

Bachelor of
**JOURNALISM AND
COMMUNICATION** (Honours) (BJC)
新聞及傳播（榮譽）學士



*The Cradle of Business Journalists
The Dreamland for Corporate Professionals*



恒生管理學院
HANG SENG
MANAGEMENT COLLEGE



Professor TSO Hung, Scarlet
Dean, School of Communication

傳播學院院長
曹虹教授

Hang Seng Management College (HSMC) has been committed to providing outstanding business education to society since it was first established in 2010. The College offers innovative post-secondary degree programmes and curricula and a modern environment in which the potential and talents of our students can be nurtured and developed.

The School of Communication is a pioneer in offering unique degree programme, Bachelor of Journalism and Communication (Honours) (BJC), that combines business and finance with journalism and communication. To meet the increasing demand for professionals in business journalism and corporate communication, the curriculum of BJC is carefully designed to provide a healthy combination of journalism and communication courses with specialised training in business and finance. The BJC Programme has renowned academics as well as seasoned media professionals on our faculty. Our faculty members are educated both locally and abroad, and most of them hold doctorate degrees.

Hands-on training and practical experiences are an important and integral part of our curriculum. With the strong support of the College, we have state-of-the-art

facilities such as a TV Production and Control Room, Sound Studios, Multi Media Training Centre and an Editing Suite to prepare our students with the skills they need when they venture out to the “real world”. And as educators of Journalism and Communication, our mission is not only to educate and train media professionals but also dedicate to promote cross-disciplinary training and heighten the students’ sense of social awareness and responsibilities.

On behalf of the School of Communication, I would like to extend my warm welcome to all the Journalism and Communication students. I encourage you to explore our website to learn more about our programmes and all the activities and learning opportunities the School has to offer. We are constantly upgrading the quality of our education and training, so your input is invaluable. If you have any comments and suggestions, please send them to: bjc@hsmc.edu.hk.

恒生管理學院（恒管）於2010年創校以來，一向致力為香港社會提供優質的商業財經教育。本校除提供多項優質的學士學位課程，以及優良的教育環境外，並極力培育及發展學生的潛質及才能。

傳播學院為恒管五大學院之一，率先提供一個結合商業財經新聞及企業傳訊元素的獨特新聞及傳播（榮譽）學士課程。為迎合社會對財經新聞及企業傳訊的殷切需求，本課程在新聞及傳播的知識基礎上，特別設計了許多專業訓練的科目。本課程的教學團隊為本地及海外知名的學者及業界專才，大多數具有博士學位。

新聞與傳播課程著重實際操作與實務經驗。在校方大力支持下，我們投放千萬元添置先進的教學設備，包括電視錄影廠、控制室、錄音室、編輯室和多媒體訓練中心。作為新聞傳播的教育工作者，我們除了培育商業財經新聞及企業傳訊專才外，也致力於跨學科訓練及提升學生對社會的關懷及責任感。

我謹代表傳播學院歡迎所有同學加入新聞傳播課程。敬請瀏覽本院的網頁，進一步瞭解本學院提供的各項課程、活動及學習機會。我們一直堅持不斷提升教學及培訓的質素，因此非常歡迎您電郵至bjc@hsmc.edu.hk，提供寶貴意見。

ACADEMIC STRUCTURE 2016/17 onward

課程架構 2016/17起

The School of Communication offers a four-year bachelor degree programme in journalism and communication. It focuses on training students to be business journalists and corporate communication professionals in order to meet societal demand by offering two concentrations: Business Journalism and Corporate Communication.

BJC students are normally required to complete a total of 129 credits in three Study Areas: General Education, Business, and Journalism and Communication.

