students may apply for course exemption if they have taken equivalent courses in other institutions previously, but they are normally required to replace the exempted Core Courses with Elective Courses to make up for the units being exempted.

## MAJOR ELECTIVE COURSES (9 UNITS)

- Media Business Environment
- Fashion Communication Management
- Television and Hong Kong Society
- Journalism and Society in a PR Perspective
- Strategic Public Relations Management
- ICM Internship
- Popular Music and Society^

<sup>^</sup> The course is offered by Bachelor of Arts (Honours) in Cultural Studies and Creative Industries.

## GENERAL EDUCATION CAPSTONE COURSE (3 UNITS)

- Social Services Marketing#

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

Remarks:

1. This course has been included in the list of reimbursable courses under the Continuing Education Fund. This course is recognised under the Qualifications Framework (QF Level 5).
2. Chinese may be used in individual courses to meet specific requirements. Depending on the pedagogical approach, either Cantonese or Putonghua may be adopted.



HKBU.ICM



hkbucie.hk/bim

## ALUMNI SHARING

### 校友分享



**ERNEST POON  
(GRADUATE OF 2015)**

YOUTUBER



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

## TUITION FEE

### 學費

For local applicants:

本地生申請：

**HK\$46,200**

per semester 學期

Students are required to complete 66 units in two years at HK\$2,800 per unit.

同學須於2年內完成 66 學分，每學分為 HK\$2,800。

For non-local applicants:

非本地生申請：

**HK\$54,450 per semester 學期；**  
**at HK\$3,300 per unit 學分**

Bachelor of Social Sciences (Honours) in

# MEDIA AND SOCIAL COMMUNICATION

## 媒體及社會傳播社會科學學士 (榮譽) 學位課程

### PROGRAMME FEATURES

#### 課程特色

This programme combines training of multimedia practical skills (including audio video production, data visualisation, new media innovations, audio video broadcasting, media campaigning, and computer graphic design) with conceptual understanding of media and society for students who aspire to be media professionals in the age of new and social media.

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

本課程訓練同學各項多媒體的實用技能，包括影片製作、數據視覺化、新媒體創作、影片廣播、媒體宣傳及電腦圖像設計等，並深入探討媒體和社會關係，裝備同學成為全方位的新媒體及社交媒體專才。

- 培養同學在日益變化的社會環境、媒體生態及全球化趨勢下對媒體傳播的理解能力；
- 加強同學的社會觸覺，建立本地及全球視野，提升對社會、文化及環境問題的敏感度；
- 增強同學應用媒體和傳播策略的能力，為人類謀福祉，促進社會進步；
- 訓練同學掌握社會傳訊活動所需的籌劃、組織及執行等專門技巧；
- 幫助同學發展潛能，把握機會為企業、公關公司及志願團體推動企業社會責任傳訊項目，促進社會發展。



### CAREER PROSPECTS

#### 就業前景

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

畢業生具備適用於不同行業的媒體傳播學術知識與進階的應用技能，可擔任專責推行企業社會責任計劃的公共關係主任、志願團體及公營機構的傳訊人員、編輯、記者、專欄作家，以及遊說專家等工作。

# PROGRAMME STRUCTURE 課程結構

## MAJOR CORE COURSES (54 UNITS)

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

## MAJOR ELECTIVE COURSES (9 UNITS)

- Children, Elderly and Communication
- Computer Animation
- Digital Photography
- Media Practicum
- AI and Digital Communication
- MSC Internship
- Social Media Marketing
- Community Development and Community Economic Practices<sup>^</sup>

<sup>^</sup> The course is offered by Bachelor of Social Sciences (Honours) in Social Policy.

## GENERAL EDUCATION CAPSTONE COURSE (3 UNITS)

- One of the courses offered by other self-funded undergraduate programmes

### Remarks:

1.  This course has been included in the list of reimbursable courses under the Continuing Education Fund. This course is recognised under the Qualifications Framework (QF Level 5).
2. Chinese may be used in individual courses to meet specific requirements. Depending on the pedagogical approach, either Cantonese or Putonghua may be adopted.



HKBU.MSC



hkbucie.hk/bmc

## ALUMNI SHARING

### 校友分享



LAM KING MAN  
(GRADUATE OF 2022)



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



## TUITION FEE

### 學費

For local applicants:

本地生申請：

**HK\$46,200**

per semester 學期

Students are required to complete 66 units in two years at HK\$2,800 per unit.

