SYLLABUSES FOR THE DEGREE OF
BACHELOR OF ARTS IN GLOBAL CREATIVE INDUSTRIES [BA(GCIN)]

These syllabuses apply to candidates admitted to the BA(GCIN) curriculum in the academic year 2025-2026 and thereafter.

Overall curriculum structure

Candidates are required to complete courses totaling not fewer than 240 credits, comprising:

Curriculum Structure	Credits
University Graduation Requirements	**54**
Common Core Curriculum	36
Artificial Intelligence Literacy	6
Language enhancement courses:	
- Chinese language enhancement[#]; and	6
- English language enhancement[^@]	0 + 6
Successful completion of a non-credit bearing national education and national security education, and any other non-credit bearing courses as may be required from time to time	0
Major in Global Creative Industries (GCIN)*	**78**
GCIN1001. Introduction to global creative industries	6
GCIN1010. The business of creativity: An introduction	6
One introductory course offered by any Arts programmes	6
GCIN2003. Cultural policy: A complex marriage of business, politics and culture	6
GCIN2040. Research and practical methods in creative industries	6
Interdisciplinary advanced electives, with at least 18 credits from the same concentration	30
Two Industry Experience courses:	
- GCIN2201. Industry experience I; and	6
- GCIN3201. Industry experience II	6
Capstone experience: GCIN4001. Global creative industries research project (capstone experience); ***or*** GCIN4002. Global creative industries internship (capstone experience)	6
Electives	**108**
Total:	**240**

***** Candidates from other UG curricula can declare a second major in GCIN. Please refer to the BA syllabuses for the academic year 2025-26 and thereafter for the requirements.

[#] Candidates who did not study Chinese language during their secondary education and have not reached the required proficiency level for the Chinese language enhancement course may take a course in either Chinese language or Chinese culture offered by the Chinese Language Centre of the School of Chinese in lieu.

^ Candidates should successfully complete the non-credit bearing "CAES1001. Academic Communication in English" and a 6-credit "English in the Discipline" (ED) course to fulfil the English language enhancement requirements. They are exempted from CAES1001 if they have achieved Level 5 or above in English Language in the Hong Kong Diploma of Secondary Education Examination, or equivalent.

@ To satisfy the "English in the Discipline" (ED) requirement, candidates who have passed the ED course for a Major but subsequently change that Major are required to pass the ED course for the new Major, or either of the double Majors finally declared upon graduation. Candidates declaring double Majors are not required to take a second ED course but may be advised by the Programme Director to do so. If they fail in the ED course for one of the Majors, they can either re-take and successfully complete that failed ED course, or successfully complete the ED course for the other Major.

Notes:

1) Candidates shall normally complete 60 credits in an academic year. The normal study load of Semester 1 and that of Semester 2 is 30 credits. Candidates may opt to take 36 credits in these semesters without seeking approval from the Faculty.

2) 108 credits in elective courses, which may include courses offered by any Arts and non-Arts teaching unit(s), except the Common Core Curriculum. It is optional for candidates to pursue a second major or up to two minors. These second major and minor(s) can be offered by the Faculty of Arts or other Faculties.

Common Core Curriculum (36 credits)

Candidates are required to complete 36 credits of courses in the Common Core Curriculum within Year 1 to Year 3, comprising at least 6 credits and not more than 12 credits from each Area of Inquiry (AoI), with not more than 24 credits being selected within one academic year except where candidates are required to make up for failed credits.

Artificial intelligence literacy (6 credits)

- AILT1001. Artificial Intelligence Literacy I (3 credits) in Year 1
- Another AILT course (3 credits) to be taken in Year 2

Language Enhancement Courses (12 credits)

- "CAES1001. Academic Communication in English" (0 credit) in Year 1

- Take *one* of the following "English in the Discipline" courses (6 credits) in Year 2:
  - CAES9201. Academic English: Countries and Cultures
  - CAES9202. Academic English: Literary Studies
  - CAES9203. Academic English: Philosophy and the History of Ideas
  - CAES9204. Academic English: History
  - CAES9205. Academic English: Language Studies
  - CAES9206. Academic English: Creative and Visual Arts

- Take *one* of the following Chinese language enhancement courses (6 credits) in Year 3:
  - CART9001. Practical Chinese for Arts Students
  - CUND9001. Basic Spoken and Written Cantonese for Mandarin Speakers
  - CUND9002. Practical Chinese and Hong Kong society
  - CUND9003. Cantonese for non-Cantonese Speaking Students
  - CUND9004. Practical Applied Chinese Writing and Effective Presentation Skills for Non-local Mandarin Speaking Students

  Note: CUND9XXX courses are for Putonghua-speaking students only.

