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# Bachelor of Arts (Honours) in **CULTURAL AND CREATIVE INDUSTRIES** (BA-CCI) 文化及創意產業（榮譽）文學士



# 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<br>藝術品、古董及工藝品                                             |
| 2.  | Cultural Education and Library, Archive and Museum Services<br>文化教育及圖書館、檔案保存和博物館服務 |
| 3.  | Performing Arts<br>表演藝術                                                            |
| 4.  | Film, Video and Music<br>電影、錄像和音樂                                                  |
| 5.  | Television and Radio<br>電視及電台                                                      |
| 6.  | Publishing<br>出版                                                                   |
| 7.  | Software, Computer Games and Interactive Media<br>軟件、電腦遊戲及互動媒體                     |
| 8.  | Design<br>設計                                                                       |
| 9.  | Architecture<br>建築                                                                 |
| 10. | Advertising<br>廣告                                                                  |
| 11. | Amusement Services<br>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. Students will acquire knowledge in art, culture, and business management, which can be applied to administration, planning, project management, and curatorial activities within the creative industries. The programme encourages students to explore the impact and significance of culture and creativity in a rapidly changing social and commercial environment. It also promotes participation in public art, community engagement and nurtures entrepreneurial and managerial skills to support innovation and the development of a 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，應用於文創產業的行政、策劃、項目管理及相關商業的策展活動。課程鼓勵學生探索文化和創意於瞬息萬變的社會及商業環境所帶來的影響和意義，鼓勵學生參與公共藝術、社區參與以及培育學生的創業及管理能力，以配合社會的創新與知識型經濟發展。



"House of Sai Wan", a mini installation art piece, showcases community spirit, shared values, and metaphors that intertwine the author's personal experiences with collective social memories.

Creator: BA-CCI student Lorna Chui

「西環老房子」透過微裝置藝術展現社區精神、共享價值觀，交織作者的個人經歷與社會記憶。

## Duration and Credit Requirement

### 修讀年期及學分要求

|                                        |                                              |
|----------------------------------------|----------------------------------------------|
| Mode of Study<br>學制                    | Full Time<br>全日制                             |
| Normal Duration of Programme<br>一般修讀年期 | 4 Years<br>4年                                |
| Credit Required for Graduation<br>畢業學分 | 43 Modules of 129 Credits<br>43 個單元，共129 個學分 |

# 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 43 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 1 free elective module.

本課程設有四大學習範疇，學生須於四大範疇中修讀43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1個自由選修單元。

\*香港恒生大學本科課程結構（適用於2025/26學年及以後入讀一年級的學生、2026/27學年及以後入讀二年級的學生以及2027/28學年及以後入讀三年級的學生。）

| Study Area<br>學習範疇                                                      | No. of Core<br>Modules<br>(Credits) | No. of Elective<br>Modules<br>(Credits) | Total No. of<br>Modules<br>(Credits) | Percentage<br>(%) |
|-------------------------------------------------------------------------|-------------------------------------|-----------------------------------------|--------------------------------------|-------------------|
| 1. CCI Specialty<br>文化及創意產業專修                                           | 19(60)                              | 4(12)                                   | 23(72)                               | 56                |
| 2. Common Core Curriculum<br>共同核心課程元素                                   |                                     |                                         |                                      |                   |
| (i) Foundations<br>基礎教育                                                 |                                     |                                         |                                      |                   |
| English<br>英文                                                           | 4 (9)                               |                                         | 4 (9)                                | 7                 |
| Chinese<br>中文                                                           | 3 (9)                               |                                         | 3 (9)                                | 7                 |
| Quantitative Methods & IT<br>Skill<br>計量方法及資訊科技                         | 2 (6)                               |                                         | 2 (6)                                | 5                 |
| National Education<br>and National Security<br>Education<br>國民教育及國家安全教育 |                                     |                                         | 1 (Non-credit<br>bearing<br>不含學分)    |                   |
| (ii) Thematics<br>主題學習                                                  |                                     |                                         |                                      |                   |
| FuturEdge Programme<br>FuturEdge 課程                                     | 1 (3)                               | 6 (18)                                  | 7(21)                                | 16                |
| 3. Business Education<br>商學教育                                           | 3(9)                                | -                                       | 3(9)                                 | 7                 |
| 4. Free Electives<br>自由選修                                               | -                                   | 1(3)                                    | 1(3)                                 | 2                 |
| Total<br>總數                                                             |                                     |                                         | 43(129)                              | 100               |



