

Bachelor of Arts (Honours) in  
**CONVERGENT MEDIA AND  
COMMUNICATION TECHNOLOGY** (BA-CMCT)  
融合媒體及傳播科技(榮譽)文學士



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



傳播學院  
SCHOOL OF COMMUNICATION

# BA-CMCT – FOR NEW GENERATION OF MEDIA PROFESSION

## 培育新一代融合媒體專才

### MESSAGE FROM PROGRAMME DIRECTOR

#### 課程主任的話



The convergence of communication, computing and content in the digital media evolution is the driving force that increasingly calls for a new generation of capable young talents possessing both good technological ability and communication competence, with strong adaptability to the constantly changing environment in the modern world. Indeed, we can see and experience the fast development of new media that has been significantly impacting nowadays business operations and user interactions, influencing every corner of our lives.

The Bachelor of Arts (Honours) in Convergent Media and Communication Technology (BA-CMCT) programme provides students with a quality interdisciplinary education that offers a unique blend of media theory and practice in association with communication technology, so as to nurture professional and versatile talents to confidently face challenges and opportunities in the rapidly developing digital media and communication industry.

Based on the design of a well-balanced curriculum, our BA-CMCT programme covers three key aspects to enable students to master the basis of communication technology, practise a variety of digital multimedia production methods, and understand the fundamentals of human communication. Such combination of theoretical and practical study of various modules in the curriculum helps cultivate students with essential knowledge and skills in a broad and interrelated context, opening up to them a wide spectrum of career opportunities such as: media content production; web and graphics design; multimedia and data journalism; videography; social media promotion; online advertising; and digital marketing.

You will find in the following pages more detailed information of our BA-CMCT programme. Please feel free to contact us for any questions or comments you have. We look forward to hearing from you!

**Prof Trevor Y T Siu, PhD, CEng, MIET**

Programme Director

BA (Hons) in Convergent Media and Communication Technology Programme

在數碼媒體不斷演變中，信息傳播、電腦科技和媒體內容的融合經已在這新世代形成了一股驅動力，對能兼備溝通能力、科技創新，以及適應力強之人才需求極為重視。與此同時，新媒體的迅速發展亦對現今商業營運及人際交流有著重大影響，並與大眾生活息息相關。

為配合日新月異的科技發展及數碼媒體的變遷，社會極需要具備專業技能、多元才能及靈活變通的人才。融合媒體及傳播科技（榮譽）文學士課程旨在結合媒體理論及傳播科技的實用技能，提供優質的跨學科教育，增強學生知識水平以應付資訊澎湃的數碼年代。

融合媒體及傳播科技（榮譽）文學士課程涵蓋三大特點，讓學生能掌握傳播科技的基礎技術、運用各種數碼媒體製作方法，以及理解傳播學的基本原理。本課程結合理論與實踐科目，提供相關的多元知識與技巧，增加其就業機會。例如：媒體內容製作、網頁和圖形設計、多媒體和數據新聞、攝錄影製作、社交媒體推廣、網絡廣告和數碼營銷。

如您對融合媒體及傳播科技（榮譽）文學士課程有任何疑問或意見，歡迎您與我們聯絡。希望能於不久的將來與您見面！

融合媒體及傳播科技（榮譽）文學士課程主任

蕭旭泰教授





# PROGRAMME FEATURES 課程特色

With special emphasis on cultivating students to work effectively in the evolution of media convergence environment, the BA-CMCT programme combines several unique features:

**Technological Ability** – mastering the new media technologies so as to strengthen the practice of a variety of digital media production methods.

**Communication Competency** – having a solid grasp of the human communication fundamentals.

**Interdisciplinary Training** – merging knowledge and skills in information and communication technology (ICT) with journalism and communication.

**Balanced Development** – possessing multi-disciplinary learning abilities to develop all-round lifelong learning attitude and interests.

**Storytelling Speciality** – applying new media tools and methods to the writing, conveying and sharing of news and information content.