Major in Global Creative Industries (78 credits)

- Compulsory courses: Take *all* the following courses (totaling 48 credits)

  Year 1:
  GCIN1001. Introduction to global creative industries (6 credits);
  GCIN1010. The business of creativity: An introduction (6 credits); AND
  One introductory course offered by any Arts programmes (6 credits)

  Year 2:
  GCIN2003. Cultural policy: A complex marriage of business, politics and culture (6 credits);
  GCIN2040. Research and practical methods in creative industries (6 credits); AND
  GCIN2201. Industry experience I (6 credits)
  Note: Students can take GCIN2201 in the Summer Semester of their Year 1 studies.

  Year 4:
  either
  GCIN4001. Global creative industries research project (capstone experience) (6 credits);
  or
  GCIN4002. Global creative industries internship (capstone experience) (6 credits)

  Year 3 or 4:
  GCIN3201. Industry experience II (6 credits)
  Note: Students can take "FOSS2018. Social Innovation internship" (12 credits) in lieu of "GCIN2201. Industry experience I" or "GCIN3201. Industry experience II". The remaining 6 credits will be counted towards the requirement of "Interdisciplinary advanced electives" as an "Other interdisciplinary elective".

- Interdisciplinary advanced electives: Take *five* courses from the list below, with at least *three* courses (18 credits) from the same concentration, within Year 2 to Year 4 (totaling 30 credits). All are 6-credit courses unless otherwise specified. While some courses are listed on more than one concentration, successful completion of any one of these courses will count towards the requirement of one concentration only.

  Concentration: Film & Media Communications
  Global and Creative Industries
  GCIN2008. Advertising: Cultural and organizational dynamics
  GCIN2020. New media, social media, and creative industries
  GCIN2037. Marketing and managing fandom
  GCIN2039. New media and global popular culture industry
  GCIN2108. Immersive Storytelling: Introduction to XR Media Industries
  GCIN2109. Introduction to VR Filmmaking
  School of Chinese
  CHIN2348. Bilingual studies in media and popular culture
  CHIN2358. Journeys to the East: Translation and China in the literary imagination of the West

  School of English
  ENGL2085. Creative writing
  ENGL2184. Visual communication

  School of Humanities

CLIT2008. Film culture II
CLIT2025. Visual cultures
CLIT2026. Digital culture
CLIT2065. Hong Kong culture: Representations of identity in literature and film
GEND2004. Gender in visual and material culture
GEND2011. Feminism in popular culture

School of Modern Languages and Cultures
AMER2002. What's on TV? Television and American culture
GLAS2108. U.S. film in a global context from Golden-Age Hollywood to new Hollywood and beyond

Faculty of Social Sciences
JMSC2009. Visual communications
JMSC2021. Introduction to strategic communication
JMSC3013. Multimedia magazine design
SOCI2006. Critical issues in media studies
SOCI2015. Hong Kong popular culture
SOCI2055. Tourism, culture and society
SOCI2077. Media, culture and communication in contemporary China
SOCI2080. Media and culture in modern societies

Concentration: Gaming & Digital Humanities
Global and Creative Industries
GCIN2012. Introduction to video games studies
GCIN2035. Digital economy, media and entertainment
GCIN2106. Gameworlds and imaginaries
GCIN2107. Total Design - Experiential designs in the age of the virtual

Humanities and Digital Technologies
HUDT2100. Emerging trends and trajectories in digital practices
HUDT2205. eXtended Reality (XR) in the humanities