BA-CCI students showcased creative works at Hong Kong International Licensing Show 2025 organized by the Hong Kong Trade Development Council  
文化及創意產業課程同學的創意作品獲選參展香港貿發局「香港國際授權展2025」

| Year 1                                                                            | Year 2                                                               | Year 3                                                    | Year 4                                                                     |
|-----------------------------------------------------------------------------------|----------------------------------------------------------------------|-----------------------------------------------------------|----------------------------------------------------------------------------|
| <b>CCI 1001</b><br>Introduction to Management of Cultural and Creative Industries | <b>CCI 2001</b><br>Globalisation of Cultural and Creative Industries | <b>CCI 3001</b><br>Cultural and Creative Entrepreneurship | <b>ENG 3030</b><br>English for Specific Purposes (CCI)                     |
| <b>CCI 1002</b><br>Culture and Creativity: the Hong Kong and Regional Context     | <b>CCI 2002</b><br>Cultural Policy and Research Methodology          | <b>CCI 3002</b><br>Brand, Urban and Heritage Management   | <b>CCI 4002</b><br>Cultural Governance and Ethics                          |
| <b>CCI 1003</b><br>Creative Production and Consumption                            | <b>CCI 2003</b><br>Culture and Technology                            | <b>CCI 3003</b><br>Curatorship and Event Management       | <b>CCI 4003</b><br>Organization, Institution and Sustainability            |
| <b>CCI 1004</b><br>Heritage, Arts, Design and Media Culture                       | <b>CCI 2004</b><br>Intellectual Property Rights                      | <b>CCI 3004</b><br>Finance and Marketing in Culture       | <b>CCI 4004</b><br>Issues in Contemporary Cultural and Creative Industries |
| Major Elective x 1                                                                | Major Elective x 1                                                   | <b>CHI 2008</b><br>Advertising Copywriting                | <b>CCI 4901</b><br>Capstone Project in Cultural and Creative Industries    |
| <b>GEN 1000</b><br>Perspectives on General Education                              | GE Elective x 2                                                      | Major Elective x 1                                        | <b>COM 4301</b><br>Internet Culture                                        |
| <b>CHN 1000</b><br>Freshman Chinese                                               | <b>CHN 2001</b><br>Applied Putonghua                                 | <b>ENG 3002</b><br>English for Professional Communication | Major Elective x 1                                                         |
| <b>CHN 1002</b><br>Chinese Literature Appreciation                                | <b>ENG 2001</b><br>English for Academic Purposes                     | GE Elective x 2                                           | GE Elective x 2                                                            |
| <b>ENG 1001</b><br>University English (I)                                         | <b>COM 1000</b><br>Contemporary Information Technologies             | Free Elective x 1                                         |                                                                            |
| <b>ENG 1002</b><br>University English (II)                                        | <b>AMS 2340</b><br>Introduction to Social Statistics                 |                                                           |                                                                            |
| <b>MGT 1001</b><br>Introduction to Business                                       | <b>BUS 2001</b><br>Principles of Marketing                           |                                                           |                                                                            |
| <b>MGT 1002</b><br>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

- CCI1105 Romance and Heroes: Chinese 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。 |

## 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 art and design sector 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。



Participation in the Hong Kong House Internship at the Exhigo-Tsumari Art Triennial 2025  
參與越後妻有大地藝術祭香港部屋實習計劃2025

## 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 5710

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 :

Tel 電話 : 3963 5434

Email 電郵 : [bacci@hsu.edu.hk](mailto:bacci@hsu.edu.hk)

Admission Email 入學查詢 : [ugadmission@hsu.edu.hk](mailto:ugadmission@hsu.edu.hk)

Address 地址 : Hang Shin Link, Siu Lek Yuen, Shatin, N.T.  
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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