

Bachelor of Arts (Honours) in
**CONVERGENT MEDIA AND
COMMUNICATION TECHNOLOGY** (BA-CMCT)
融合媒體及傳播科技（榮譽）文學士



恒生管理學院
HANG SENG
MANAGEMENT COLLEGE

BA-CMCT – FOR NEW GENERATION OF MEDIA PROFESSION

The Bachelor of Arts (Honours) in Convergent Media and Communication Technology (BA-CMCT) programme aims to provide students with a quality inter-disciplinary education that offers a unique blend of media theory and practice in association with communication technology, so as to nurture professional and versatile talents to confidently face challenges and opportunities in the rapidly developing digital media and communication industry.

培育新一代融合媒體專才

為配合日新月異的科技發展及數碼媒體的變遷，社會極需要具備專業技能、多元才能及靈活變通的人才。融合媒體及傳播科技 (榮譽) 文學士 (BA-CMCT) 旨在結合媒體理論及傳播科技的實用技能，提供優質的跨學科教育，增強學生知識水平以應付資訊澎湃的數碼年代。



PROGRAMME FEATURES 課程特色

With special emphasis on cultivating students to work effectively in the evolution of media convergence environment, the BA-CMCT programme combines several unique features:

Technological Ability – mastering the new media technologies so as to strengthen the practice of a variety of digital media production methods.

Communication Competency – having a solid grasp of the human communication fundamentals.

Interdisciplinary Training – merging knowledge and skills in information and communication technology (ICT) with journalism and communication.

Balanced Development – possessing multi-disciplinary learning abilities to develop all-round lifelong learning attitude and interests.

Storytelling Speciality – applying new media tools and methods to the writing, conveying and sharing of news and information content.

BA-CMCT 課程特別強調培訓學生能有效地在演變中的媒體融合環境下工作，並結合了多樣特色：

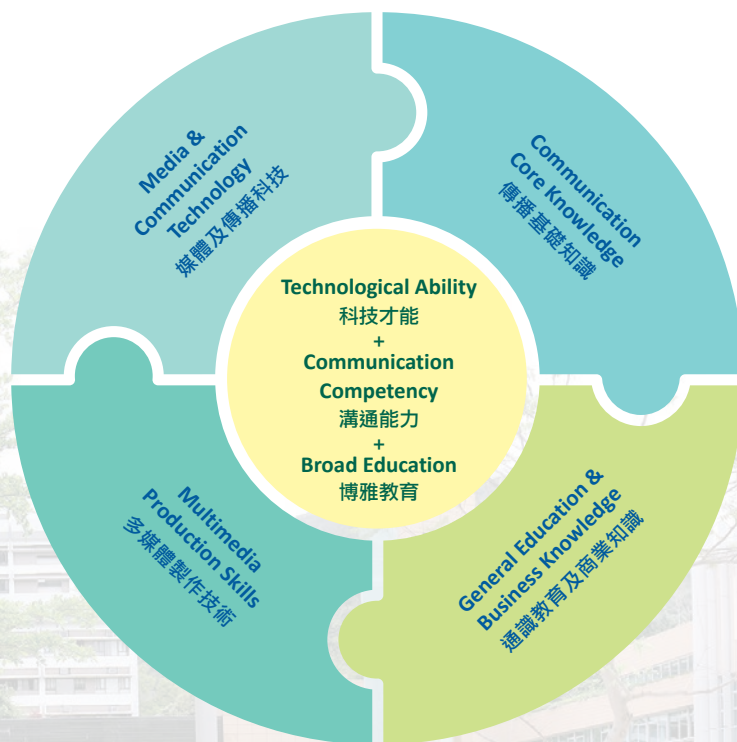
科技才能 – 掌握新媒體技術，加強學習各種數碼媒體製作方法。

溝通能力 – 掌握及理解基本的人際溝通技巧。

跨學科訓練 – 結合資訊科技傳播技術與新聞傳播跨學科的知識和技能。

均衡發展 – 擁有多元學科學習能力，有助全面發展學生終生學習的態度及興趣。

內容表達專才 – 運用新媒體工具及方法進行寫作、傳遞和分享新聞及資訊內容。



ACADEMIC STRUCTURE 課程架構

Based on a unique “Liberal + Professional” education model, BA-CMCT is a 4-year bachelor's degree programme which requires students to complete a total of 120 credits from a well-balanced curriculum, consisting of Major Studies modules, Common Core modules, Business Education modules and Elective modules.