新聞及傳播（榮譽）學士課程為四年制的學位課程。主要為培訓有志從事商業及財經新聞或企業傳訊專業的人士而設。

學生在四年內最少須從通識教育、商業教育及新聞及傳播教育三組課程，修讀共129學分。



Year 1 第一年

BUSINESS EDUCATION 商業教育

- Business Economics I 商業經濟學（一）

JOURNALISM AND COMMUNICATION 新聞及傳播教育

- Introduction to Journalism and Communication 新聞及傳播導論
- News Reporting and Writing in Chinese 中文新聞採訪與報導

COMMON CORE CURRICULUM 共同核心課程

- Freshmen Chinese 大一國文
- Chinese Literature Appreciation 中國文學欣賞
- English for Effective Communication 高效傳訊英語
- English for Academic Purposes 學術寫作英語
- Perspectives on General Education 通識概論

1 module chosen from the **GE Clusters** 1門通識教育範疇科目

1 module chosen from the **GE Electives** 1門通識教育選修科目

1 module chosen from **IT Modules** 1門資訊科技科目



Year 2 第二年

BUSINESS EDUCATION 商業教育

- Principles of Management 管理學原理
- Principles of Marketing 市場學原理

JOURNALISM AND COMMUNICATION 新聞及傳播教育

- News Reporting and Writing in English 英文新聞採訪與報導
- Communication Theories 傳播理論
- News Translation 新聞翻譯

1 module chosen from the **BJ/CC Suggested Electives**
1門商業新聞或企業傳訊專業選修科目

COMMON CORE CURRICULUM 共同核心課程

- Putonghua for Business 商貿普通話
- English for Public Speaking 英文大眾演說

2 modules chosen from each of the **GE Clusters**
2門通識教育範疇科目

1 module chosen from **Quantitative Methods Modules**
1門計量方法科目



Year 3 第三年

BUSINESS EDUCATION 商業教育

- Business Accounting 商務會計
- Financial Management for Journalism 財務管理 (新聞)

JOURNALISM AND COMMUNICATION 新聞及傳播教育

- Communication Research Methods 傳播研究方法
- Media Law and Ethics 傳媒法規與道德

COMMON CORE CURRICULUM 共同核心課程

1 module chosen from the **GE Clusters**

1門通識教育範疇科目

FREE ELECTIVES 自由選修

1 module chosen from the Free Electives

1門自由選修科目

WITH BUSINESS JOURNALISM CONCENTRATION

主修商業新聞

- Introduction to Business Journalism 商業新聞導論
- Introduction to Broadcast Journalism 電視與廣播新聞導論
- Business and Financial News Reporting and Writing 商業財經新聞採訪與寫作

2 modules chosen from the Business Journalism

Suggested Electives

2門商業新聞專業選修科目

WITH CORPORATE COMMUNICATION CONCENTRATION

主修企業傳訊

- Introduction to Corporate Communication 企業傳訊導論
- Corporate Communication Writing 企業傳訊寫作

3 modules chosen from the Corporate Communication

Suggested Electives

3門企業傳訊專業選修科目

Year 4 第四年

BUSINESS EDUCATION 商業教育

1 module chosen from the Business Electives

1門商業教育選修科目

JOURNALISM AND COMMUNICATION 新聞及傳播教育

- Online Journalism and New Media 網絡新聞與新媒體

COMMON CORE CURRICULUM 共同核心課程

1 module chosen from the GE Electives

1門通識教育選修科目

FREE ELECTIVES 自由選修

3 modules chosen from the Free Electives

3門自由選修科目

WITH BUSINESS JOURNALISM CONCENTRATION

主修商業新聞

- Business News Editing 商業新聞編輯

3 modules chosen from the Business Journalism

Suggested Electives

3門商業新聞專業選修科目

WITH CORPORATE COMMUNICATION CONCENTRATION

主修企業傳訊

- Persuasive Communication 說服傳播
- Crisis and Issues Management 危機管理

2 modules chosen from the Corporate Communication

Suggested Electives

2門企業傳訊專業選修科目

BJC Programme Structure 課程架構

Study area	Core (No. of Modules)	Elective (No. of Modules)	Total (No. of Modules)
1. BJC major / specialities	12	6	18
2. Business Education	5	1	6
3. Common Core Curriculum	13	2	15
4. Free Elective	0	4	4
<i>Total</i>	30	13	43



BJC STAFF 教學團隊

Professor
TSO Hung, Scarlet
曹虹教授

Associate Vice-President
(Communications and Public Affairs)
Dean & Professor
School of Communication
PhD (The University of Hong Kong)
PhD (Chu Hai University)
MA (University of Essex)
PGCE (University of Essex)
BA (Chu Hai College)

