



# 藝術及文化傳播 (榮譽)文學士

Bachelor of Arts (Honours) in  
Arts and Culture Communication (BA-ACC)

Committed to cultivating communication talents in arts and culture



香港恒生大學  
THE HANG SENG UNIVERSITY  
OF HONG KONG



傳播學院  
SCHOOL OF COMMUNICATION



## Message from the Programme Director 課程主任的話

The BA-ACC programme is the first undergraduate programme in Hong Kong that combines communication, art, and culture elements into a 4-year programme. The BA-ACC Programme adopts a unique interdisciplinary approach called "communication+", which aims to cultivate communication talents in arts and culture with advanced communication technologies for the local, the Greater Bay Area, and the global context.

The programme's curriculum has been thoughtfully designed to provide students with a wide range of communication theories and skills (such as audio-visual production, digital animation for promotion, digital advertising and public relations), fundamental literacy of arts and culture (such as appreciation of art and culture, popular culture), as well as business knowledge, diverse general education and language learning.

The School of Communication will provide students with high-quality teaching staff, advanced teaching equipment, and various exchange and internship opportunities. Welcome to join us.

藝術及文化傳播（榮譽）文學士（BA-ACC）學位課程是香港首個結合傳播與文化藝術元素的本科課程。課程採用「傳播+」的跨學科教育模式，致力為本地、大灣區及全球培養掌握先進傳播技術的文化藝術傳播人才。

課程內容經過精心設計，學生將學習傳播理論與技能（例如多媒體節目製作、數碼動漫設計、數碼廣告與公關）、藝術與文化素養（例如藝術文化欣賞、流行文化）和商業知識，以及多元的通識教育與語文訓練。

傳播學院將為學生提供優質的教學團隊，先進的教學設備，以及豐富的交流、實習機會。歡迎加入藝術文化傳播之旅。



**Dr WU Jing, Clio**  
**Programme Director**  
**Bachelor of Arts (Honours) in Arts and**  
**Culture Communication**  
**Assistant Professor**  
**School of Communication**  
**藝術及文化傳播（榮譽）文學士課程主任**  
**傳播學院助理教授**  
**吳靜博士**



# Programme Objectives

## 課程目標

The programme aims to enable students to:

1. be equipped with interdisciplinary knowledge and understanding of the theories and concepts relating to arts and culture communication;
2. acquire intellectual knowledge and communication skills relating to the promotion of arts and culture in business and non-business contexts;
3. build professional competence in developing civically engaged communication strategies and content to communicate with stakeholders;
4. cultivate skills and creativity in multimedia production to promote ideas and messages of arts and culture in the increasingly multicultural and global environment; and
5. become ethical professionals and responsible citizens who understand the legal implications and practices of arts and culture communication and assume a strong sense of social responsibility.

本課程旨在培育學生：

1. 掌握與藝術文化傳播有關的跨學科知識、理論及概念；
2. 獲得於商業及非商業領域中推廣藝術文化所需的傳播知識及技能；
3. 建立發展具有公民參與元素的傳播策略與內容的專業能力，以求與利益相關者進行有效溝通；
4. 具備多媒體製作的技能與創造力，以求在文化日益多元化及全球化的環境中推廣藝術及文化的理念和信息；及
5. 理解藝術文化傳播的實務與法理意涵，成為具備道德素養的專業人士和負責任的公民。

# Programme Overview

## 課程概覽

Study Area 課程範疇	Core Modules (Credits) 必修學科科目 (學分)	Elective Modules (Credits) 選修學科科目 (學分)	Total 科目 (學分) 總數
1. Major Studies 主修	17(51)	4(12)	21(63)
2. Common Core Curriculum 共同核心課程			
i. General Education 通識教育	5(15)	2(6)	7(21)
ii. Languages 語文			
- Chinese 中文	3(9)	-	3(9)
- English 英文	4(9)	-	4(9)
iii. Quantitative Methods & IT Skills 計量方法與資訊科技	2(6)		2(6)
3. Business Education 商業教育	2(6)	-	2(6)
4. Free Electives 自由選修	-	2(6)	2(6)
Total 總計	33(96)	8(24)	41(120)