School of Humanities
HIST3080. Historical gaming

Concentration: Visual Arts, Heritage & Museum Studies
Global and Creative Industries
GCIN2009. Art worlds: Aesthetics, money, and markets
GCIN2017. Luxury markets in East Asia
GCIN2023. Fashion entrepreneurship
GCIN2104. Commodifying heritage

School of Humanities
ARTH2101. Installation and participation

School of Modern Languages and Cultures
GLAS2101. Art, time, and new media

Faculty of Social Sciences
SOCI2055. Tourism, culture and society

Concentration: Music & Performing Arts
Global Creative Industries
GCIN2101. Exploring sound: Instruments, art, and design

GCIN2102. Musicking in global subculture
GCIN2103. Mega-events
GCIN2105. Introduction to arts administration (cross-listed as MUSI2079)

School of Humanities
MUSI2086. Music business
MUSI2087. Music and entrepreneurship
MUSI2088. Music, AI, and the future of creativity

School of Modern Languages and Cultures
GLAS2101. Art, time, and new media

Other interdisciplinary electives:
Global and Creative Industries
GCIN2033. Gender and creative industries: An introduction
GCIN2051. Understanding cultural politics
GCIN3001. Special topics in creative industries

Notes:
1) Candidates may be required to take additional course(s) to fulfil the pre-requisite(s) or co-requisite(s) of an advanced interdisciplinary elective. Please refer to the relevant Programme's syllabuses for course descriptions and enrollment conditions.

2) Candidates are encouraged to take one to two language learning courses (e.g. "ITAL1001. Italian I.1") in Year 1 or 2 to enhance their global perspective.

COURSE DESCRIPTIONS

Not all courses are offered every semester or annually. Please check with the teaching units for their course offering around August.

Major in Global Creative Industries – Compulsory Courses

GCIN1001. Introduction to global creative industries (6 credits)

This introductory course will adopt an interdisciplinary approach to examine significant and complex issues related to the emergence, development and prospect of the global creative industries. This course is a prerequisite for all students intending to declare a major in Global Creative Industries, but it is also suitable for anyone seeking a broad understanding of the interplay between culture and creative economy. We will examine the concept of the 'global creative industries' by offering a brief overview of the industries of advertising, art, fashion, antiques and crafts, publishing, music, performing arts, digital entertainment, design, film and video as well as television and radio. We will survey and identify the key players and characteristics of the emerging global creative economy by exploring the development of creative industries in different regions, such as East Asia, North America and Europe. We will also analyze the impact and implication of the growth of global creative industries on the role and function of culture in society today. Our goal is to help students examine and reflect critically on the cultural, economic, social as well as political forces that shape the form and content of global creative industries.
Assessment: 100% coursework

GCIN1010. The business of creativity: An introduction (6 credits)

This course is required of all students intending to major in Global Creative Industries. This course will introduce students to the mechanism of production, circulation, consumption, regulation and representation of the global creative industries. We will examine the process of commercialization of creativity and culture. We will focus particularly on how cultural products are being produced, branded and reproduced at the industry-level. By drawing examples from a variety of areas such as Korea, China, Hong Kong, Japan, America and Europe, we will demonstrate how the business activities of the creative industries are shaped by and reshaping respective cultural traditions. Our goal is to encourage students to critique the increasingly complex relationship and interaction between culture and commerce.
Prerequisite/Co-requisite: **GCIN1001**
Assessment: 100% coursework

GCIN2003. Cultural policy: A complex marriage of business, politics and culture (6 credits)

This course is required of all students intending to major in Global Creative Industries. This course will examine the relationship between cultural policy and the development of the global creative industries. We will analyze why and how the state intervenes in the production, distribution and consumption of cultural goods and ideas. We will trace the development of cultural policies in different countries through a comparative approach. We will also explore the impact and limitation of national cultural policy in the global arena. Our goal is to help students identify and explain the complex interaction among business, politics and culture behind the operation of the global creative industries. Taught within a seminar type framework, students will be encouraged to select, in consultation with a staff member, a country or an area of focus for deeper examination.
Prerequisite/Co-requisite: **GCIN1010**
Assessment: 100% coursework

