The BA in Cultural and Creative Industries programme is a member of the European League of Institutes of the Arts (ELIA) (https://www.ella-artschools.org/)

Bachelor of Arts (Honours) in **CULTURAL AND CREATIVE INDUSTRIES** (BA-CCI)

文化及創意產業（榮譽）文學士

QF Level: 5
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Registration Validity Period:
08/11/2018 to 31/08/2022

文化及創意產業（榮譽）文學士
BA (HONS) IN CULTURAL AND CREATIVE INDUSTRIES
香港恒生大學
THE HANG SENG UNIVERSITY OF HONG KONG

What is Cultural and Creative Industries
何謂文化及創意產業

Cultural and creative industries span across the disciplines of arts, media, design and heritage. These multi-disciplinary studies encompass core subjects in business, management, humanities and social sciences. In Hong Kong, upon a decade of development and government initiatives, cultural and creative industries are categorised into the following 11 industry sectors:

文化及創意產業涵蓋多個領域，包括藝術、媒體、設計及文化遺產等，為配合其發展趨勢，本課程將會糅合多個學科，包括商業、管理、人文及社會科學等。整體而言，香港的文化及創意產業包括以下 11 個界別：

1.	Art, Antiques and Crafts 藝術品、古董及工藝品
2.	Cultural Education and Library, Archive and Museum Services 文化教育及圖書館、檔案保存和博物館服務
3.	Performing Arts 表演藝術
4.	Film, Video and Music 電影、錄像和音樂
5.	Television and Radio 電視及電台
6.	Publishing 出版
7.	Software, Computer Games and Interactive Media 軟件、電腦遊戲及互動媒體
8.	Design 設計
9.	Architecture 建築
10.	Advertising 廣告
11.	Amusement Services 娛樂服務

Bachelor of Arts (Honours) in Cultural and Creative Industries
文化及創意產業（榮譽）文學士

The Bachelor of Arts (Honours) in Cultural and Creative Industries programme (BA-CCI) adopts a diverse range of approaches towards understanding and analysing the industries with local, Greater China and global perspectives. The programme encourages students to explore the meaning of culture and creativity in the ever-changing business and management contexts of industries. It will equip students with the business skills and management expertise required of business leaders and entrepreneurs in the era of creative and knowledge-based economy.

文化及創意產業（榮譽）文學士學位課程採用多元化的教學方式，讓學生以現代觀念和世界視野了解文化及創意產業，學習有關藝術、文化和商業管理的知識，應用於文創產業的活動、項目及相關商業範疇。課程鼓勵學生探索文化和創意於瞬息萬變商業環境所帶來的影響和意義，培育學生成為文化及創意產業專才，以配合社會的創新與知識型經濟發展。

Duration and Credit Requirement
修讀年期及學分要求

Mode of Study 學制	Full Time 全日制
Normal Duration of Programme 一般修讀年期	4 years 4 年
Credit Required for Graduation 畢業學分	44 Modules of 129 Credits 44 個單元，共 129 個學分

Opening of the First BA-CCI Capstone Project Exhibition 第一屆文化及創意產業課程論文展覽開幕禮

Programme Structure
課程架構

There are 4 major study areas in the BA-CCI Programme. Students are required to take a total of 44 modules, including 23 modules from the Cultural and Creative Industries (CCI) Specialty, 16 modules from the Common Core Curriculum, 3 modules from Business Education and 2 free elective modules.

