

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

MESSAGE FROM PROGRAMME DIRECTOR

課程總監的話



Dr CHEUNG Mei Fung, Meily
Programme Director,
Bachelor of Journalism and
Communication (Honours) (BJC)
Associate Professor,
School of Communication
新聞及傳播(榮譽)學士課程總監
傳播學院副教授
張美鳳博士

The School of Communication is a pioneer in offering the unique degree programme, Bachelor of Journalism and Communication (Honours) (BJC), that combines Business and Finance with Journalism and Communication. Hands-on training and practical experiences are an important and integral part of our curriculum. We provide internship and overseas exchange opportunities, and have state-of-the-art facilities such as the SCOM TV Studio, Media and Communication Lab, Multimedia Training Centre, Radio Broadcasting Training Centre and the Non-linear Editing Room to equip our students with the skills they need when they venture into the “real world”. Our mission is not only to educate and train media professionals but also to dedicate ourselves to promoting cross-disciplinary training and heightening students’ sense of social awareness and responsibilities.

恒生管理學院傳播學院開辦香港首個結合商業與新聞傳播的獨特新聞及傳播(榮譽)學士課程。課程著重實際操作與實務經驗，提供實習和海外交流學習機會，並已投放千萬元添置先進的教學設備，包括電視錄影廠、媒體及傳播實驗室、多媒體培訓中心、廣播培訓中心及非線性(影音)剪接室等。我們除了培育商業新聞及企業傳訊的專才外，亦致力推動跨學科的訓練及提升學生對社會的關懷及責任感。

FACILITIES OF SCHOOL OF COMMUNICATION 傳播學院設備



BACHELOR OF JOURNALISM AND COMMUNICATION (HONOURS) (BJC PROGRAMME)

新聞及傳播（榮譽）學士課程（BJC課程）

*For students aspiring to be professionals in business journalism or corporate communication
為有志成為商業新聞或企業傳訊專才的學生提供最佳培訓*

The BJC programme aims to provide students with specialised knowledge in Journalism and Communication with a stronger business orientation for their personal and professional career development and/or further studies.

BJC 課程旨在提供商業為本的新聞及傳播專業知識，為學生的個人及事業發展以至未來繼續深造奠定穩固的基礎。

PROGRAMME FEATURES 課程特色

With emphasis on offering a quality Journalism and Communication curriculum on the foundation of business and general education, the BJC programme has the following unique features:

- Training students to be business journalists and corporate communication professionals to meet both local and regional demands in the Greater China and global context;
- Combining Business and Finance elements with Journalism and Communication education with two concentrations: Business Journalism (BJ) and Corporate Communication (CC);
- Having renowned academics as well as seasoned media professionals;
- Focusing on hands-on practical training; and
- Providing state-of-the-art facilities, including TV Lab, SCOM TV Studio, Media and Communication Lab, Multimedia Training Centre, Radio Broadcasting Training Centre, Radio Broadcasting Studio and the Non-linear Editing Room.