GCIN2040. Research and practical methods in creative industries (6 credits)

This course combines a research and practical skill approach to studying and working in the creative industries. First, it introduces students to the various research methods adopted by scholars of the creative industries working in cultural policy, management studies, economics, geography, and anthropology, among others. It surveys different research methods, including library and archival research, in-depth interviews and focus group research, statistical surveys, fieldwork participant observation, and goal-oriented policy research, and discusses ethical aspects of research. Second, it introduces students to the kinds of technical skills used in the creative industries, including how to use research methods in market analysis, an introduction to using multimedia software suites and various tools used for content creation, and newly emerging tools.
Prerequisite: **GCIN1010**
Assessment: 100% coursework

GCIN2201. Industry experience I (6 credits)

Industry Experience I provides students with hands-on experience in the creative industries by engaging with businesses or organizations locally, regionally, or internationally. Course activities may include internships, project-based work, and study trips, allowing students to acquire practical skills, industry insights, and networking opportunities. The main objectives are to offer industry exposure, cultivate a holistic understanding of the creative sectors, equip students with marketable skills, establish industry networks, and enhance self-marketing abilities. Students are required to complete both GCIN2201 and GCIN3201, with a diverse range of activities to choose from each year. It is essential that students do not repeat activities from GCIN2201 when undertaking GCIN3201.
Prerequisites: **GCIN1001** and **GCIN1010**
Assessment: 100% coursework.

GCIN3201. Industry experience II (6 credits)

Industry Experience II provides students with hands-on experience in the creative industries by engaging with businesses or organizations locally, regionally, or internationally. Course activities may include internships, project-based work, and study trips, allowing students to acquire practical skills, industry insights, and networking opportunities. The main objectives are to offer industry exposure, cultivate a holistic understanding of the creative sectors, equip students with marketable skills, establish industry networks, and enhance self-marketing abilities. Students are required to complete both GCIN2201 and GCIN3201, with a diverse range of activities to choose from each year. It is essential that students do not repeat activities from GCIN2201 when undertaking GCIN3201.
Prerequisites: **GCIN1001, GCIN1010** and **GCIN2201**
Assessment: 100% coursework.

GCIN4001. Global creative industries research project (capstone experience) (6 credits)

Students in this course pursue independent research and produce a research project under the supervision of a teacher in Global Creative Industries. Students will be expected to explore in depth a topic of interest to them in relation to the development of the global creative industries and the interaction between culture and commerce. We will provide a research skills workshop for students undertaking this course, where students will learn strategies for designing research questions, conducting research, and producing academic research projects. The projects can include multimedia components as part of the submission, such as online content and website construction, but they must also include a written research paper that analytically explains the project and its contribution to the field of global creative industries. The course aims to provide students the opportunity to create a portfolio of their own work that they can use for their future careers.
Prerequisites: **GCIN1001**, **GCIN1010** and **GCIN2040**
Assessment: 100% coursework

GCIN4002. Global creative industries internship (capstone experience) (6 credits)

This capstone experience course challenges students to integrate classroom learning with real-world experience through creative industry internships in Hong Kong or abroad. It nurtures an understanding of cultural production processes, practical business environments, and interactions with industry professionals. Students collaborate closely with their field supervisors and academic tutors to identify issues and develop projects related to socio-cultural factors influencing creative enterprises. They have the option to enhance their reports with multimedia elements such as websites or portfolios. The course aims to merge academic knowledge with practical skills, emphasizing the relationship between creative industry operations and societal influences, thereby paving the way for future employment opportunities. Placement confirmation from host businesses or organizations is mandatory.
Prerequisites: **GCIN1001**, **GCIN1010** and **GCIN2040**
Assessment: 100% coursework

Major in Global Creative Industries – Interdisciplinary Advanced Electives

GCIN2008. Advertising: Cultural and organizational dynamics (6 credits)

This course enables students to study the cultural and organizational dynamics of the advertising industry to understand the economic, social, cultural and material processes that underpin the whole industry. Through an in-depth and comparative study of the creative processes, technology adaptation,

value chains, overall organizational structures, and consumer images of the industry, the course aims to engage students in a critical discourse on the complex interplay between the economic and cultural forces which drive the development of the advertising industry in the global market.
Assessment: 100% coursework