本課程設有四大學習範疇，學生須於四大範疇中修讀 44 個單元，包括 23 個文化及創意產業專修單元、16 個共同核心課程單元、3 個商學教育單元及 2 個自由選修單元。

Study Area 學習範疇	No. of Core Modules (Credits)	No. of Elective Modules (Credits)	Total No. of Modules (Credits)	Percentage (%)
1. CCI Specialty 文化及創意產業專修	19(57)	4(12)	23(69)	**53**
2. Common Core Curriculum 共同核心課程				
• **General Education** 通識教育	1(3)	6(18)	7(21)	**16**
• **Chinese** 中文	3(9)	-	3(9)	**7**
• **English** 英文	4(9)	-	4(9)	**7**
• **Quantitative Methods & IT Skill** 計量方法及資訊科技	2(6)	-	2(6)	**5**
3. Business Education 商學教育	3(9)	-	3(9)	**7**
4. Free Electives 自由選修	-	2(6)	2(6)	**5**
Total 總數			**44(129)**	**100**

Year 1	Year 2	Year 3	Year 4
CCI 1001 Introduction to Management of Cultural and Creative Industries	**CCI 2001** Globalisation of Cultural and Creative Industries	**CCI 3001** Cultural and Creative Entrepreneurship	**ENG 3030** English for Specific Purposes (CCI)
CCI 1002 Culture and Creativity: the Hong Kong and Regional Context	**CCI 2002** Cultural Policy and Research Methodology	**CCI 3002** Brand, Urban and Heritage Management	**CCI 4002** Cultural Governance and Ethics
CCI 1003 Creative Production and Consumption	**CCI 2003** Culture and Technology	**CCI 3003** Curatorship and Event Management	**CCI 4003** Organization, Institution and Sustainability
CCI 1004 Heritage, Arts, Design and Media Culture	**CCI 2004** Intellectual Property Rights	**CCI 3004** Finance and Marketing in Culture	**CCI 4004** Issues in Contemporary Cultural and Creative Industries
Major Elective x 1	Major Elective x 1	**CHI 2008** Advertising Copywriting	**CCI 4900** Capstone Project in Cultural and Creative Industries
GEN 1000 Perspectives on General Education	GE Elective x 2	**ENG 2002** English for Professional Communication	**COM 4301** Internet Culture
CHN 1000 Freshman Chinese	**CHN 2001** Applied Putonghua	Major Elective x 1	Major Elective x 1
CHN 1002 Chinese Literature Appreciation	**ENG 2001** English for Academic Purposes	GE Elective x 2	GE Elective x 2
ENG 1001 University English (I)	**COM 1000** Contemporary Information Technologies	Free Elective x 1	Free Elective x 1
ENG 1002 University English (II)	**AMS 2340** Introduction to Social Statistics		
MGT 1001 Introduction to Business	**BUS 2001** Principles of Marketing		
MGT 1002 Principles of Management			

- CCI Specialty 文化及創意產業專修
- Common Core Curriculum 共同核心課程
- Business Education 商學教育
- Free Electives 自由選修

Major Elective Modules 選修單元

- CCI1101 The Art of Innovation
- CCI2101 Western Art and Architecture
- CCI2102 Museum and Public Empowerment in Digital Era
- BUS3003 Advertising and Integrated Marketing Communication
- CCI3101 Asian Cities, Culture and Heritage
- CCI3102 Emerging Art Forms and Practices
- CCI3900 Internship
- TRA4102 Translation for the Arts Industry

Free Elective Modules 自由選修單元

- CCI1102 Introduction to eSports
- CCI1103 Internet Literature

Programme Intended Learning Outcomes
課程學習目標

Upon completion of the Programme, students should be able to:
完成文化及創意產業（榮譽）文學士課程後，學生應能：

• Address professional and personal challenges through the application of multi disciplinary knowledge acquired;	• 獲取跨學科的知識，面對專業和個人的挑戰；
• Communicate effectively in academic and business-related contexts, and in a team with effective social and interpersonal skills;	• 在學習及商業領域中善用溝通技巧，建立良好的人際關係；
• Evaluate own contributions and responsibilities in becoming responsible citizens in a multi-cultural environment;	• 衡量個人的貢獻和責任，在多元文化的社會中成為負責任的公民；
• Employ theories, concepts and research methodologies in social sciences to examine various contemporary issues related to different kinds of cultural and creative industries;	• 運用社會科學的理論、概念及研究方法，考察當代各項文化及創意產業議題的發展；
• Apply knowledge and theories to solving problems in cultural and creative industries, addressing social, cultural, technological and professional issues;	• 應用知識及理論解決文化及創意產業相關的社會、文化、科技及專業問題；
• Incorporate art, culture and business management considerations into cultural and creative activities, events and businesses;	• 將藝術、文化和商業管理的知識，應用於文化及創意產業的活動、項目及相關商業範疇；
• Design and/or produce cultural and creative activities, events and businesses with specific skills in management and organisation to serve both the local and international community.	• 運用管理和組織技巧，籌劃 / 推行有關文化及創意產業的活動、項目及商務，服務本地和國際社會。