BA-CMCT 課程以恒管獨特的「博雅 + 專業」教育模式為本，設計了一個由主修科目、共同核心科目、商學教育科目及自由選修科目結合而成的四年制課程。學生須於四年內修讀合共 120 學分。

		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	General Education 通識教育	Perspectives on General Education 通識教育導論	GE Cluster 1 x1 [#] 通識教育範疇 1 x1 [#] GE Cluster 2 x1 [#] 通識教育範疇 2 x1 [#]	GE Cluster 3 x1 [#] 通識教育範疇 3 x1 [#] GE Cluster 4 x1 [#] 通識教育範疇 4 x1 [#]	GE Cluster Elective x2 通識教育範疇選修 x2
	Chinese 中文	Freshman Chinese 大一國文	Chinese Literature Appreciation 中國文學欣賞	Putonghua for Business 商貿普通話	
	English 英文	English for Effective Communication 高效傳訊英語 English for Academic Purposes 學術寫作英語	English for Public Speaking 英語演講		
	Quantitative Methods & IT Skills 計量方法及資訊科技	IT Module x1 [†] 資訊科技選修 x1 [†]	QM Module x1 [‡] 計量方法選修 x1 [‡]		
Business Education 商學教育		Introduction to Business 商學導論	Principles of Management 管理學原理		
Major Studies 主修學科	Media & Communication Technology 媒體及傳播科技	Introduction to Multimedia 多媒體導論 Introduction to Internet and Programming 網絡及程式編寫導論	Motion Media Theory and Practice 動態媒體理論與實務 Principles of Communication Protocols 通訊協定原理	Web-based Interactive System 網絡交互系統 Mobile Platform Technologies 流動平台技術	Network and System Administration 網絡系統管理
	Media Production 媒體製作	Digital Photography 數碼攝影 Sound Recording 數碼錄音	Introduction to TV Production 電視製作導論	Desktop Publishing 桌面排版	Web-media Production 網絡媒體製作
	Communication Core 傳播基礎	Introduction to Journalism and Communication 新聞及傳播導論	Communication Theories 傳播理論 Intercultural Communication 跨文化傳播	Media Law and Ethics 傳媒法規與道德 Social Media Communication 社交媒體傳播	Data Journalism 數據新聞
	Major Electives 主科選修			Major Elective x1* 主科選修 x1*	Major Elective x2* 主科選修 x2*
Free Electives 自由選修				Free Elective x1 自由選修 x1	Free Elective x1 自由選修 x1

Chosen from each list of the four GE Cluster electives
 † Chosen from the list of IT electives
 ‡ Chosen from the list of Quantitative Methods electives
 * Chosen from the list of CMCT major electives

從四組通識教育範疇選修科目中選擇
 † 從資訊科技選修科目中選擇
 ‡ 從計量方法選修科目中選擇
 * 從 CMCT 主科選修科目中選擇

CMCT STAFF 教學團隊

Professor

SIU Yuk Tai, Trevor

蕭旭泰教授

Programme Director of BA-CMCT Programme
PhD (University of Essex)
MSc (University of Essex)
BSc (University of Essex)

Assistant Professor

HU Hsin Li, Sammy

胡欣立助理教授

Associate Programme Director of BA-CMCT Programme
PhD (Peking University)
LLM (The University of Hong Kong)
LLM (Chicago-Kent College of Law)
LLB (Shih Hsin University)

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BSSc (The Chinese University of Hong Kong)

Assistant Professor

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吳靜助理教授

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MA (Jinan University)
BA (Jinan University)

Assistant Professor

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盧惠嫻助理教授

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MPhil (Hong Kong Baptist University)
BSSc (Hong Kong Baptist University)

Assistant Professor

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呂琛助理教授

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Senior Lecturer

CHENG Suet Oi, Glacial

鄭雪愛高級講師

MA (University of Essex)
PGCE (University of Essex)
BA (Chu Hai College)

Senior Lecturer

SO Ming Hang, Brian

蘇銘恒高級講師

CFA
MPhil (The Chinese University of Hong Kong)
BSSc (The Chinese University of Hong Kong)