同學須於2年內完成 66 學分，  
每學分為 HK\$2,800。

For non-local applicants:

非本地生申請：

**HK\$54,450 per semester 學期；**  
**at HK\$3,300 per unit 學分**

# Bachelor of Social Sciences (Honours) in **PSYCHOLOGY**

## 心理學社會科學學士 (榮譽) 學位課程

### 'PROGRAMME FEATURES

#### 課程特色

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

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

本課程旨在提升同學對心理學的理解能力，日後可於不同的商業領域中實踐所學。同學可從多元的選修科中，掌握心理學知識和理論，並將之轉化及運用於商業、教育、工業及組織範疇中。畢業生亦可繼續攻讀研究生課程，深入鑽研臨床心理學、輔導心理學、教育心理學、工業及組織心理學等範疇。

- 透過不同的實驗和實習機會，培養同學對研究人類思維及行為的興趣；
- 從心理學理論、實證方法及實踐應用各方面，為同學提供紮實的訓練；
- 全面掌握心理學原理，以應用於臨床及教育心理學等範疇；
- 掌握進行心理學及相關範疇的學術研究時所需的基本知識和技巧。



### 'CAREER PROSPECTS

#### 就業前景

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

本課程為同學投身與心理學相關之行業打好基礎，如社會服務、教育、研究、醫療保健、傳訊等工作，以及其他專業及商業領域發展。多年來我們的畢業生表現出色，人材輩出，成為相關行業的領袖。畢業生亦可申請成為香港心理學會、英國心理學會及澳洲心理學會之會員(會員申請須經由個別學會審批)。

# PROGRAMME STRUCTURE 課程結構

## MAJOR CORE COURSES (45 UNITS)

- Basic Learning Processes
- Research Methods and Design in Psychology\*
- Biological Psychology
- Personality Psychology\*
- History and Systems of Psychology
- Abnormal Psychology\*
- Experimental Psychology
- Social Psychology\*
- Sensation and Perception
- Cognitive Psychology
- Honours Project I
- Honours Project II
- Psychological Testing and Assessment
- Motivation and Emotion
- Psychology of the Chinese People

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

## MAJOR ELECTIVE COURSES (18 UNITS)

- Consumer Psychology
- Educational Psychology
- Industrial and Organizational Psychology
- Ethics and Writing in Psychology
- Qualitative Research Methods
- Counselling Psychology
- Psychology in Applied Settings - Practicum I
- Psychology in Applied Settings - Practicum II
- Clinical Psychology
- Issues and Practice in Educational Settings
- Sport and Exercise Psychology^

^ The course is offered by Bachelor of Social Sciences (Honours) in Sport and Recreation Leadership.

## GENERAL EDUCATION CAPSTONE COURSE (3 UNITS)

- Lifespan Development and Society

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

Remarks:

 This course has been included in the list of reimbursable courses under the Continuing Education Fund. This course is recognised under the Qualifications Framework (QF Level 5).



HKBU.PSY



hkbucie.hk/bps

## ALUMNI SHARING 校友分享



CHENG HO YI, ASHLEY  
(GRADUATE OF 2022)

PROGRAMME ASSISTANT IN  
EDUCATION INSTITUTION



Studying psychology at HKBU is much more than acquiring skills and knowledge. The lecturers and schoolmates here are professional and phenomenal! It is an unforgettable journey that still deeply impacts my life after graduation!

## TUITION FEE 學費

For local applicants:  
本地生申請：

**HK\$45,375**

per semester 學期

Students are required to complete 66 units in two years at HK\$2,750 per unit.

同學須於2年內完成 66 學分，  
每學分為 HK\$2,750。

For non-local applicants:  
非本地生申請：

HK\$53,295 per semester 學期；  
at HK\$3,230 per unit 學分

# Bachelor of Social Sciences (Honours) in **SOCIAL POLICY**

## 社會政策社會科學學士 (榮譽) 學位課程

### 'PROGRAMME FEATURES

#### 課程特色

This programme is designed and delivered in response to the rising demands for community organisers, developers of social enterprises and co-operatives, policy analysts in the social welfare sectors, community organisations, and local and regional NGOs. It bears a mission to cultivate servant leaders to serve the communities with emphasis on social equality and social justice.

- Develops students' understanding and ability to participate in the making and evaluation of social policies in local, regional and international contexts;
- Sharpens students' awareness of issues related to social injustice and inequality, as well as the challenges in contemporary society;
- Develops students' understanding of diverse social needs and the significance of social developments and the ability to integrate the theories of social policy, leadership and organisations into the public sector as well as the third sector, or non-profit-making organisations.

