

Bachelor of Arts (Honours) in **ENGLISH** (BA-ENG) 英國語文（榮譽）學士



恒生管理學院
HANG SENG
MANAGEMENT COLLEGE

PROGRAMME DIRECTOR'S MESSAGE



As Programme Director of the Bachelor of Arts in English (Honours) Programme and Dean of the School of Humanities and Social Science, I would like to welcome you to our Department of English.

The Department first launched its BA in English Programme for majors in 2012, which was accredited by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ). This Programme is unique in Hong Kong, where English Studies are combined with Business and General Education components, with the objective of training our students to adapt to a diverse range of situations and skills for the workplace. As a major programme, English students are divided into three subject concentrations: English language and literature, linguistics and comparative studies, training our students not only linguistically but also culturally competent.

In addition, the Department of English provides English language courses to all students in Degree Programmes to enhance their English proficiency for university study as well as to prepare them to have good articulation and presentation skills upon graduation.

I sincerely hope that after four years here, you will have attained the abilities to be imaginative, reflective, sociable and expressive as individuals. As English majors in this College, you will be among the trailblazers in the new frontier and your four-year hard-work will vindicate the success of this Programme with your future undertaking in whatever fields you choose.

Professor Thomas Luk
Programme Director, BA in English Programme and
Dean, School of Humanities and Social Science



GENERAL INFORMATION

The Department of English offers a Bachelor of Arts in English Programme which is designed to help students build a sound knowledge base in English literature and linguistics as well as develop strong language and cultural awareness essential for an increasingly globalised world and economy. The Programme covers a rich and diverse range of topics aiming to broaden students' horizons intellectually and personally. The integration of Business Studies modules in the curriculum also makes it unique with both academic and practical relevance.

This is a four-year degree programme and there are two semesters of 15 weeks per year. Each module consists of three credits, with every credit comprising a minimum of 15 contact hours. Students are required to study at least 43 modules of 129 credits over four years.

There are four Study Areas – English Studies, Business Studies, Free Electives and Common Core Modules. The table below illustrates the number of core and elective modules in each Study Area.

Study Areas	No. of Core Modules (Credits)	No. of Elective Modules (Credits)	Total No. of Modules Studied (Credits)	Percentage
English Studies	10 (30)	10 (30)	20 (60)	46.5%
Business Studies	2 (6)	1 (3)	3 (9)	7.0%
Free Electives	0 (0)	5 (15)	5 (15)	11.6%
Common Core Curriculum	13 (39)	2 (6)	15 (45)	34.9%
i. General Education	5 (15)	2 (6)		
ii. Languages				
• English	3 (9)			
• Chinese	3 (9)			
iii. IT Skills and Quantitative Methods	2 (6)			
Total	25 (75)	18 (54)	43 (129)	100%

ACADEMIC STRUCTURE

Year 1

English Core Modules

- ENG1100 Introduction to Literature
- ENG1200 Introduction to Linguistics
- ENG1205 English Lexical Studies
- ENG2100 Exploring the Genre of Poetry

Business Core Modules

- MGT1001 Introduction to Business
- MGT1002 Principles of Management

Common Core Modules

- ENG1005 English Communications I
- ENG1006 English Communications II
- CHN1000 Freshmen Chinese
- CHN1002 Chinese Literature Appreciation
- GEN1000 Perspectives on General Education
- 1 Quantitative Methods (QM) Module

Year 2

English Core Modules

- ENG1300 English: Past, Present and Future
- ENG2101 Exploring the English Novels
- ENG2102 Drama and Theatre
- ENG2205 The Sound Systems of English

Free Elective Module

- 1 Free Elective Module

Common Core Modules

- ENG2200 The Grammar and Structure of English
- CHN2001 Putonghua for Business
- 3 GE Cluster Core Modules
- 1 Information Technology (IT) Module



Year 3

English Core Modules

- ENG3110 Shakespeare and his Universal Themes
- ENG3200 Meaning and Language

English Elective Modules

- 4 English Elective Modules

Business Elective Module

- 1 Business Elective Module

Free Elective Modules

- 2 Free Elective Modules

Common Core Modules

- 1 GE Cluster Core Module
- 1 GE Cluster Elective Module

Year 4

English Elective Modules

- 6 English Elective Modules

Free Elective Modules

- 2 Free Elective Modules

Common Core Module

- 1 GE Cluster Elective Module



EXAMPLES OF ELECTIVE MODULES

- English for Business Communication
- Children's Literature
- Women in Literature
- Bilingualism
- Corpus Linguistics
- Language and the Mind
- Language and Society
- Hong Kong Literature in English
- Postcolonialism: the Step-Mother Tongue
- New English Voices and the Global Market
- Voices in the Melting Pot
- National Values and identity in American Literature
- Class, Power and Capitalism in American Literature
- Ethics, Popular Cultures and American Literature
- English-Chinese Contrastive Analysis
- Story of Success: Autobiography
- Literary Theory and Criticism
- Learning English as a Global Language
- Conversation Analysis
- The Nature of Linguistic Research
- Prosody and Intonation
- Structure and Meaning
- Film and Literature
- East-West Comparative Literature
- From Literary Studies to Cultural Studies
- Exploring Economic Canons in Literary Contexts
- Survival of the Fittest: Darwinism and Survival Literature
- Applied Corpus Linguistics for Business Communication
- The Economics of Language
- Discourse Analysis: Business and other Genres
- Senior Project (Literature)
- Senior Project (Linguistics)