GCIN2009. Art worlds: Aesthetics, money, and markets (6 credits)

The overall aim of the course is to analyse and understand the functioning of art worlds in a global context. It is taught primarily by lectures, with accompanying tutorials, and focuses on the different attitudes and values brought to bear on art works by different people in an art world. Because such works are not just appreciated in aesthetic and historical terms, but are also traded as part of an art market, the course seeks to tease apart the strictly cultural and aesthetic from other, social and economic, aspects that affect the production, distribution and consumption of art works.
Assessment: 100% coursework

GCIN2012. Introduction to video games studies (6 credits)

This course is an introduction to the exciting new field of video game studies. The course starts with tracing the historical background and recent development of the video game industry, followed by discussions on the major methods and approaches used to analyze video games as a cultural product. Through in-depth and comparative study of video games in social, economic, aesthetic, psychological, and gender perspectives, the course aims to engage students in a critical discourse on the major debates surrounding the medium.
Assessment: 100% coursework

GCIN2017. Luxury markets in East Asia (6 credits)

The course examines and compares the development of the luxury markets in different regions in East Asia including Hong Kong, Taiwan, China, Japan and Korea. Through in-depth case studies, the course enables students to analyze various branding and marketing, business management, pricing and product assortment strategies of luxury brands operating in East Asia. This course aims at enabling students to identify the cultural specificity of the production, circulation and consumption of luxury goods in East Asia and to reflect on the cultural concepts of pleasure and beauty embedded in the specific industrial and social contexts.
Assessment: 100% coursework

GCIN2020. New media, social media, and creative industries (6 credits)

Digitalization has become a central part of consumer life and the business world. Our economy, society and culture are being significantly (re-)articulated and shaped of digitalization and the Internet. In addition, new media and social media have become two very important pillars of creativity and innovation, marketing and management practices for consumer and business, from designing, hiring, reputation management to customer service. Different forms of new media, and social media, including QR codes, YouTube, Facebook MeWe, Instagram, Pinterest, Netflix Amazon, and Apple TV+, etc. are dramatically changing creative processes, technological development, value chains, buying behavior and customer service in our society. The course aims to provide students with an insight into how new media and social media inspire creativity and innovation, affect consumers and the society, as well as the cultural and organizational dynamics of the business world.
Assessment: 100% coursework

GCIN2023. Fashion entrepreneurship (6 credits)

The fashion industry does not only need good designers but also entrepreneurs who understand the language of design and designers. This course aims to provide the fundamental knowledge, skills and values to students who have the desire to become fashion entrepreneurs in the future, with a focus on start-up and small-scale business. The course will be taught through lectures, but will also include external guest speakers' seminars, workshops, projects on practical fashion businesses, visits to fashion companies / boutiques, exhibitions and fashion shows.
Assessment: 100% coursework

GCIN2033. Gender and creative industries: An introduction (6 credits)

This course investigates gender issues in the creative and cultural industries. The creative and cultural industries cover business-related industries such as films, TV, video and music industries, but also cultural sectors such as museums, galleries and libraries. However, given that a large number of female workers and activists are working in the creative industries, the problem of unequal gender opportunities still exists. Women are still often perceived to be less creative than men. The unequal and unnoticed lives of women are often obscured by high-profile and highly-paid male workers who normally assume the leadership roles in the creative industries. Further, the gender-related barriers that exist in other industry sectors are also prevalent within the creative and cultural sectors. The key issues in the creative industries are exemplified by the opportunity gap, wage gap and perception gap. By analysing the development of selected sectors of the creative industries, this course explores discriminatory issues relating to gender and the ways and means available to narrow inequality between men and women.
Assessment: 100% coursework

GCIN2035. Digital economy, media and entertainment (6 credits)