本課程的推出是為回應社會對社區幹事、社會企業與合作社的開發專員、於社福界、社區組織、本地及區域性的非牟利機構服務的政策分析師與日俱增的需求。課程致力培育僕人領袖，服務社區，關注社會平等及社會公義等課題。

- 訓練同學理解、參與制定及評估本地、區域及國際的社會政策；
- 提高對社會不公義和不平等事件的意識，關注當代社會面對的挑戰；
- 培養對社會上的不同需要及各種重要的社會發展的瞭解，建立融會社會政策理論、領導力理論和組織理論的能力，為同學日後投身公營、第三界別或非牟利機構做好準備。



### 'CAREER PROSPECTS

#### 就業前景

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

畢業生出路甚廣，可從事社會調查及數據分析、社會服務、政界、學術研究及社會規劃等工作。隨著大中華地區對擁有社會政策背景的專業人士需求不斷增加，畢業生可於各公營、半公營及非政府機構的中級行政及管理階層發展。

# PROGRAMME STRUCTURE 課程結構

## MAJOR CORE COURSES (48 UNITS)

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

## MAJOR ELECTIVE COURSES (15 UNITS)

- Community Development and Community Economic Practices
- Secondary Data Analysis, Mixed Method Research and Programme Evaluation
- Youth and Citizenship
- Poverty and Social Exclusion
- Public Health Care Systems
- Social Psychology^
- Introduction to Gender and Sexuality^
- Environmental, Social and Governance^

<sup>^</sup> The courses are offered by Bachelor of Social Sciences [Honours] in Psychology or Bachelor of Arts [Honours] in Cultural Studies and Creative Industries or Bachelor of Social Sciences [Honours] in Environment and Resources Management.

## GENERAL EDUCATION CAPSTONE COURSE (3 UNITS)

- Facing the Digital World and Issues\*

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



HKBUBSP



hkbucie.hk/bsp

## ALUMNI SHARING 校友分享



TAM LORELEI  
(GRADUATE OF 2020)

ASSISTANT RESEARCH OFFICER,  
OFFICE OF HON. KENNETH FOK,  
LEGISLATIVE COUNCILLOR



Studying Social Policy at HKBU deepened my understanding of society and ignited my passion for contributing to social development. Through the guidance of experienced instructors and collaborative research with peers, I gained a solid foundation in policy studies, thoroughly preparing me for my professional career.

## TUITION FEE 學費

For local applicants:  
本地生申請：

**HK\$44,550**

per semester 學期

Students are required to complete 66 units in two years at HK\$2,700 per unit.

同學須於2年內完成 66 學分，  
每學分為 HK\$2,700。

For non-local applicants:  
非本地生申請：

HK\$50,325 per semester 學期；  
at HK\$3,050 per unit 學分

Bachelor of Social Sciences (Honours) in

# SPORT AND RECREATION LEADERSHIP

運動及康樂領袖學社會科學學士 (榮譽) 學位課程

## PROGRAMME FEATURES

### 課程特色

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

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

本課程旨在培訓同學成為運動及康樂行業的專才，建立他們對人類體能發展的認知，以及培養他們對社區服務的責任感。

- 培訓同學向大眾及不同需要人士提供運動及康樂服務，服務對象包括長者及有特殊教育需要的兒童；
- 綜合廣泛學術理論，輔以培訓實踐所學；
- 安排同學於不同運動及康樂機構實習培訓（兩年內完成500小時實習），從而汲取寶貴的工作經驗。



## CAREER PROSPECTS

### 就業前景

- Sport executives for organisations serving people with / without special needs
- Recreation programme coordinators in community centre serving people with/without special needs
- Recreation officers in civil services
- Sport executives in national sport organisations
- Fitness consultants to the fitness industry
- Officers in disciplinary forces
- Teachers / Lecturers in education sector
- 社福機構體育幹事
- 社區中心康體活動統籌主任
- 公共事務機構康體主任
- 體育總會體育幹事
- 健身顧問
- 紀律部隊人員
- 教育工作者



# PROGRAMME STRUCTURE 課程結構

## MAJOR CORE COURSES (51 UNITS)

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

## MAJOR ELECTIVE COURSES (12 UNITS)

- Nutrition and Health
- Prevention and Care of Sport Injuries
- Planning and Leading Rhythmic Activities
- Planning and Leading Water Activities
- Sports for Persons with Special Needs
- Sport and Exercise Psychology
- Strategic Digital Marketing<sup>^</sup>

<sup>^</sup> The course is offered by Bachelor of Commerce [Honours] in Marketing.

## GENERAL EDUCATION CAPSTONE COURSE (3 UNITS)

- Social Inclusion in Outdoor Recreation and Adventure Education Programming\*

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



HKBU.SRL.OFFICIAL



hkbucie.hk/bsr

## ALUMNI SHARING 校友分享



LEUNG CHUNG KUEN, KEN  
(GRADUATE OF 2018)

ASSISTANT MANAGER  
HONG KONG PHAB ASSOCIATION  
JOCKEY CLUB PHAB CAMP



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

## TUITION FEE 學費

For local applicants:  
本地生申請：

**HK\$45,870**

per semester 學期

Students are required to complete 66 units in two years at HK\$2,780 per unit.

