



新聞及傳播(榮譽)學士

Bachelor of Journalism and Communication
(Honours) (BJC)

The Cradle of Business Journalists

The Dreamland for Corporate Communication Professionals



香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG



傳播學院
SCHOOL OF COMMUNICATION



Message from the Programme Director 課程主任的話



Dr CHAN Chi Kit
Programme Director
Bachelor of Journalism and
Communication (Honours)
Associate Professor
School of Communication
新聞及傳播（榮譽）學士課程主任
傳播學院副教授
陳智傑博士

The Bachelor of Journalism and Communication (BJC) programme features with business communication in media and corporate settings, which is the pioneering one among other degree programmes alike in Hong Kong. We aim to provide communication talents to media and informational platforms, business corporates, public relations agencies, and other public and non-profit making organisations. Our curriculum addresses both professional knowledge and practical skillsets. The updated modules are backed up by the HK\$10 million-investment in our facilities --- Cinema and TV Production Centre (equipped with Augmented and Virtual Reality settings), Media and Communication Lab, Multimedia Training Centre, Radio Broadcasting Training Centre, the Non-linear Editing Room, and the SCOM Live Streaming Lab. Equally important is our professional teaching team, which consists of renowned communication scholars, highly experienced media practitioners and business managers. Our graduates are interdisciplinary communication talents who are reputational among the media sector, business corporates, and public organisations.

新聞與傳播（榮譽）課程著重媒體及企業的商业傳播，開創香港同類課程的先河。我們為各個媒體及資訊平台、商業企業、公關公司、以及公共或非謀利組織提供傳播人才。我們的課程兼顧專業知識和實務技巧，而且與時並進。學院先後投放了港幣一千萬元，提供影視製作中心（配備虛擬實境）、媒體及傳播實驗室、多媒體培訓中心、廣播培訓中心、影音剪接室及串流演播室等設備。學院重視師資質素，教學團隊有資深傳播學者、經驗豐富的媒體從業員、以及商業管理人員。我們的畢業生是跨學科的傳播人才，在媒體、商界及公共機構皆有口碑。



For students aspiring to be professionals in business journalism, public relations and corporate communication 為有志成為商業新聞、公關、企業傳訊專才的學生提供最佳培訓

The BJC programme aims to provide students with professional knowledge in Journalism and Communication with a stronger business orientation for their personal and professional career development and/or further studies.

BJC 課程旨在提供商業為本的新聞及傳播專業知識，為學生的個人及事業發展以至未來繼續深造奠定穩固的基礎。

Programme Features 課程特色

The BJC programme has the following unique features:

- Training students to be business journalists and corporate communication professionals to meet both local and regional demands in the Greater China and global context;
- Combining Business and Finance elements with Journalism and Communication education with two concentrations: Business Journalism (BJ) and Corporate Communication (CC);
- Having renowned academics as well as seasoned local and overseas media professionals in the teaching team;
- Focusing on hands-on practical training; and
- Providing state-of-the-art facilities.