Professor
SIU Yuk Tai, Trevor
蕭旭泰教授

PhD (University of Essex)
MSc (University of Essex)
BSc (University of Essex)

Associate Professor
SONG Zhaoxun, Howard
宋昭勛副教授

PhD (Hong Kong Baptist University)
MA (Sichuan Academy of Social Sciences)
BA (Sichuan College of Education)

Assistant Professor
LUK Koon Yung, Fred
陸觀勇助理教授

PhD (University of California)
MA (University of California)
BA (University of California)

Senior Lecturer
CHUA Guek Hoon, Eileen
蔡月雲高級講師

MA (University of Essex)
BA (Hons) (National University of Singapore)

Ms KWOK Man Wai, Carmen
郭文慧高級行政主任

Senior Executive Officer

Ms LEE Hoi Lun, Helen
李凱倫行政助理

Executive Assistant

Associate Professor (Practice)
CHANG Chih Yu, James
張志宇副教授

Associate Dean
School of Communication
Programme Director of BJC Programme
PhD Candidate (National Taiwan Normal University)
MA (Leeds University)
MA (Taiwan Tamkang University)
LB (Taiwan National Chengchi University)

Assistant Professor
WU Jing, Clio
吳靜助理教授

Associate Programme Director of
BJC Programme
PhD (Fudan University)
MA (Jinan University)
BA (Jinan University)

Associate Professor
CHEUNG Mei Fung, Meily
張美鳳副教授

PhD (Hong Kong Baptist University)
MA (Hong Kong Baptist University)
BA (Hong Kong Baptist University)

Assistant Professor
ZHAO Meng Meng, Sarah
趙萌萌助理教授

PhD (The Chinese University of Hong Kong)
MA (The Chinese University of Hong Kong)
BA (Communication University of China)

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)

Mr HO Ming Sang, Tommy
何銘生技術主任

Technical Officer

Ms LI Hoi Yan, Kate
李凱茵行政助理

Executive Assistant

Professor
LEE Siu Nam, Paul
李少南教授

PhD (University of Michigan)
MPhil (The Chinese University of Hong Kong)
BSSc (The Chinese University of Hong Kong)

Assistant Professor
CHAN Chi Kit
陳智傑助理教授

Associate Programme Director of
BJC Programme
PhD (The Chinese University of Hong Kong)
MPhil (The Chinese University of Hong Kong)
BSSc (The Chinese University of Hong Kong)

Assistant Professor
HU Hsin Li, Sammy
胡欣立助理教授

PhD (Peking University)
LLM (The University of Hong Kong)
LLM (Chicago-Kent College of Law)
LLB (Shih Hsin University)

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)

Lecturer I
CHAN Oi Yan, Connie
陳藹欣講師

MPhil (The Chinese University of Hong Kong)
MA (The Chinese University of Hong Kong)
BA (City University of Hong Kong)

Mr YIU Yiu Wing, Jimmy
姚耀榮技術主任

Technical Officer

Ms KO Hei Tung, Janice
高希彤行政助理

Executive Assistant



Front row (from left to right): Mr James Chang (Associate Professor [Practice]), Professor Scarlet Tso and Dr Howard Song (Associate Professor)
前排 (由左至右)：張志宇副教授、曹虹教授及宋昭勛副教授

Back row (from left to right): Dr Chan Chi Kit (Assistant Professor), Mr Brian So (Senior Lecturer), Dr Meily Cheung (Associate Professor), Ms Glacial Cheng (Senior Lecturer), Dr Clio Wu (Assistant Professor) and Dr Sammy Hu (Assistant Professor)
後排 (由左至右)：陳智傑助理教授、蘇銘恒高級講師、張美鳳副教授、鄭雪愛高級講師、吳靜助理教授及胡欣立助理教授

INTERNSHIP 實習機會

“Internship” is an elective module in the Programme and will be offered in the summer of Year 3. Students will be given opportunities to work in various reputable news agencies, radio stations, commercial institutions, advertising agencies, and marketing and public relations companies, both local and overseas. This scheme plays a very crucial role for students to obtain hands-on experience and increase their employability in the job market.