This course provides a critical introduction to the latest development of the media and entertainment industries in the digital economy. It introduces the key approaches and perspectives to the study of the global media and entertainment industries. It invites students to examine the impact of digitalization on the production, circulation, consumption and regulation of media and entertainment content. It also interrogates the changing organization and management of the media and entertainment industries. Drawing on international and especially Asian cases, the course explains the emergence of the major digital entertainment forms today including social media, video games, online videos and live-streaming and digital animation and visual effects.
Assessment: 100% coursework

GCIN2037. Marketing and managing fandom (6 credits)

Fans are important assets that many of them are hardcore customers and loyal supporters to their objects of affection. This course, compiles with interdisciplinary lectures and case studies, will discuss the motivation, intention and personal development of a fan of someone or something, categorisation of stereotypes of fans, the formation of fandom as a community to share common fan ideologies and practices, strategies to manage and deal with conflicts between fans, non-fans and anti-fans, concerns of political and copyright issues, and possible online and offline marketing and management strategies in celebrities, ACG (anime, comics and games), sports, and brand businesses.
Assessment: 100% coursework

GCIN2039. New media and global popular culture industry (6 credits)

Popular culture or low culture is not limited to be consumed as entertainment as it cultivates various sets of practices, beliefs, and shared meanings in societies. With social and cultural concerns, popular culture also plays an important role in the economy. This course sets with multimedia lectures, experience sharing and field studies, will let students to explore the businesses, collaboration between businesses, as well as individual participants like KOLs and daigou-ers who contribute to the socioeconomics in the global popular culture industry, such as popular music, celebrities, ACG, and new media industries, in the digital age.
Assessment: 100% coursework

GCIN2051. Understanding cultural politics (6 credits)

Cultural politics refers to the way that culture—including people's attitudes, opinions, beliefs and perspectives, as well as the media and arts—shapes society and political opinion, and gives rise to social, economic and legal realities. This course is designed to address what is cultural about politics and what is political about culture by bringing together text and visual art that offer diverse modes of engagement with theory, cultural production, and politics, to analyse how cultural identities, agencies and actors, political issues and conflicts, and global media are linked, characterized, examined, and resolved, and to elucidate how cultural theories and practices intersect with and elucidate analyses of political power. Topics include representation and visual culture; media, film, and communications; popular and elite art forms; the politics of production and consumption; art and aesthetics; the culture industry; cities, architecture, and the spatial; sports and games; global capitalism; value and ideology; power, authority, and institutions; and identity and performance.
Assessment: 100% coursework

GCIN2101. Exploring sound: instruments, art, and design (6 credits)

This comprehensive course delves into the realms of musical instruments, sound art, sound design, and the ways in which sound impacts our everyday lives. Students will explore the historical evolution of musical instruments, the principles of sound as an art form, the technological advancements in sound design, and the ecological and immersive aspects of soundscapes. Through theoretical study and practical exercises, students will gain a holistic understanding of sound in various contexts, emphasizing the importance of creativity in all aspects of sound exploration.
Assessment: 100% coursework

GCIN2102. Musicking in global subculture (6 credits)

This course examines the intricate relationships between music and a variety of subcultural practices across the globe. This course invites students to explore how diverse musical genres—such as hip hop with its vibrant dance and graffiti elements, punk's DIY ethos, reggae and drum and bass parties, trance and nomadic trance gatherings, as well as new age music and sound healing sessions—interact with and influence subcultural identities. Through a multidisciplinary approach that incorporates ethnomusicology, cultural studies, and sociology, students will analyse how music functions as a vital tool for collective identity construction within these subcultures. The course will delve into the historical, social, and political contexts that shape these musical forms and their associated practices, highlighting their roles in community building, resistance, and personal expression.
Assessment: 100% coursework

GCIN2103. Mega-events (6 credits)

This course examines the history, development, and current forms of global mega-events. Mega-events have become a defining feature of global creative industries over the past several decades, and they have become a key component of Hong Kong's future economic development strategy, as well as a major dimension of Hong Kong's creative economy. Although the history of mega-events stretches back to the World Expos of the 1800s and the modern Olympics of the 1900s, the second half of the 19th century has witnessed a dramatic increase in the type, number, scale, geographical spread, and economic value of global spectacles. In this course, students will examine a range of mega-events, including World Expos and the Olympics, as well as ACG conventions, film, art, and music festivals, global sports competitions, and food, fashion, and technology conventions. Students will learn about the historical, sociocultural, political, and economic aspects of planning, staging, and participating in mega-events, and will develop a critical understanding of how mega-events are shaped by both local and global forces.
Assessment: 100% coursework

