

# 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

# WELCOME MESSAGE

Welcome to Department of English!

The Department first launched its BA in English Programme for majors in 2012, which has been 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. The major programme is divided into three subject areas: English language and literature, linguistics, and comparative studies, training our students to be linguistically and culturally competent.

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

We sincerely hope that after four years of study, 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.



# GENERAL INFORMATION

The Bachelor of Arts (Honours) in English Programme 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)			
<b>Total</b>	<b>25 (75)</b>	<b>18 (54)</b>	<b>43 (129)</b>	<b>100%</b>

# ACADEMIC STRUCTURE

Year Four	English Elective	English Elective	English Elective			Free Elective
	English Elective	English Elective	English Elective	GE Elective		Free Elective
Year Three	ENG3200 Meaning and Language	English Elective	English Elective	GE Elective	Business Elective	Free Elective
	ENG3110 Shakespeare and his Universal Themes	English Elective	English Elective	GE Elective		Free Elective
Year Two	ENG2102 Drama and Theatre	ENG2205 The Sound Systems of English	GE Elective	GE Elective	IT Module	Free Elective
	ENG2101 Exploring English Novels	ENG1300 English: Past, Present and Future	ENG2200 The Grammar and Structure of English	CHN2001 Applied Putonghua	GE Elective	
Year One	ENG2100 Exploring the Genre of Poetry	ENG1205 English Lexical Studies	ENG1006 English Communications II	CHN1002 Chinese Literature Appreciation	Quantitative Methods Module	MGT1002 Principles of Management
	ENG1100 Introduction to Literature	ENG1200 Introduction to Linguistics	ENG1005 English Communications I	CHN1000 Freshman Chinese	GEN1000 Perspectives on General Education	MGT1001 Introduction to Business

English Studies
  Common Core Curriculum
  Business Studies
  Free Electives

## EXAMPLES OF ELECTIVE MODULES

- Children's Literature
- Women in Literature
- Bilingualism
- Corpus Linguistics
- Language and the Mind
- Language and Society
- Postcolonialism: the Step-Mother Tongue
- Ethics, Popular Cultures and American Literature
- English-Chinese Contrastive Analysis
- Story of Success: Autobiography
- Learning English as a Global Language
- Conversation Analysis
- The Nature of Linguistic Research
- Structure and Meaning
- Film and Literature
- From Literary Studies to Cultural Studies
- Exploring Economic Canons in Literary Contexts
- The Economics of Language
- Senior Project (Literature)
- Senior Project (Linguistics)

# TEACHING STAFF OF THE PROGRAMME

## Professor TAM Kwok Kan

BA(Hons) (CUHK)  
AM (Illinois at Urbana-Champaign)  
PhD (Illinois at Urbana-Champaign)  
Chair Professor and  
Dean of School of Humanities and Social Science

## Dr FUNG Kai Yeung, Paul

BA (HKU)  
MA (University of Manchester)  
PhD (University of Manchester)  
Associate Professor and  
Acting Head of Department of English

## Dr BUI Hiu Yuet, Gavin

BA (Guangdong University of Foreign Studies)  
PhD (CUHK)  
Associate 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 other 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 (Honours) in English 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) in 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)).



## INTERNSHIP OPPORTUNITIES

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.

## EXCHANGE EXPERIENCE

The College also offers exchange opportunities to BA-ENG students to increase their exposure in diverse cultures and cultivate their identity as global citizens.

<b>Asia:</b>	<b>Europe:</b>	
<ul style="list-style-type: none"><li>- China</li><li>- Japan</li><li>- Malaysia</li><li>- South Korea</li><li>- Taiwan</li></ul>	<ul style="list-style-type: none"><li>- Austria</li><li>- Belgium</li><li>- Finland</li><li>- France</li><li>- Germany</li><li>- Latvia</li></ul>	<ul style="list-style-type: none"><li>- Lithuania</li><li>- Netherlands</li><li>- Norway</li><li>- Romania</li><li>- Sweden</li><li>- Switzerland</li></ul>
<b>North America:</b>	<b>Australia &amp; Pacific Region:</b>	
<ul style="list-style-type: none"><li>- Canada</li><li>- USA</li></ul>	<ul style="list-style-type: none"><li>- Australia</li></ul>	



## 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 to develop 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.





**Programme Consultation Day**



**Cultural Tour to London**



**Cultural Tour to Singapore**



**Hong Kong Budding Poets (English) Award**

## 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](http://www.hsmc.edu.hk)  
 Programme Email : [eng@hsmc.edu.hk](mailto:eng@hsmc.edu.hk)  
 Admission Email : [ugadmission@hsmc.edu.hk](mailto: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 October 2018.  
 有關資料更新至2018年10月。