# Programme Structure

## 課程架構

		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 通識概論	GE Cluster Elective x 2 通識教育選修科目 x 2	GE Cluster <sup>#</sup> x 2 通識教育必修科目 <sup>#</sup> x 2	GE Cluster <sup>#</sup> x 2 通識教育必修科目 <sup>#</sup> x 2
	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	University English (I) 大學英語 (一)	English for Academic Purposes 學術英語	English for Professional Communication 專業英語傳意	
		University English (II) 大學英語 (二)			
Quantitative Methods & IT Skills 計量方法及資訊科技	Contemporary Information Technologies 當代資訊科技	Introduction to Social Statistics 社會統計學概論			
Business Education 商學教育		Principles of Management 管理學原理		Principles of Marketing 市場學原理	
Major Studies 主修學科	Major Cores 必修科目	Fundamentals of Arts and Culture 藝術及文化初探	Communication for Pop Culture, Arts and Music 流行文化、藝術及音樂傳播	Digital Animation for Promotion 數碼動畫與推廣宣傳	Social media and Web-media Production 社交媒體及互聯網媒體製作
		Arts and Culture Appreciation and Communication 藝術及文化鑑賞與傳播	Digital Graphic Design for Media Production 數碼平面設計與媒體製作	Digital Advertising 數碼廣告	Strategic Communication for Arts and Culture 藝術及文化策略傳播
	Introduction to Audio - Visual Production 影音製作導論	PR Writing for Arts and Culture Promotion 藝術及文化推廣公關寫作	Intellectual Property, Policy and Industrial Management 知識產權、政策及產業管理	Event Management and Promotion 活動管理及推廣	
Major Electives 選修科目		Communication Theories 傳播理論	Media Relations and Communication 媒體關係及傳播	Final Year Project 畢業專案習作	Customer Behaviour and Persuasive Communication in Arts and Culture 藝術及文化消費行為與說服傳播
Free Electives 自由選修		Free Elective x 1 自由選修科目 x 1	Major Elective x 1 主修選修科目 x 1	Major Elective x 1 主修選修科目 x 1	Major Elective x 2 主修選修科目 x 2
					Free Elective x 1 自由選修科目 x 1

<sup>#</sup> Students must complete one module from each of the four General Education Clusters.

<sup>#</sup> 學生必須於四個通識教育範疇中各選一科作為必須科目。

List of Major Elective modules are available at:

主修選修學科列表可從以下網址查閱：

<https://scom.hsu.edu.hk/en/bachelor-of-arts-honours-in-arts-and-culture-communication/>

## Teaching Team 教學團隊

There are more than ten full-time staff members and highly experienced industry elites in the BA-ACC Programme team, with over 80% of them holding a doctoral degree. Ensuring teaching excellence and providing quality education are always our priorities and concerns. The School also arranges full-time teachers as students' personal tutors offering guidance in all areas of study and life.

藝術及文化傳播（榮譽）文學士課程的教學團隊有十多位全職教授、講師，及經驗豐富的業界精英，當中超過八成擁有博士學位。我們一直非常重視卓越教學及優質教育，學院還安排專任教師擔任學生的個人導師，為學生提供有關學習、生活的各方面指導。

## School Facilities 教學設施

The School of Communication provides professional media training for our students. It has allocated a large amount of resources to acquire state-of-the-art facilities for teaching and learning.

傳播學院投放了千萬元設置先進的教學設備，以支援藝術及文化傳播的專業訓練。

- TV Lab 實驗電視廊
- SCOM Cinema and TV Production Centre 傳播學院影視製作中心
- 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
- SCOM Live Streaming Lab 串流演播室



## Extra-Curricular Activities 課外活動

### Internship 實習機會



Internships will be arranged for Senior Year students under a major elective module, which will enable students to gain valuable on-the-job training experience and to apply what they have learnt in the classroom to the workplace in real life. Such experience will be conducive to strengthening students' employability in the job market when they graduate from the programme.

