



融合媒體及傳播科技 (榮譽)文學士

Bachelor of Arts (Honours) in Convergent Media and
Communication Technology (BA-CMCT)

For the New Generation of Convergent Media Professions
培育新一代融合媒體專才



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

The Future of Digital Media: Convergence and Transformation

The convergence of communication, content, and computing is fundamentally reshaping digital media. The media industry is undergoing an unprecedented transformation driven by AI and Web 3.0 technologies. Advanced tools are rapidly changing how we create and consume media content. The future belongs to media professionals who can effectively harness both digital and AI capabilities. The Bachelor of Arts in Convergent Media & Communication Technology (BA-CMCT) programme is designed to cultivate the next generation of media leaders - professionals who combine technical expertise with advanced communication skills for this digital revolution. Our interdisciplinary curriculum equips students with expertise in:

- Core Communication Technology
- AI-Driven Content Creation & Digital Storytelling
- Communication Principles

Graduates are prepared with versatile skills for high-demand roles including digital marketing & analytics, multimedia content creation, social media strategy, web & interactive media production, etc. Join us and be part of shaping the industry's future!

數位媒體的未來：科技融合與產業革新

傳播、內容與運算科技的融合正徹底重塑數位媒體產業。在 AI 與 Web 3.0 技術的驅動下，媒體產業正經歷前所未有的變革。先進工具快速改變著媒體內容的創作與消費模式。未來將屬於那些能有效駕馭數位與 AI 技術的媒體專業人才。融合媒體與傳播科技文學士課程 (BA-CMCT) 旨在培育新一代媒體領袖 – 兼具科技專業知識與先進傳播技能的人才，以引領這場數位革命。我們的跨學科課程培養學生以下專業能力：

- 核心傳播技術
- AI 驅動內容創作與數位敘事
- 傳播原理

畢業生將具備多元技能，可勝任於各熱門領域包括數位行銷與數據分析、多媒體內容創作、社交媒體策略規劃、網頁與互動媒體製作等。加入我們，共同塑造數位媒體的未來！



Dr CHEUNG Kwok Wai, Keith
Associate Professor and
Programme Director
Bachelor of Arts (Honours) in Convergent
Media and Communication Technology
School of Communication
融合媒體及傳播科技 (榮譽) 文學士課程主任
傳播學院副教授
張國威博士



Programme Features 課程特色

With a special emphasis on cultivating students to effectively work in the evolving media convergence environment, the BA-CMCT programme offers a combination of unique features:

Technological Proficiency – Mastering new media technologies to enhance proficiency in various digital media production methods.

Communication Competence – Acquiring a solid understanding of the fundamentals of human communication.

Interdisciplinary Training – Integrating knowledge and skills in information and communication technology with journalism and communication.

Balanced Development – Developing multidisciplinary learning abilities to foster a well-rounded lifelong learning attitude and interests.

Storytelling Expertise – Applying new media tools and methods to effectively write, convey, and share news and information content.

強調培養學生在不斷變遷的媒體融合環境中有效的工作能力，BA-CMCT 課程提供了以下特點：

技術能力 – 掌握新媒體技術，提升在各種數碼媒體製作方法上的運用。

溝通能力 – 增強對人類溝通基礎的理解。

跨學科培訓 – 將資訊和傳播科技的知識和技能與新聞傳播相結合。

平衡發展 – 發展多學科學習能力，培養學生全面的終身學習態度和興趣。

說故事專業訓練 – 運用各種新媒體工具和方法，有效地撰寫、傳達和分享新聞和資訊內容。

Programme Structure 課程結構



Programme Structure

課程架構

The BA-CMCT programme follows a distinctive "Liberal + Professional" education model. It is a four-year bachelor's degree programme that requires the completion of 120 credits. Its curriculum is carefully designed to provide students with a well-rounded education, consisting of Major Studies modules, Common Core modules, Business Education modules, and Elective modules.

BA-CMCT 課程採用獨特的「通識＋專業」教育模式。是一個為期四年的學士學位課程，學生需完成 120 學分。課程精心設計，旨在為學生提供全面的教育，包括專業訓練科目、通識核心科目、商業教育科目和選修科目。

		Year 1 一年級	Year 2 二年級	Year 3 三年級	Year 4 四年級
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 1 FuturEdge 範疇 x 1	FuturEdge Cluster x 2 FuturEdge 範疇 x 2	FuturEdge Cluster x 2 FuturEdge 範疇 x 2
		FuturEdge Cluster x 1 FuturEdge 範疇 x 1			
	Chinese 中文	Freshman Chinese 大一國文	Chinese Literature Appreciation 中國文學欣賞		
			Applied Putonghua 應用普通話		
	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 Management 管理學原理	Principles of Marketing 市場學原理		
Major Studies 主修學科	Multimedia Communication Technology 多媒體傳播科技	Introduction to Multimedia 多媒體導論	Communication Protocols for Multimedia 多媒體通訊協定	Interactive Web Service Technology 網絡交互服務技術	Converged Communications 融合通訊
		Introduction to Internet and Programming 網絡及程式編寫導論		Mobile Platform Technologies 流動平台技術	
	Digital Media Production 數碼媒體製作	Digital Photography 數碼攝影	Visual Effects and Animation 視覺效果與動畫	Desktop Design and Publishing 桌面設計與排版	Web-media Production 網絡媒體製作
		Sound Recording 數碼錄音	Digital Videography 數碼錄影		
	Communication Methodology 傳播方法論	Introduction to Journalism and Communication 新聞及傳播導論	News Reporting and Media Writing in Chinese 中文新聞報導與媒體寫作	Social Media Communication 社交媒體傳播	Media Law and Ethics 傳媒法規與道德
			Communication Theories 傳播理論	Multichannel Storytelling 多元敘事	
	Major Electives 選修科目			Major Elective x 1 主修選修科目 x 1	Major Elective x 2 主修選修科目 x 2
Free Electives 自由選修				Free Elective x 1 自由選修科目 x 1	Free Elective x 1 自由選修科目 x 1