GCIN2104. Commodifying heritage (6 credits)

Heritage has become big business in the modern era. From historical buildings to works of art to "intangible" forms of music and dance, heritage is a major part of modern nations' creative economies as well as the ways that nation-states understand themselves and present themselves to the world. This course will examine the historical, cultural, and social construction of the concept of heritage in modern societies through theoretical approaches and real-world case studies. Students will learn how the concept of heritage contributes to the self-understanding of societies, and how the heritage-related industries are influenced by policies and practices in different societies around the world. Using real-world case studies, students will also identify and solve problems related to heritage management in both local and global contexts.
Assessment: 100% coursework

GCIN2105. Introduction to arts administration (6 credits) (cross-listed as MUSI2079)
[Note: Students should enroll in the course with the GCIN-prefix to fulfil the concentration requirement of GCIN major.]

This yearly course is designed to provide students with a comprehensive overview of arts administration, with a supervised practicum element. Through discussions, interaction with guest speakers, and project-based internships, major topics to be explored include planning, development, marketing, artist relations, organizational structure, outreach, venue management, as well as issues and challenges commonly faced by arts administrators today.
Assessment: 100% coursework.

GCIN2106. Gameworlds and imaginaries (6 credits)

The virtual realms crafted within computer games serve as a profound entry point for exploring one of humanity's most defining traits: the imagination of the mind.
In today's post-industrial, networked society, recent technological advancements aim to engage and immerse the population in economically productive activities, whether in virtual or actual realms. This engagement often employs psychological manipulations and persuasive tactics to capture the attention of the masses, enticing individuals to consume products and experiences. However, it is imperative to balance this commercialization and individual atomization with the timeless human engagement in meaningful experiences and narratives—an engagement that is epitomized by the age-old practices of storytelling and literary imagination. These elements remain the hallmark of our humanity, even in the face of the AI revolution.

This course will delve into the origins and evolution of human immersive experiences, spanning literature, visual arts, cinema, and virtual realities. We will explore the myriad constructs that draw readers and viewers into engaging virtual worlds, examining the cultural meanings and essential components that comprise these imaginative realms. From spatial and narrative devices to cultural products and gender identities, these imaginaries will serve as the framework for constructing virtual worlds and experiences in our increasingly networked and complex reality, which now encompasses actual, virtual, and mixed-reality experiences.
Assessment: 100% coursework.

GCIN2107. Total Design - Experiential designs in the age of the virtual (6 credits)

Design Thinking has long been heralded as a powerful approach to problem-solving within engineering and social enterprises. Yet, design transcends mere solutions; it is an act of cultural production, endowing users with profound meaning and experience.
In the era of the Anthropocene, where human activities indelibly shape our planet, every facet of material production must consider its environmental and social impacts. Design, thus, becomes a responsible act, weaving through all aspects of life in our technologically advanced world. From graphic design to product design, and all forms of experiential design, we inhabit a comprehensively designed world.
Assessment: 100% coursework.

GCIN2108. Immersive Storytelling: Introduction to XR Media Industries (6 credits)

The advent of consumer grade VR and AR headsets around 2015 have enabled the emergence of the XR media industry. After an introduction to the history and theory of VR and AR, this course will focus on storytelling in the new medium of narrative VR. We will study the theory of VR film, including VR camera, shot, editing, sound, mise-en-scene, and storytelling. Students will be introduced to the emerging genres dominating VR content production, including journalism, documentary, drama, science fiction, historical, travel, and horror. We will experience and analyze many of the best examples of this emerging and rapidly evolving medium, such as The Evolution of Verse, Giant, Notes on Blindness, Apex, The Great C, Travelling While Black, Is Anna Ok?, Wolves in the Wall, Aripi, The Key, The Edgar Mitchell Experience, Gloomy Eyes, The Book of Distance, The Last Goodbye, Battlescar, Lustration, On the Monrning You Wake, Submerged, and many others.
Assessment: 100% coursework.