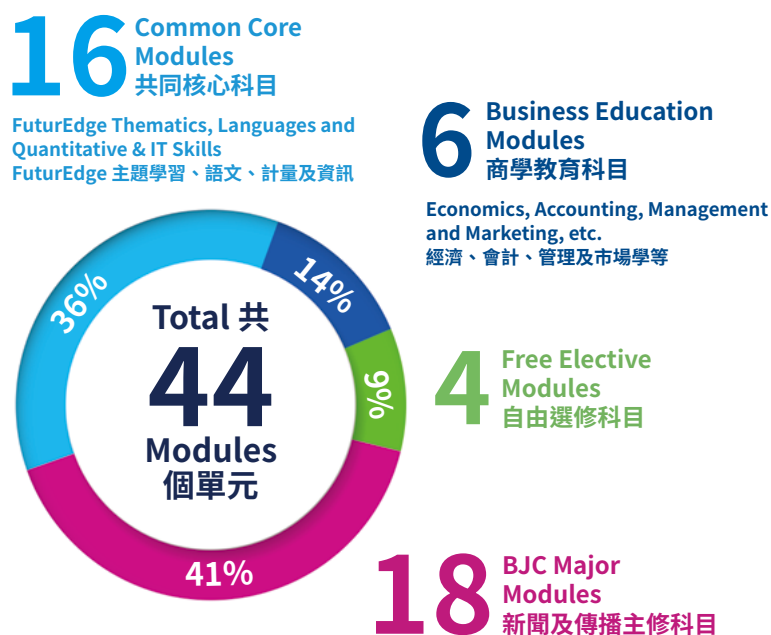
BJC 課程具備以下特色：

- 課程設計以培訓學生成為商業及財經新聞或企業傳訊專才為目的，以迎合本地、大中華地區及全球對相關人才的殷切需求；
- 結合商業財經與新聞傳播的元素，學生可於商業新聞及企業傳訊兩大專修範疇中二選其一；
- 教學團隊為本地及海外知名的學者及業界專才；
- 著重實際操作與實務經驗；及
- 提供先進的教學設備。

Programme Structure 課程結構

Based on the unique "Liberal + Professional" education model of HSUHK, the BJC programme is designed to be a four-year bachelor's degree programme which requires students to complete a total of 129 credits from a well-balanced curriculum consisting of Major modules, Common Core modules, Business Education modules and Elective modules.

BJC 課程為四年制學士學位課程，以恒大獨特的「博雅+專業」教育模式為本，涵蓋新聞傳播主修科目、共同核心科目、商學教育科目及自由選修科目四大部分。學生須於四年內修畢 129 個學分。



Programme Structure

課程架構

		Year 1 一年級	Year 2 二年級	Year 3 (BJ Concentration) 三年級 (商業新聞專修)	Year 3 (CC Concentration) 三年級 (企業傳訊專修)	Year 4 (BJ Concentration) 四年級 (商業新聞專修)	Year 4 (CC Concentration) 四年級 (企業傳訊專修)
Common Core Curriculum 共同核心課程	FuturEdge Thematics FuturEdge 主題學習	FuturEdge Core x 1 FuturEdge 核心科目 x 1	FuturEdge Cluster x 2 FuturEdge 範疇 x 2	FuturEdge Cluster x 2 FuturEdge 範疇 x 2		FuturEdge Cluster x 2 FuturEdge 範疇 x 2	
	Chinese 中文	Freshman Chinese 大一國文	Applied Putonghua 應用普通話				
		Chinese Literature Appreciation 中國文學欣賞					
	English 英文	University English (I) 大學英語 (一)	English for Academic Purposes 學術英語	English for Professional Communication 專業英語傳意			
		University English (II) 大學英語 (二)					
	Quantitative Methods & IT Skills 計量方法及 資訊科技	Contemporary Information Technologies 當代資訊科技	Introduction to Social Statistics 社會統計學概論				
Business Education 商學教育			Principles of Economics 經濟學原理 Principles of Management 管理學原理	Business Elective x 2 商學教育選修科目 x 2		Business Elective x 2 商學教育選修科目 x 2	
Major Studies 主修學科	Journalism and Communication 新聞及傳播教育	News Reporting and Media Writing in Chinese 中文新聞報導與媒體 寫作 Introduction to Audio-Visual Production 影音製作導論 Introduction to Journalism and Communication 新聞及傳播導論	News Reporting and Media Writing in English 英文新聞報導 與媒體寫作 Communication Theories 傳播理論 Social Media Editing 社交媒體編輯	Communication Research Methods 傳播研究方法 Media Law and Ethics 傳媒法規與道德		Online Journalism and New Media 網絡新聞與新媒體	
	Business Journalism / Corporate Communication Concentration 商業新聞/ 企業傳訊專修範疇			Introduction to Business Journalism 商業新聞導論	Introduction to Corporate Communication 企業傳訊導論	Topical Studies in Business Journalism 商業新聞專題研習	Persuasive Communication 說服傳播 Topical Studies in Corporate Communication 企業傳訊專題研習
				Introduction to Broadcast Journalism 電視與廣播新聞導論	Corporate Communication Writing 企業傳訊寫作		
				Business and Financial News Reporting and Writing 商業財經新聞採訪及寫作	Corporate Communication Practicum 企業傳訊實務		
				Business Journalism Practicum 商業新聞實務	Crisis and Issues Management 危機管理		
	Major Electives 選修科目		Major Elective x 1 主修選修科目 x 1	Major Elective x 1 主修選修科目 x 1		Major Elective x 2 主修選修科目 x 2	Major Elective x 1 主修選修科目 x 1
Free Electives 自由選修		Free Elective x 2 自由選修科目 x 2				Free Elective x 2 自由選修科目 x 2	