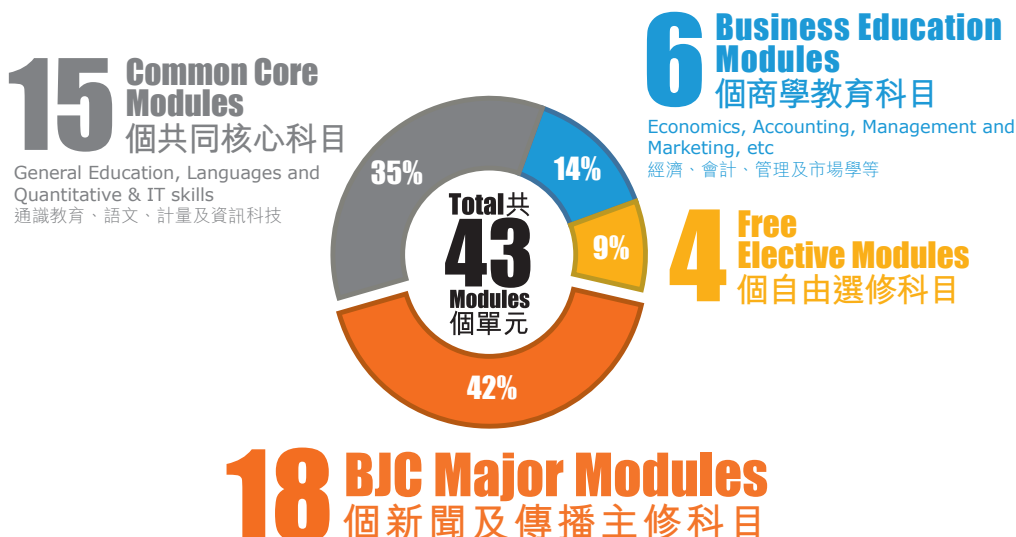
BJC 課程著重提供商業及通識為本的優質新聞及傳播專業培訓，並且具備以下特色：

- 課程設計以培訓學生成為商業及財經新聞或企業傳訊專才為目的，以迎合本地、大中華地區及全球對相關人才的殷切需求；
- 結合商業財經與新聞傳播的元素，學生可於商業新聞及企業傳訊兩大專修範疇中二選其一；
- 教學團隊為本地及海外知名的學者及業界專才；
- 著重實際操作與實務經驗；及
- 提供先進的教學設備，包括實驗電視廊、電視錄影廠、媒體及傳播實驗室、多媒體培訓中心、廣播培訓中心、電台廣播錄音室及非線性（影音）剪接室。

PROGRAMME STRUCTURE 課程結構

Based on the unique "Liberal + Professional" education model of Hang Seng Management College, the BJC programme is designed to be a four-year bachelor's degree programme which requires students to complete a total of 129 credits from a well-balanced curriculum consisting of Major modules, Common Core modules, Business Education modules and Elective modules.

BJC 課程為四年制學士學位課程，以恒生管理學院獨特的「博雅+專業」教育模式為本，涵蓋新聞傳播主修科目、共同核心科目、商學教育科目及自由選修科目等四大部分。學生須於四年內修讀 129 個學分。



PROGRAMME STRUCTURE 課程架構

		Year 1 一年級	Year 2 二年級	Year 3 (BJ Concentration) 三年級 (商業新聞 專修範疇)	Year 3 (CC Concentration) 三年級 (企業傳訊 專修範疇)	Year 4 (BJ Concentration) 四年級 (商業新聞 專修範疇)	Year 4 (CC Concentration) 四年級 (企業傳訊 專修範疇)
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 1 GE Cluster# 1 通識教育範疇 必修科目 1 GE Cluster Elective 1 通識教育範疇 選修科目	2 GE Cluster# 2 通識教育範疇 必修科目	1 GE Cluster# 1 通識教育範疇 必修科目	1 GE Cluster# 1 通識教育範疇 必修科目	1 GE Cluster Elective 1 通識教育範疇 選修科目	1 GE Cluster Elective 1 通識教育範疇 選修科目
	Chinese 中文	Freshman Chinese 大一國文 Chinese Literature Appreciation 中國文學欣賞	Applied Putonghua 應用普通話				
	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 and IT Skills 計量方法及資訊科技	Introduction to Information Technology 資訊科技導論	Introduction to Social Statistics 社會統計學概論				
Business Education 商學教育		Principles of Economics 經濟學原理	Principles of Management 管理學原理 Principles of Marketing 市場學原理	Business Accounting 商務會計 Financial Management for Journalism 財務管理(新聞)		1 Business Elective 1 商業教育選修	
Major Studies 主修學科	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 Media Writing in Chinese 中文新聞報道與媒體寫作	News Reporting and Media Writing in English 英文新聞採訪與媒體寫作 Communication Theories 傳播理論 News and Media Translation 新聞與媒體翻譯	Communication Research Methods 傳播研究方法 Media Law and Ethics 傳媒法規與道德		Online Journalism and New Media 網絡新聞與新媒體	
	Business Journalism/ Corporate Communication Concentration 商業新聞 / 企業傳訊專修範疇			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	Introduction to Corporate Communication 企業傳訊導論 Corporate Communication Writing 企業傳訊寫作	Business News Editing 商業新聞編輯	Persuasive Communication 說服傳播 Crisis and Issues Management 危機管理
	Major Electives 主科選修		1 Major Elective 1 主科選修	2 Major Electives 2 主科選修	3 Major Electives 3 主科選修	3 Major Electives 3 主科選修	2 Major Electives 2 主科選修
Free Electives 自由選修				1 Free Elective 1 自由選修		3 Free Electives 3 自由選修	

Students must complete one module from each of the four General Education Clusters.