2021 CCI project co-organised with the Heritage of Mei Ho House *'Once upon AR time in Mei Ho House!?'*
2021年文化及創意產業文學士課程與美荷樓合辦舊生活AR展「從前有個美荷樓」

Programme Features
課程特色

Integrative, Multi-disciplinary and Cognate Curriculum
綜合性的跨學科課程設計

The programme is unique in the sense that it aims to address the cognate issues of the creative industry sector as a whole rather than with specific industries or individual disciplines, thus enabling students to apply their knowledge in whatever industries they may engage with later on in their career.

課程以整個文化及創意產業作為一個綜合性學科，教授一套可應用於各個文創界別的專業知識和理論，而非強調個別業界的技能，培養學生多方面的潛能，以配合業界發展趨勢。

Variety of Approach and Comprehensive Training
多方位綜合培訓

Students will have exposure to different subjects, methodologies, concepts and approaches to learning. They will receive training with a business foundation for language proficiency and communication competence, and acquire comprehensive knowledge in the development and operation of cultural and creative industries from inter-disciplinary perspectives.

學生將可涉獵不同學科的理論、概念及治學方法，同時接受商業基礎知識、語言能力和溝通技巧培訓；更可從跨學科視野，增進對文化及創意產業發展及運作的知識。

Field Experience and Interaction
著重課程實踐

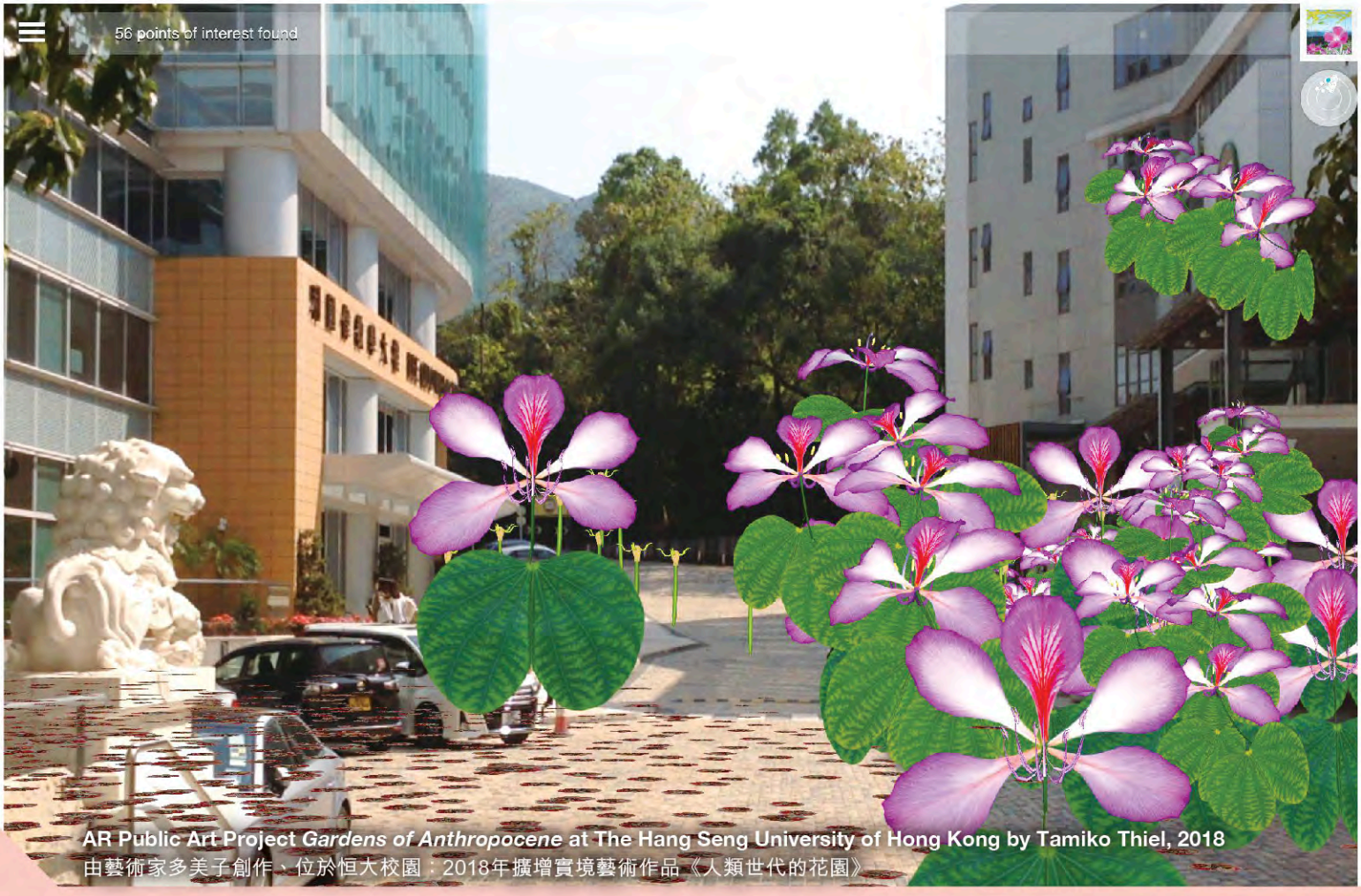
The programme attaches great importance to field experience. Students will have opportunities to engage in the cultural and creative industry sectors through exchange, placement and internship programmes.