「實習」是供高年級學生選修的一門選修科目。參與實習能讓學生學以致用並汲取寶貴的實際工作經驗，對於增強日後在職場上的競爭能力，有莫大的裨益。

### Student Exchange Programmes and Field Visits 學生交流計劃及實地考察



Activities including inbound and outbound student exchange, summer abroad programmes are offered to enhance students' all-round development.

Students may also join different kinds of local and overseas field visits organised by the School to broaden their horizons.

恒大提供多項學生交流計劃，包括國際交流項目及暑期海外交流計劃，旨在推動同學全人發展。學生亦可參加由傳播學院舉辦的本地及海外實地考察團，擴闊眼界。

### Career Prospects 就業前景



Graduates will have a wide spectrum of employment opportunities, including technology-oriented ones such as jobs in arts-and-culture-related media production, as well as communication- and business-oriented ones such as careers in PR and marketing.

畢業生擁有豐富的就業機會，從偏向技術導向的工作，如與藝術文化相關的媒體製作工作，到以傳播及商業定位的工作，如公關、市場營銷等職業，皆包括在內，種類繁多，不一而足。

### Campus Life 校園生活

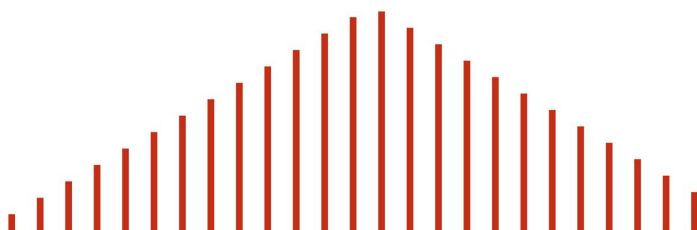


The HSUHK provides a rich and vibrant campus life, enabling students to develop their potentials, broaden their exposure, and build up their social and business networks.

HSUHK is the first self-financing institution to adopt elements of a Residential College approach. The Residential Colleges with 1,200 places are established so that students could benefit from the dynamic and inspiring hall life education programmes. Themes of the four Residential Colleges are respectively Cultural Diversity, Healthy Living, Community Service and Sustainability, which echo the University's "Liberal + Professional" education model.

恒大提供多姿多采的校園生活，讓學生發展潛能，拓闊學習視野，建立個人社交及商業網絡。

恒大是全港首間引入住宿式書院的自資院校，學生宿舍提供 1,200 個宿位，每家書院均設有不同主題，分別是多元文化、健康生活、社會服務及持續發展，與恒大獨有的「博雅 + 專業」教育模式互相呼應。





## ENQUIRIES ON APPLICATION AND ADMISSION 入學申請查詢

Applications can be submitted through the HSUHK Undergraduate Application System.  
For enquiry, please contact the Registry.  
申請者可透過恒大大網上入學申請系統遞交申請。如有查詢，請聯絡本校教務處。

### Enquiries 查詢

**Telephone 電話：**3963 5710

**Programme Email 課程查詢：**baacc@hsu.edu.hk

**Admission Email 入學查詢：**ugadmission@hsu.edu.hk

**Address 地址：**Hang Shin Link, Siu Lek Yuen, Shatin, NT 新界沙田小瀝源行善里

QF Level: Level 5

QR Registration No.: 24/000258/L5

Registration Validity Period: 01/09/2024 to 31/08/2027

In case of any 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。

The Hang Seng University of Hong Kong is incorporated in Hong Kong with limited liability by guarantee.  
香港恒生大學是一間於香港註冊成立之擔保有限公司。

Information updated as of April 2024. Please refer to the homepage for the latest programme information.  
有關資料更新至 2024 年 4 月。請瀏覽課程網站以獲取最新資訊。

**BA-ACC**



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