「實習」是三年級學生在暑期進行的一門選修課目，學生將有機會在本地及海外新聞機構、電台、商業機構、廣告業界、市場營銷及公關公司實習。此實習課程旨在讓學生汲取實際工作經驗，增加日後在職場的競爭力。

CAREER PROSPECTS 就業前景

WITH A BUSINESS JOURNALISM CONCENTRATION

主修商業新聞

- Reporter
記者
- Editor
編輯
- News Translator
新聞翻譯
- Producer
製作人員
- Researcher
研究員
- News Analyst
新聞分析員

WITH A CORPORATE COMMUNICATION CONCENTRATION

主修企業傳訊

- Corporate Communication Executive
企業傳訊主任
- Marketing Executive
市場推廣主任
- Researcher
研究員
- Public Relations Executive
公關主任
- Overseas Sales Executive
海外業務主任
- Customer Service Representative
客戶服務代表



Kan Wai Yi, Graduate of 2014/15
Works at Television Broadcasts Limited (TVB)
簡惠宜, 2014/15年度畢業生
畢業後在電視廣播有限公司新聞部工作



Sher Cheung Ngai, Graduate of 2013/14
Works at Cable TV
余掌毅, 2013/14年度畢業生
畢業後在有線電視新聞部工作



Chan Ling Ka, Graduate of 2015/16
Internship Programme at Ngong Ping 360
陳令葭, 2015/16年度畢業生
昂坪360實習生



Chan Kwan Ting Coco, Graduate of 2015/16
Internship Programme at BBC, UK
陳筠婷, 2015/16年度畢業生
英國廣播公司實習生



Poon Yiu Sing, Graduate of 2015/16
Internship Programme at RTHK
潘耀昇, 2015/16年度畢業生
香港電台實習記者



Tze Viking (Front), Graduate of 2014/15
Advancement to MSc in Public Policy, CUHK
謝偉勁 (前), 2014/15年度畢業生
升讀香港中文大學公共行政碩士課程



Wong Lai Ching (Left), Graduate of 2014/15
Advancement to MSc in Corporate Communication, CUHK
黃麗青 (左), 2014/15年度畢業生
升讀香港中文大學企業傳訊碩士課程



Students being MCs in Shatin Arts and Cultural Project 2017. 同學於「傳新沙田」文化藝術推廣發佈會2017 擔任司儀。



SCOM students were awarded in Campus Newspaper Competition 2015/16. 傳播學院同學於2015/16 校園學報比賽得獎。



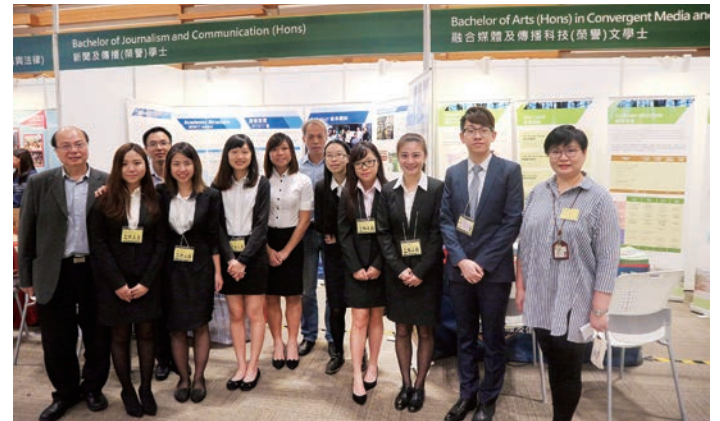
HSMC Business Journalism Awards 2015/16 Presentation Ceremony 2015/16 恒管商業新聞獎頒獎典禮



SCOM staff and students visited Qianhai. 傳播學院師生到訪前海。



Awardees took photos in SCOM Awards Presentation Ceremony. 得獎同學於傳播學院頒獎典禮興奮拍照留念。



HSMC Information Day 恒管資訊日



SCOM TV Studio SCOM 電視錄影廠



Graduation Photo Day 畢業禮照相日



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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Programme Email 課程查詢	: bjc@hsmc.edu.hk
Admission Email 入學查詢	: ugadmission@hsmc.edu.hk
Address 地址	: Hang Shin Link, Siu Lek Yuen, Shatin, NT 新界沙田小瀝源行善里

In case of 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。

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 August 2017.

有關資料更新至2017年8月。