TEACHING STAFF OF THE PROGRAMME



Professor LUK Yun Tong, Thomas

BA (CUHK)
MA (York University)
PhD (University of Michigan)
Dean, School of Humanities and
Social Science
Professor and Head of Department
of English



Dr BUI Hiu Yuet, Gavin

BA (Guangdong University of
Foreign Studies)
PhD (CUHK)
Associate Professor



Dr FUNG Kai Yeung, Paul

BA (HKU)
MA (University of Manchester)
PhD (University of Manchester)
Assistant Professor



Dr BOWN Alfie

BA (University of Manchester)
MA (University of Manchester)
PhD (University of Manchester)
Assistant Professor



Dr GROSE Donovan Richard

BA (Western Washington University)
MA (Purdue University)
PhD (Purdue University)
Assistant Professor



Dr LAM Tsz Kwan, Charles

BSSc (HKBU)
MA (CUHK)
PhD (Purdue University)
Assistant Professor



Dr MA Jing Jing, Maggie

BA (Fudan University)
MA (Fudan University)
PhD (HKU)
Assistant Professor



Dr PARKER Jay Thomas

BA (Cantab)
MA (Leeds)
PhD (Leeds)
Assistant Professor



Dr WONG Yuen Wing, Catherine

BA (CUHK)
MPhil (CUHK)
PhD (University of Liverpool)
Assistant Professor

CAREER PROSPECTS

Graduates with knowledge of English and Business would be extremely well-placed to take advantage of the huge increases in demand for graduates in business and related fields. Graduates of the BA in English Programme have a wide range of career options including:

Communications:

- Public Relations
- Corporate Communications
- Media Relations
- Project Management
- Copywriting
- Patent Writing
- Reporting
- Editing and Publishing

Marketing, Finance and Banking:

- Management
- Advertising
- Customer Service
- Marketing
- Market Research

Others:

- Civil Service
- Language and Cultural Consultancy
- Education



ATTAINMENT OF PROFESSIONAL RECOGNITIONS

In March 2014, the Bachelor of Arts in English (Honours) Programme obtained professional recognition from the Education Bureau (EDB) in the following areas:

1. The Programme is included in Standing Committee on Language Education and Research (SCOLAR) list of recognised English language major degree programmes;
2. The Programme is included in the list of "Programmes Accepted for Grants under the Professional Development Incentive Grant Scheme for Language Teachers";
3. The Programme is accepted as an English language major degree for meeting the Language Proficiency Requirement (LPR), i.e., Reading, Writing, Listening, Speaking and Classroom Language Assessment.

Graduates from the Programme will be granted full exemption from LPR and deemed to have reached Level 3 proficiency in all papers in the LPR if they possess both a relevant degree and relevant teacher training (upon the completion of Postgraduate Diploma in Education (PGDE)). Graduates could apply for exemption from Language Proficiency Assessment for Teachers (LPAT) accordingly.

INTERNSHIP OPPORTUNITIES / EXCHANGE EXPERIENCE

Hang Seng Management College is committed to providing effective internships for students. The BA in English Programme has made arrangements with well-known companies such as The Cross-Harbour (Holdings) Ltd, Chow Sang Sang Holdings International Ltd, Hong Kong Commercial Press (Hong Kong) Ltd and Hong Kong Repertory Theatre to secure internship places that bridge the gap between the classroom and the real world.

The College also offers exchange opportunities from universities in the USA, UK, Canada, France, Finland, Japan, Korea, Taiwan and so on to increase students' exposure in diverse cultures, and cultivate their identity as global citizens.

ENGLISH LANGUAGE CENTRE

The English Language Centre is located on the second floor of S H Ho Academic Building. It is well-equipped with multi-media teaching and learning language resources aiming at developing a learning community and facilitating self-access language learning. In addition, the purpose-built consultation rooms situated in the English Language Centre foster collaborative learning. Students are encouraged to conduct small group discussions and teachers can arrange tutorials and consultation sessions.

The monthly run workshops as well as the regular courses and activities, which cover an array of topics ranging from the practical use of English to English language, literature and culture, provide opportunities for students to brush up on their English and boost their cultural awareness, which are essential in our cosmopolitan city Hong Kong.





ENQUIRIES ON APPLICATION AND ADMISSION

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

Tel : 3963 5555
Fax : 3963 5553
Website : www.hsmc.edu.hk
Programme Email : eng@hsmc.edu.hk
Admission Email : ugadmission@hsmc.edu.hk
Address : Hang Shin Link, Siu Lek Yuen, Shatin, NT

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。

Information updated as of April 2017.
有關資料更新至2017年4月。