學生必須於四個通識教育範疇中各選一科作為必修科目。

ACADEMIC STAFF 教學人員

**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)

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

Associate Dean
School of Communication
PhD Candidate (National Taiwan
Normal University)

**Professor
LEE Siu Nam, Paul
李少南教授**

PhD (University of Michigan)

**Professor
SIU Yuk Tai, Trevor
蕭旭泰教授**

PhD (University of Essex)

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

Programme Director of
BJC Programme
PhD (Hong Kong Baptist
University)

**Assistant Professor
WU Jing, Clio
吳靜助理教授**

Associate Programme Director of
BJC Programme
PhD (Fudan University)

**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)

**Associate Professor
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宋昭勛副教授**

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University)

**Associate Professor
CHEUNG Kwok Wai, Keith
張國威副教授**

PhD (City University of
Hong Kong)

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

PhD (Peking University)

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

PhD (University of California)

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

PhD (The Chinese University of
Hong Kong)

**Senior Lecturer
CHENG Suet Oi, Glacial
鄭雪愛高級講師**

MA (University of Essex)

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

MA (University of Essex)

**Senior Lecturer
SO Ming Hang, Brian
蘇銘恒高級講師**

CFA
MPhil (The Chinese University of
Hong Kong)

**Lecturer
CHAN Oi Yan, Connie
陳藹欣講師**

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



Front row (from left to right): Dr Clio Wu (Assistant Professor and BJC Associate Programme Director), Dr Chan Chi Kit (Assistant Professor and BJC Associate Programme Director), Mr James Chang (Associate Dean), Professor Scarlet Tso (Dean), Professor Trevor Siu, Professor Paul Lee and Dr Sammy Hu (Assistant Professor)

前排 (由左至右)：吳靜助理教授暨BJC課程副總監、陳智傑助理教授暨BJC課程副總監、張志宇副院長、曹虹院長、蕭旭泰教授、李少南教授及胡欣立助理教授

Back row (from left to right): Ms Connie Chan (Lecturer), Mr Brian So (Senior Lecturer), Ms Glacial Cheng (Senior Lecturer), Dr Howard Song (Associate Professor), Dr Meily Cheung (Associate Professor and BJC Programme Director), Dr Keith Cheung (Associate Professor), Dr Fred Luk (Assistant Professor), Ms Eileen Chua (Senior Lecturer) and Dr Sarah Zhao (Assistant Professor)

後排 (由左至右)：陳藹欣講師、蘇銘恒高級講師、鄭雪愛高級講師、宋昭勛副教授、張美鳳副教授暨BJC課程總監、張國威副教授、陸觀勇助理教授、蔡月雲高級講師及趙萌萌助理教授



Lau Nga Tung, Graduate of 2013/14
Works at CLP Power Hong Kong Limited
劉雅彤, 2013/14年度畢業生
畢業後在中華電力有限公司工作



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



Wong Lai Ching (left), Graduate of 2014/15
Advancement to MSc in Corporate Communication, CUHK
Works at Urban Renewal Authority
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
畢業後在市區重建局公關部門工作



Sin Yin Ting, Graduate of 2013/14
Works at Ample Finance Group (Licensed Person –
Securities and Futures Commission)
冼燕婷, 2013/14年度畢業生
畢業後在豐盛金融集團工作(證監會持牌人士)



Mung I Shan, BJC student of
Internship Programme at Xinhua News Agency
蒙漪珊, BJC課程學生
新華通訊社實習生

INTERNSHIP 實習機會

"Internship" is an elective module in the BJC Programme and is offered in the summer of Year 3. Students are given opportunities to work in various reputable news agencies, radio stations, commercial institutions, advertising agencies, and marketing and public relations companies, either local or 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BJC課程三年級學生在暑期修讀的一門選修科目，學生有機會派往本地或海外的新聞機構、電台、新媒體、商業及市場營銷機構、廣告公司及公關公司實習。此計劃旨在讓學生汲取實際的工作經驗，以增強日後在職場的競爭能力。

EXCHANGE PROGRAMMES / FIELD VISITS 交流計劃及實地考察

Students can gain international exposure in many places around the world such as Finland, France, Japan, Korea, mainland China, the Netherlands, Taiwan, USA by participating in the various Student Exchange Programmes. Students may also join different kinds of local and overseas field visits organised by the School to broaden their horizons.