List of Major Elective modules are available at:

主修選修學科列表可從以下網址查閱：

<https://scom.hsu.edu.hk/en/bachelor-of-journalism-and-communication-honours/>

Teaching Team 教學團隊

There are around 15 full-time staff teaching in the BJC Programme Team, and more than 85% of them possess a doctoral degree. Teaching excellence and quality education are always our priorities and concern. Our teaching staff also serve as personal tutors of students.

新聞及傳播（榮譽）學士課程約有 15 位全職教授及講師，超過八成半擁有博士學位。卓越教學及優質教育一直是我們所看重及關注的。我們的教師亦擔任學生的個人導師。

School Facilities 教學設施

The School of Communication provides professional media training for our students. It has allocated a large amount of resources to acquire state-of-the-art facilities for teaching and learning.

傳播學院投放了千萬元設置先進的教學設備，以支援新聞和傳播的專業訓練。

- TV Lab 實驗電視廊
- SCOM Cinema and TV Production Centre 傳播學院影視製作中心
- Media and Communication Lab 媒體及傳播實驗室
- Multimedia Training Centre 多媒體培訓中心
- Radio Broadcasting Training Centre 廣播培訓中心
- Radio Broadcasting Studio 電台廣播錄音室
- Non-linear Editing Room 非線性（影音）剪接室
- SCOM Live Streaming Lab 串流演播室



Co-Curricular / Extra-Curricular Activities

課外活動

Internship 實習機會



"Internship" is an elective module in the BJC Programme. Students are given opportunities to work in various reputable news agencies, radio stations, commercial institutions, advertising agencies, and marketing and public relations companies, either locally or overseas. This scheme plays a very crucial role for students to obtain hands-on experience and increases their employability in the job market.

「實習」是 BJC 課程一門選修科目，學生有機會派往本地或海外的新聞機構、電台、新媒體、商業及市場營銷機構、廣告公司及公關公司實習。此計劃旨在讓學生汲取實際的工作經驗，以增強日後在職場的競爭能力。



WONG Wing Chi, Internship Programme at Television Broadcasts Limited (TVB) (2023)
黃穎芝，電視廣播有限公司實習記者 (2023)



CHOI Tsz Ting, Internship Programme at Now TV (2023)
蔡紫婷，Now TV 新聞實習記者 (2023)



LAM Sin Tung, Internship Programme at The Hong Kong and China Gas Company Limited (2023)
林倩彤，香港中華煤氣有限公司實習生 (2023)

Student Exchange Programmes and Field Visits 學生交流計劃及 實地考察



Activities including inbound and outbound student exchange, summer abroad programmes are offered to enhance students' all-round development. Students may also join different kinds of local and overseas field visits organised by the School to broaden their horizons.

恒大提供多項學生交流計劃，包括國際交流項目及暑期海外交流計劃，旨在推動同學全人發展。學生亦可參加由傳播學院舉辦的本地及海外實地考察團，擴闊眼界。



Study Tour on Hakka Cultural Heritage (2023)
客家文化傳承與發展交流團 (2023)



Field Visit to Jiangmen (2023)
江門參訪團 (2023)

Career Prospects 就業前景



Graduates will have a wide spectrum of employment opportunities.