INTERNSHIP 實習機會

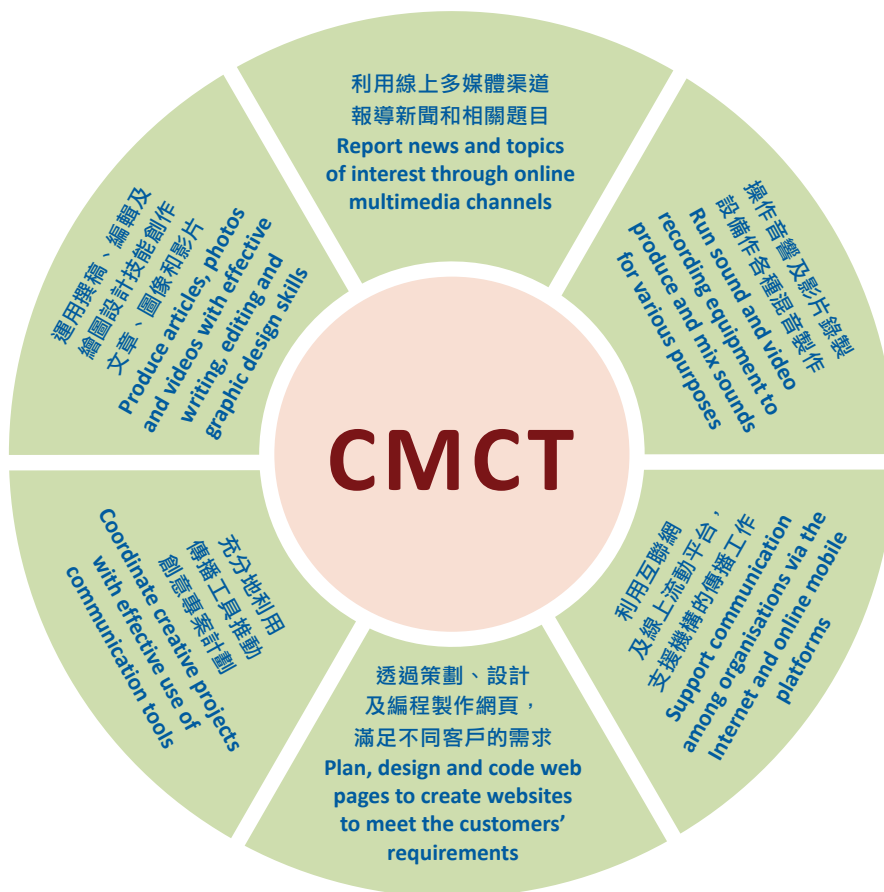
Valuable learning opportunities are provided for students to gain on-the-job training experience through taking “internship” as an elective module in the summer of Year 3, allowing them to apply what they have learnt in classroom and put theory into practice at the workplace of various media and communication organisations. Hence, the employability of students in the job market can be increased with such hands-on experience.

為了讓學生能學以致用，本課程包含了「實習」選修科目。三年級學生將有機會在暑期到各大傳播媒體機構實習，把課堂所學的知識在現實工作中加以實踐，提高學生在職場上的競爭力。

CAREER PROSPECTS 就業前景

Through special interdisciplinary training of convergent media and communication technology that combines theory and practice, a wide spectrum of employment opportunities is open to the BA-CMCT graduates.

課程的特色是把融合媒體及傳播科技的理論和實務加以結合，目的是為畢業生提供更多類型的就業機會。



⊗ **Media Content Developer**
媒體內容發展專員

⊗ **Multimedia Journalist**
多媒體新聞工作者

⊗ **Media Production Officer**
多媒體製作主任

⊗ **Digital Media System & Network Administrator**
數位媒體系統及網絡管理員

⊗ **Web and Graphics Designer**
網頁及圖像設計師

⊗ **Media Project Coordinator**
媒體項目管理專員

STUDENT EXCHANGE PROGRAMME 學生交流計劃

Students are provided with opportunities to reach out and widen their horizons through HSMC's exchange partnerships with overseas institutions in Asia, Europe and North America.

透過恒生管理學院與亞洲、歐洲、北美洲等各地學府的合作，學生們有機會到海外進行交流學習，擴闊視野。

SCHOOL FACILITIES 學院設施

1. TV Lab 實驗電視廊
2. SCOM TV Studio 電視錄影廠
3. Media and Communication Lab 媒體及傳播實驗室
4. Multimedia Training Centre 多媒體培訓中心
5. Radio Broadcast Training Centre 廣播培訓中心
6. Radio Broadcasting Studio 電台廣播錄音室
7. Non-linear Editing Room 非線性（影音）剪接室



CAMPUS LIFE 校園生活

The establishment of HSMC Jockey Club Residential Colleges has provided 1,200 places to students with a robust platform to empower and nurture social engagements, intellectual interflow and global perspectives through community living and learning.

恒生管理學院賽馬會住宿書院提供了 1,200 個宿位，讓同學們能透過社區生活與學習之平台，培育社會參與、知識交流和環球視野。





ENQUIRIES ON APPLICATION AND ADMISSION 入學申請查詢

Applicants can submit their applications through the HSMC Online Application System. For further enquiries, please contact the Registry.

申請者可透過恒生管理學院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。

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Admission Email 入學查詢 : ugadmission@hsmc.edu.hk
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新界沙田小瀝源行善里

In case of any discrepancy between the English version and Chinese version of the contents of this pamphlet, the English version shall prevail.

本課程簡介以英文本為準，中文譯本謹供參考。

Hang Seng Management College is incorporated in Hong Kong with limited liability by guarantee.
恒生管理學院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2016年9月。