BA-CMCT課程特別強調培訓學生能有效地在演變中的媒體融合環境下工作，並結合了多樣特色：

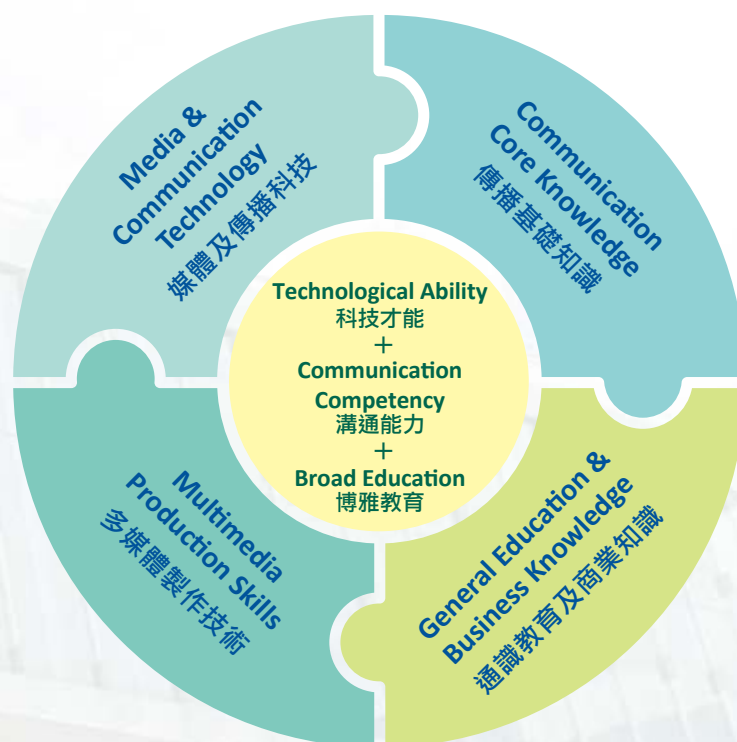
**科技才能** – 掌握新媒體技術，加強學習各種數碼媒體製作方法。

**溝通能力** – 掌握及理解基本的人際溝通技巧。

**跨學科訓練** – 結合資訊科技傳播技術與新聞傳播跨學科的知識和技能。

**均衡發展** – 擁有多元學科學習能力，有助全面發展學生終生學習的態度及興趣。

**內容表達專才** – 運用新媒體工具及方法進行寫作、傳遞和分享新聞及資訊內容。



# PROGRAMME STRUCTURE 課程架構

Based on a unique “Liberal + Professional” education model of The Hang Seng University of Hong Kong (HSUHK), BA-CMCT is a four-year bachelor's degree programme which requires students to complete a total of 120 credits from a well-balanced curriculum, consisting of Major Studies modules, Common Core modules, Business Education modules and Elective modules.

BA-CMCT 課程以香港恒生大學（恒大）獨特的「博雅 + 專業」教育模式為本，設計了一個由主修科目、共同核心科目、商學教育科目及自由選修科目結合而成的四年制課程。學生須於四年內修讀合共 120 學分。

		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 通識教育導論 GE Cluster Elective 通識教育範疇選修	GE Cluster Elective 通識教育範疇選修	GE Cluster x2 <sup>#</sup> 通識教育範疇 x2 <sup>#</sup>	GE Cluster x2 <sup>#</sup> 通識教育範疇 x2 <sup>#</sup>
	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) University English (II) 大學英語(二)	English for Academic Purposes 學術英語	English for Professional Communication 專業英語傳意	
	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	Multimedia Communication Technology 多媒體傳播科技	Introduction to Multimedia 多媒體導論 Introduction to Internet and Programming 網絡及程式編寫導論	Communication Protocols for Multimedia 多媒體通訊協定	Interactive Web Service Technology 網絡交互服務技術 Mobile Platform Technologies 流動平台技術	Converged Communications 融合通訊
	Digital Media Production 數碼媒體製作	Digital Photography 數碼攝影 Sound Recording 數碼錄音	Visual Effects and Animation 視覺效果與動畫 Digital Videography 數碼錄影	Desktop Design and Publishing 桌面設計與排版	Web-media Production 網絡媒體製作
	Communication Methodology 傳播方法論	Introduction to Journalism and Communication 新聞及傳播導論	News Reporting and Media Writing in Chinese 中文新聞報導與媒體寫作 Communication Theories 傳播理論	Social Media Communication 社交媒體傳播 Multichannel Storytelling 多元敘事	Media Law and Ethics 傳媒法規與道德
	Major Electives 主科選修			Major Elective 主科選修	Major Elective x2* 主科選修 x2*
Free Electives 自由選修				Free Elective 自由選修	Free Elective 自由選修