學生有機會通過交流活動及實習計劃等，把從課程所學到的知識和理論學以致用。

Industry and Institution Collaboration
業界合作

The programme will build up collaborative partnership with cultural and creative industry companies, associations and cultural institutions to promote student learning, research and practice opportunities.

與文化和創意產業相關機構建立緊密夥伴關係，藉此促進學生學習、研究和實習的機會。



AR Public Art Project *Gardens of Anthropocene* at The Hang Seng University of Hong Kong by Tamiko Thiel, 2018
由藝術家多美子創作、位於恒大校園：2018年擴增實境藝術作品《人類世代的花園》

ENQUIRIES ON APPLICATION AND ADMISSION
入學申請查詢

Applicants can submit their applications through The Hang Seng University of Hong Kong Undergraduate Application System.
For further enquiries, please contact the Registry.
申請者可透過香港恒生大學網上入學申請系統申請。如有進一步查詢，請聯絡本校教務處。

Tel 電話	: 3963 5555
Fax 傳真	: 3963 5553
Website 網頁	: https://aad.hsu.edu.hk/en/home/study-with-us-degree-programme/programme-ba-cci/
Programme Email 課程查詢	: bacci@hsu.edu.hk
Admission Email 入學查詢	: ugadmission@hsu.edu.hk
Address 地址	: Hang Shin Link, Siu Lek Yuen, Shatin, NT 新界沙田小瀝源行善里

In case of any discrepancy between the English and Chinese versions of the contents of this pamphlet, the English version shall prevail.
本課程簡介內容以英文版本為準，中文譯本僅供參考。

The Hang Seng University of Hong Kong is incorporated in Hong Kong with limited liability by guarantee.
香港恒生大學是一間於香港註冊成立之擔保有限公司。

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有關資料更新至2021年9月。