學生可透過參與各項學生交流計劃，前往芬蘭、法國、日本、韓國、中國內地、荷蘭、台灣、美國等地交流進修，開拓國際視野，並可參加傳播學院舉辦的本地及海外不同類型的實地考察團，擴闊眼界。

CAREER PROSPECTS 就業前景

Business Journalism Concentration 商業新聞專修範疇	Corporate Communication Concentration 企業傳訊專修範疇
<ul style="list-style-type: none"> Reporter 記者 Editor 編輯 News Translator 新聞翻譯 New Media Planner/Coordinator 新媒體設計員/協調主任 	<ul style="list-style-type: none"> 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
<ul style="list-style-type: none"> Producer 製作人員 Researcher 研究員 News Analyst 新聞分析員 Live Video Streaming Broadcaster 網絡直播員 	<ul style="list-style-type: none"> Corporate Communication Executive 企業傳訊主任 Marketing Executive 市場推廣主任 Researcher 研究員 Digital PR Executive 數碼公關人員

SCHOOL FACILITIES 學院設施

- TV Lab 實驗電視廳
- SCOM TV Studio 電視錄影廠
- Media and Communication Lab 媒體及傳播實驗室
- Multimedia Training Centre 多媒體培訓中心
- Radio Broadcasting Training Centre 廣播培訓中心
- Radio Broadcasting Studio 電台廣播錄音室
- 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 provides 1,200 places for 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1,200個宿位，讓同學們能透過融合社區生活與學習的平台，互相促進社會參與、知識交流和培育環球視野。



Lai Chun Kit Kelvin, BJC student of
Internship Programme at Hok Yau Club
賴俊傑, BJC課程學生
學友社實習生



Tong Ka Wing Mabel, BJC student of
Internship Programme at RTHK
湯嘉穎, BJC課程學生
香港電台實習記者

STUDENT ACHIEVEMENTS AND ACTIVITIES 學生成就及活動



Students who were awarded in the 18th Consumer Rights Reporting Awards took photo with the Secretary for Commerce and Economic Development, Mr Edward Yau Tang Wah (2nd from left).
於第18屆消費權益新聞報道獎比賽獲獎的同學與商務及經濟發展局局長邱騰華先生(左二)合照。



Mr Chan Mo Po (2nd from right), the Financial Secretary of HKSAR, was interviewed by BJC students in the 1st HSMC School of Communication Student Exhibition (2017/18).
陳茂波財政司司長(右二)於恒生管理學院傳播學院第一屆學生作品展(2017/18)接受傳播學院的同學訪問。



Students participated in the HSMC G-20 2017.
同學參與恒管G-20模擬峯會2017。



Students visited HKTVMall Media Production Centre.
學生參觀香港電視HKTVMall媒體製作中心。



Group photo of the 1st HSMC School of Communication Student Exhibition (2017/18)
恒生管理學院傳播學院第一屆學生作品展(2017/18)大合照



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



Students were awarded in the Campus Newspaper Competition.
同學於校園學報比賽獲得多個大獎。



Students took photos at the Student's Photo Day.
學生於畢業前留影。



SCOM Awards Presentation Ceremony cum
Rotary Club Mandarin HK Scholarship Presentation Ceremony
傳播學院舉行成績卓越頒獎典禮暨香港華語扶輪社獎學金頒獎典禮



ENQUIRIES ON APPLICATION AND ADMISSION 入學申請查詢

Applications can be submitted through the HSMC Online Application System.

For enquiries, please contact the Registry.

申請可透過恒生管理學院網上入學申請系統遞交。如有查詢，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 October 2018.

有關資料更新至2018年10月。