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

學生必須於四組通識教育範疇中各選修一科

\*Chosen from the list of BA-CMCT Major Electives

從 BA-CMCT 主科選修科目中選擇

# BA-CMCT ACADEMIC STAFF 教學團隊

## *Professor*

**SIU Yuk Tai, Trevor**  
蕭旭泰教授

Programme Director of BA-CMCT Programme  
PhD (University of Essex)  
MSc (University of Essex)  
BSc (University of Essex)

## *Associate Professor*

**CHEUNG Kwok Wai, Keith**  
張國威副教授

Associate Programme Director of BA-CMCT Programme  
PhD (City University of Hong Kong)  
MSc (City University of Hong Kong)  
BEng (City University of Hong Kong)

## *Professor (Practice)*

**CHIU Ying Chun, Ronald**  
趙應春教授

MA (The Chinese University of Hong Kong)

## *Associate Professor*

**CHAN Chi Kit**  
陳智傑副教授

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)

## *Assistant Professor*

**WU Jing, Clio**  
吳靜助理教授

PhD (Fudan University)  
MA (Jinan University)  
BA (Jinan 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)

## *Senior Lecturer*

**LAW Suk Yi, Doris**  
羅淑儀高級講師

BA (The Chinese University of Hong Kong)

## *Senior Lecturer*

**CHAN Oi Yan, Connie**  
陳藹欣高級講師

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

## *Senior Lecturer*

**CHAN Ka Lok, Sobel**  
陳家樂高級講師

PhD (Hong Kong Baptist University)  
MA (Beijing Film Academy)  
BA (Hong Kong Baptist University)





# INTERNSHIPS 實習機會

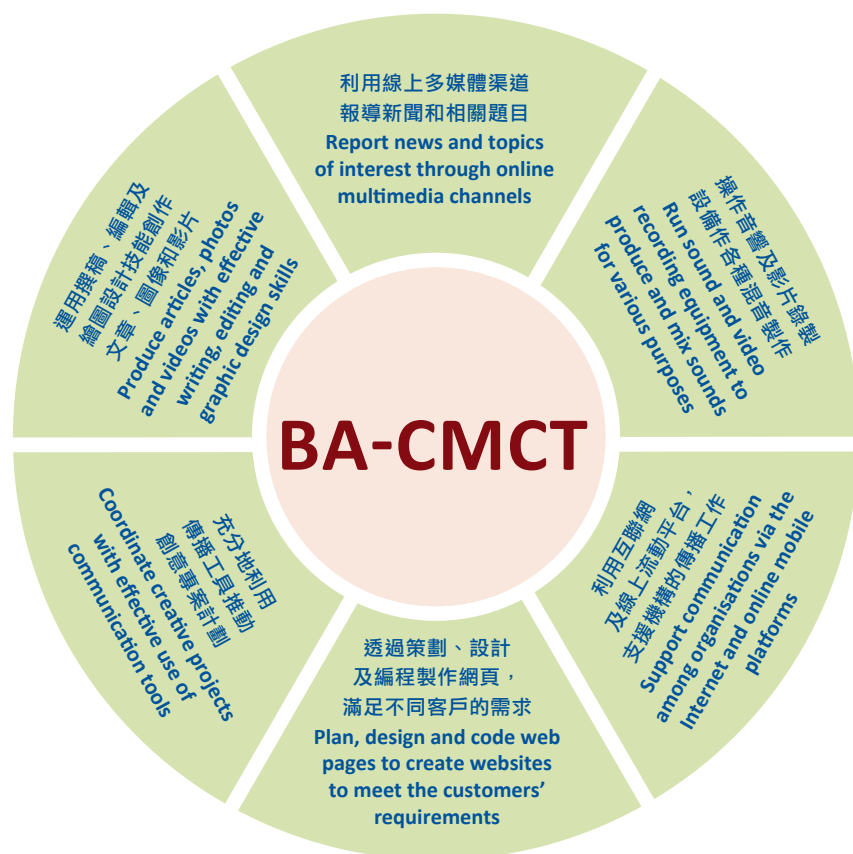
Valuable learning opportunities are provided for students to gain on-the-job training experience through taking “internship” as an elective module in the summer of Year 3, allowing them to apply what they have learned in classroom and put theory into practice at the workplace of various media and communication organisations. Hence, the employability of students in the job market can be increased with such hands-on experience.