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-convergent-media-and-communication-technology-ba-cmct/>

Teaching Team 教學團隊

The BA-CMCT programme is supported by a team of highly qualified teaching staff, with over 80% of them holding doctoral degrees. This exceptional credential underscores their expertise and profound knowledge in their respective fields, bringing a wealth of academic experience, industry insights, and scholarly perspectives into the classroom. They are deeply committed to delivering high-quality interdisciplinary education, mentoring students, and fostering a dynamic learning environment that enables students to benefit from their extensive achievements and practical expertise.

BA-CMCT 課程的教學團隊超過 80% 的教師擁有博士學位資格，凸顯了他們在各自領域中的專業知識和深厚的學術造詣，為課堂注入了其豐富的學術經驗、業界見解和觀點。他們致力於提供高質量的跨學科教育，並營造一個充滿活力的學習環境，使學生能夠從他們豐富的學術成就和工作經驗中受益。

School Facilities 教學設施

Students receive professional media training supported by state-of-the-art facilities that are specifically designed for advanced teaching and learning purposes.

透過使用先進教學設施，學生可接受高質的專業媒體訓練。

- 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

The BA-CMCT programme provides a diverse range of activities to supplement and enrich students' learning experience. These activities include co-curricular and extra-curricular components such as company visits, seminars, workshops, digital media production projects, and competitions. Together, these activities enhance students' understanding, develop their skills, and prepare them for careers in the ever-changing field of convergent media.

BA-CMCT 課程提供了多元化的課外和校外活動，以豐富學生的學習經驗。例如公司參訪、研討會、工作坊、數碼媒體製作項目和競賽等。這些活動不但增強學生的理解力與專業技能，更為他們在不斷變化的融合媒體領域中做好職場準備。

Internship 實習機會



Students can acquire practical experience by taking the Internship elective module. This opportunity allows them to apply the knowledge gained in the classroom and put theory into practice at various media and communication organisations. They can enhance their employability in the job market through the development of relevant practical skills and industry connections.

學生們可以選修「實習」科目而獲得實踐經驗。這個機會能使他們將課堂上所學的知識應用於各種媒體和通訊機構的工作中。並透過發展相關的實踐技能和行業聯繫，提高自己在就業市場上的競爭力。

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



Through HSUHK's exchange partnerships with overseas institutions, students are provided with valuable opportunities to broaden their horizons. Additionally, they have the option to participate in various field visits organised by the School of Communication, enabling them to expand their perspectives both locally and globally.

透過香港恒生大學與海外機構的交流合作，學生們可獲得寶貴的擴展視野機會。此外，學生還可以選擇參加由傳播學院安排的各種實地考察活動，從而擴闊自己在本地和全球的眼界。



Career Prospects 就業前景



The specialised interdisciplinary training in convergent media and communication technology provided in the BA-CMCT programme equips graduates with a diverse skill set and knowledge base. This unique combination of theory and practice prepares them for a variety of employment opportunities in the rapidly evolving fields of media and communication.

BA-CMCT 課程是一個專業跨學科之培訓，結合了媒體與傳播科技，為畢業生提供多元的技能和知識。這種獨特的理論與實踐結合，使他們能夠迎接不同的挑戰，應付不斷變化的媒體和傳播領域的工作。

- Multimedia Production Officer 多媒體製作主任
- Video Editor 影片編輯師
- Micro-film Producer 微電影製作人
- Web and Graphic Designer 網頁及圖像設計師
- UX/UI Designer 使用者介面設計師
- Content Strategist 內容策略師
- Data Journalist 數據新聞工作者
- Digital Campaign Coordinator 數碼廣告活動協調員
- Digital Marketing Specialist 數碼市場推廣專員
- Social Media Promotion Specialist 社交媒體推廣專員
- Online Media Strategist 線上媒體策略師
- Brand Communication Officer 品牌傳播主任

Campus Life 校園生活



HSUHK offers a dynamic and vibrant campus life, providing students with various opportunities to explore their potential, expand their horizons, and cultivate valuable social and professional connections. It is the first self-financing institution to integrate elements of the Residential College approach into its campus culture. With a capacity of 1,200, the four Residential Colleges (RCs) are designed to offer students an enriching and stimulating residential experience through a range of educational programmes. In alignment with the University's "Liberal + Professional" education model, these RCs are themed around Cultural Diversity, Healthy Living, Community Service, and Sustainability.

香港恒生大學提供一個充滿活力和多姿多彩的校園生活，給予學生各種機會，讓他們發掘潛力、拓寬視野，並建立寶貴的社交和職業聯繫。恒生大學是首家自資院校將住宿書院的元素納入校園文化之中。四所住宿書院擁有 1,200 個名額，旨在通過一系列教育計劃為學生提供豐富而刺激的住宿體驗。這些住宿書院以多元文化、健康生活、社會服務及持續發展為主題，與大學的「博雅 + 專業」教育模式相契合。





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：cmct@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.: 18/000839/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 July 2025. Please refer to the homepage
for the latest programme information.

有關資料更新至 2025 年 7 月。請瀏覽課程網站以獲取最新資訊。

BA-CMCT



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