畢業生擁有廣泛的就業機會。

Business Journalism Concentration 專修商業新聞	Corporate Communication Concentration 專修企業傳訊
<ul style="list-style-type: none"> Anchor 主播 Reporter 記者 News Editor/Social Media Editor 新聞編輯 / 社媒編輯 News Translator 新聞翻譯 Media Relations Officer 媒體關係主任 Producer 製作人員 Researcher 研究員 News Analyst 新聞分析員 	<ul style="list-style-type: none"> Public Relations Executive 公關主任 Corporate Communication Executive 企業傳訊主任 Advertising Consultant 廣告策劃專員 Marketing Executive 市場推廣主任 Social Media Specialist 社媒行銷專員 Researcher 研究員 Digital Marketing Communication Specialist 數碼市場傳訊專員

Campus Life 校園生活



HSUHK provides a rich and vibrant campus life, enabling students to develop their potentials, broaden their exposure, and build up their social and business networks.

HSUHK is the first self-financing institution to adopt elements of a Residential College approach. The Residential Colleges with 1,200 places are established so that students could benefit from the dynamic and inspiring hall life education programmes. Themes of the four Residential Colleges are respectively Cultural Diversity, Healthy Living, Community Service and Sustainability, which echo the University's "Liberal + Professional" education model.

恒大提供多姿多采的校園，讓學生發展潛能，拓闊學習視野，建立社交及商業網絡。

恒大是全港首間自資院校引入住宿式書院，學生宿舍提供 1,200 個宿位，每家書院均設有主題，分別是多元文化、健康生活、社會服務及持續發展，與恒大獨有的「博雅 + 專業」教育模式互相呼應。

Student Achievements and Activities 學生成就及活動



CHAN Yun San, Graduate (2016)
Founded a medical technology company upon graduation
陳潤新，畢業生（2016）畢業後創立了醫療科技公司



Teachers and Students Visiting ViuTV (2023)
傳播學院師生參觀 ViuTV (2023)



SCOM Students Won Two Awards in China Daily Campus News Awards 2023
傳播學院奪得《中國日報》「2023 大學新聞獎」兩個獎項



SCOM Awards Presentation Ceremony 2023-24
傳播學院學業成就獎頒獎典禮 2023-24



SCOM Students Won Award at the 23rd Consumer Rights Reporting Awards (2023)
傳播學院同學於第 23 屆「消費權益新聞報道獎」獲得獎項 (2023)



New Student Orientation 2023/24 of School of Communication
傳播學院新生迎新 2023/24

Students' Sharing 學生分享

HO Cheuk Yiu 何緯鈞

The cross-cultural exchange has enlightened me as a BJC student, about the "magic" of communication, how it enables us to find common ground amidst countless differences.

跨文化交流的機會，令我作為傳播學院的學生更加明白溝通的「魔力」，如何令人與人在千萬種不同之中找到相連點。



HO Cheuk Yiu, broadens her horizons through an enriching exchange programme in Norway (2023)
何緯鈞，往挪威參加交換生計劃，擴闊了視野 (2023)

TANG Qianlan 唐千嵐

The School of Communication not only provides us with enriching study tours but also combines theory with practice, allowing us to see the world with our own eyes and write about it with our own pens.

傳播學院寓教於樂，為我們提供了豐富的研學活動，讓我們可以充份地把理論和實踐相結合，帶領我們用眼睛看世界，用筆頭寫世界。



TANG Qianlan, joined the Study Tour on Hakka Cultural Heritage (2023)
唐千嵐，參加了客家文化傳承與發展交流團 (2023)



ENQUIRIES ON APPLICATION AND ADMISSION 入學申請查詢

Applications can be submitted through the HSUHK Undergraduate Application System.
For enquiry, please contact the Registry.

申請者可透過恒大網上入學申請系統遞交申請。如有查詢，請聯絡本校教務處。

Enquiries 查詢

Telephone 電話：3963 5710

Programme Email 課程查詢：bjc@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

QF Level: 5

QR Registration No. 18/000846/L5

Registration Validity Period: 08/11/2018 – 31/08/2027

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。

Information updated as of April 2024. Please refer to the homepage for the latest programme information.
有關資料更新至 2024 年 4 月。請瀏覽課程網站以獲取最新資訊。

BJC



SCAN HERE