為了讓學生能學以致用，本課程包含了「實習」選修科目。三年級學生將有機會在暑期到各大傳播媒體機構實習，把課堂所學的知識在現實工作中加以實踐，提高學生在職場上的競爭力。

# CAREER PROSPECTS 就業前景

Through special interdisciplinary training of convergent media and communication technology that combines theory and practice, a wide spectrum of employment opportunities is open to the BA-CMCT graduates.

課程的特色是把融合媒體及傳播科技的理論和實務加以結合，目的是為畢業生提供更多類型的就業機會。



⚙ **Media Content Developer**  
媒體內容發展專員

⚙ **Digital Media System & Network Administrator**  
數位媒體系統及網絡行政人員

⚙ **Videographer**  
攝錄影製作人

⚙ **Multimedia Journalist**  
多媒體新聞工作者

⚙ **Web and Graphic Designer**  
網頁及圖像設計師

⚙ **Media, Communication and Technology Engagement Strategist**  
媒體傳播及科技運用策略師

⚙ **Multimedia Marketing Specialist**  
多媒體市場推廣專員

⚙ **Media Production Officer**  
多媒體製作主任

⚙ **Media Project Coordinator**  
媒體項目管理專員

⚙ **Social Media Promotion Specialist**  
社交媒體推廣專員

# STUDENT EXCHANGE PROGRAMMES 學生交流計劃

Students are provided with opportunities to reach out and widen their horizons through HSUHK's exchange partnerships with overseas institutions in Asia, Europe and North America.

透過恒大與亞洲、歐洲、北美洲等各地學府的合作，學生們有機會到海外進行交流學習，擴闊視野。

## SCHOOL FACILITIES 學院設施

1. TV Lab 實驗電視廊
2. SCOM Cinema and TV Production Centre 傳播學院影視製作中心
3. Media and Communication Lab 媒體及傳播實驗室
4. Multimedia Training Centre 多媒體培訓中心
5. Radio Broadcast Training Centre 廣播培訓中心
6. Radio Broadcasting Studio 電台廣播錄音室
7. Non-linear Editing Room 非線性（影音）剪接室
8. SCOM Live Streaming Lab 串流演播室



## CAMPUS LIFE 校園生活

The establishment of HSUHK Jockey Club Residential Colleges provides 1,200 places to students with a robust platform to empower and nurture social engagements, intellectual interflow and global perspectives through community living and learning.

香港恒生大學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，培育社會參與、知識交流和環球視野。







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

Applications can be submitted through the HSUHK Undergraduate Application System.  
For enquiries, please contact the Registry.

申請可透過恒大大網上入學申請系統遞交。如有查詢，請聯絡本校教務處。

Tel 電話 : 3963 5710

Fax 傳真 : 3963 5553

Programme Website 課程網頁 : <https://scom.hsu.edu.hk/en/bachelor-of-convergent-media-and-communication-technology-ba-cmct/>

Programme Email 課程查詢 : [cmct@hsu.edu.hk](mailto:cmct@hsu.edu.hk)

Admission Email 入學查詢 : [ugadmission@hsu.edu.hk](mailto: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

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 2023.

有關資料更新至2023年4月。

QF Level: 5

QR Registration No.: 18/000839/L5

Registration Validity Period: 08/11/2018 to 31/08/2027