同學須於2年內完成66學分，  
每學分為HK\$2,780。

For non-local applicants:  
非本地生申請：

HK\$50,985 per semester 學期；  
at HK\$3,090 per unit 學分

# STUDENT DEVELOPMENT

## 學生發展活動



#ServiceLearningandVoluntaryWork  
#服務學習及義務工作



#InternshipOrganisations  
#企業實習夥伴



#StudentAmbassador  
#學生大使



#EnglishLearningSupport  
#英語學習支援



#WholePersonDevelopmentProgramme  
#全人發展計劃



#FieldVisitsandCompanyVisits  
#實地考察及機構探訪



#StudyToursandExchangeProgrammes  
#遊學團及交流計劃



#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
- #SocialCitizen
- #ServiceMind
- #LearnByDoing
- #OutsideClassroom
- #關心社會
- #社會公民
- #服務精神
- #邊做邊學
- #課外體驗

### ACADEMIC AND CAREER DEVELOPMENT 升學及生涯規劃

- #CareerDevelopment
- #JobReadiness
- #AcademicAdvising
- #ApplicationGuide
- #ProgrammeInformation
- #FurtherStudiesPlanning
- #生涯發展
- #職前準備
- #升學諮詢
- #報校須知
- #課程資訊
- #選科規劃



### Students' Experience Sharing 學生/畢業生分享



### STUDENT LEADERSHIP TRAINING 學生領袖訓練

- #EnhancingSelf-confidence
- #BeResponsible
- #TeamWork
- #StudentAmbassador
- #LeadershipQualities
- #提升自信心
- #責任感
- #團隊合作
- #學生大使
- #領袖精神

### INNOVATION AND ENTREPRENEURSHIP 創新及創業

- #SocialInnovation
- #StartUp
- #DareToTry
- #ProblemSolving
- #SustainableBusiness
- #社會創新
- #初創企業
- #敢於嘗試
- #解難能力
- #可持續企業





We Learn

## U-LIFE at CIE 精彩回顧





## We Achieve

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  
室內恒溫游泳池



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



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 奖学金

|                  |  |
|------------------|--|
| CIE              | Entrance Scholarship, Academic Achievement and Special Talent and Service.                                     |
| 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，以及特殊才能及服務獎助學金。  |
| 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 (FASP), Non-means-tested Loan Scheme for Post-secondary Students (NLSPS) and Continuing Education Fund (CEF).

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。



It was a great honour to receive the Best Progress Award for the Bachelor of Arts (Honours) in Cultural Studies and Creative Industries. This recognition affirms my efforts and strengthens my confidence and motivation in my studies. I am committed to staying motivated, studying diligently, and pursuing diverse academic and professional goals.

我非常榮幸獲得「文化研究及創意產業文學士(榮譽)學位課程最佳進步獎」。這份殊榮不僅肯定了我的努力，也讓我在求學路上更有自信與動力，堅定每一步前行的方向。未來我將保持這份動力，努力學習，並致力實現多元的學術及專業目標。

Studying BA (Hons) in Cultural Studies and Creative Industries, HKBU  
現修讀香港浸會大學文化研究及創意產業文學士(榮譽)學位課程

Associate of Arts (Chinese for Professional Purposes), HKBU 2024  
2024年香港浸會大學文學副學士(專業中文)畢業

Bachelor of Arts (Honours) in Cultural Studies and Creative Industries Best Progress Award  
文化研究及創意產業文學士(榮譽)學位課程最佳進步獎



CHU WING YAN FIONA  
朱穎澋



# 2026/27 ADMISSIONS

## 入學申請

### HKBU SELF-FUNDED UNDERGRADUATE PROGRAMMES 浸大自資學士學位課程 (YEARS 3 & 4)



Please visit the College website for the details of application procedures  
有關申請辦法請瀏覽本院網站  
[cie.hkbu.edu.hk/admissions](http://cie.hkbu.edu.hk/admissions)

#### ADMISSION REQUIREMENTS 入學要求

##### • Associate Degree 副學士

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

完成本地或海外認可院校頒發的副學士課程。

##### • Higher Diploma 高級文憑

Satisfactory completion of a Higher Diploma programme from any recognised institutions.

完成認可院校頒發的高級文憑課程。

##### • Other Equivalent Qualifications 其他同等學歷

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

持有同等學歷的申請人將獲個別評核。

#### TUITION FEE 學費

For Local Applicants:  
本地生申請:

**HK\$44,550 to  
HK\$46,530** per semester 每學期

For Non-Local Applicants:  
非本地生申請:

HK\$47,355 to HK\$58,905 per semester 每學期

Four semesters in total within this two-year undergraduate programme  
兩年的自資學士學位課程合共有四個學期



# ENVISION YOUR 升學願景 FUTURE 浸大體現

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

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

📞 3411 3044  
✉️ spadmit@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.

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