GCIN2109. Introduction to VR Filmmaking (6 credits)

VR film has been emerging as a new narrative medium since 2015. This course will introduce students to the basics of 180-degree VR filmmaking. Students will learn the entire process of VR film production including pre-production, shooting, and post-production. Students will gain technical expertise to operate a professional VR camera setup, including on set recording of omnidirectional sound. Students will further learn how to edit VR footage in Adobe Premiere Pro. All students will participate in a group project to produce a VR short film.
Assessment: 100% coursework.

GCIN3001. Special topics in creative industries (6 credits)

This course will be offered periodically with specific topics chosen by experts in the field, including scholars and industry practitioners. The course will consist of lectures and/or field trips to businesses, cultural sites, and events. Students will be given the opportunity to learn detailed knowledge, gain first-

hand insights, and understand specific challenges and issues regarding particular aspects of the creative industries.
Prerequisites: **GCIN1001** and **GCIN1010**
Assessment: 100% coursework

Please refer to the BA syllabuses, which is available at https://arts.hku.hk/current-students/undergraduate/BA/regulations-syllabuses, for the course descriptions and enrollment conditions of other Arts courses listed as "Interdisciplinary Advanced Electives" on this syllabuses.

Artificial Intelligence Literacy Courses

AILT1001. Artificial Intelligence Literacy I (3 credits) [pending approval]

Artificial Intelligence (AI) literacy is essential for navigating our modern society effectively and responsibly. This course provides students with the skills and knowledge needed to understand AI concepts, interact with AI systems, and critically evaluate their impact. Through lectures, online learning activities and a practical project, students will explore the ethical, social, and technological dimensions of AI, preparing them to make informed decisions in a world that is increasingly AI-driven.
Assessment: 100% coursework.

English Language Enhancement Courses

CAES1001. Academic Communication in English (0 credit)

The course is designed to equip first-year undergraduate students with a solid foundation in academic English literacy to succeed in their university studies. The course is dedicated to nurturing students' competencies in an English-medium university environment and fostering their confidence in effective oral, written, and visual communication. This is achieved by cultivating students' critical reading skills, information literacy skills, and digital literacy skills for academic English learning. The course also provides students with a comprehensive understanding of academic rhetoric across different mediums, including written, spoken, and visual tasks. By familiarizing students with the key genres and communication conventions in university education, the course empowers students to apply the acquired knowledge and skills to Common Core Courses.
Assessment: 100% coursework.

CAES9201. Academic English: Countries and Cultures (6 credits)

This course aims to help students develop the English language skills they need to succeed in their major. The course is open to all BA, BA(GCIN), BA(HDT) and BA&BEng(AI&DataSc) students, but is most relevant to the needs of students majoring in, or intending to major in, American Studies, Art History, China Studies, Chinese History and Culture, Chinese Language and Literature, Comparative Literature, European Studies, Gender Studies, Global and Area Studies, Global Creative Industries, Hong Kong Studies, Japanese Studies, Korean Studies, a modern language, and Music. The primary aim of CAES9201 is to enable students to read texts on cultures, history and politics, and to use a range of rhetorical features to produce persuasive disciplinary essays. The course has a substantial secondary focus on the development of disciplinary speaking and listening skills.
Assessment: 100% coursework.

CAES9202. Academic English: Literary Studies (6 credits)

This course aims to help students develop the English language skills they need to succeed in their major. The course is open to all BA, BA(GCIN), BA(HDT) and BA&BEng(AI&DataSc) students, but is most relevant to the needs of students majoring in, or intending to major in, Art History, Comparative Literature, English Studies, and Translation. The primary aim of CAES9202 is to enable students to read English fiction and literary criticism, and to use a range of rhetorical features to produce persuasive disciplinary essays. The course has a substantial secondary focus on the development of disciplinary speaking and listening skills.
Assessment: 100% coursework.

CAES9203. Academic English: Philosophy and the History of Ideas (6 credits)

This course aims to help students develop the English language skills they need to succeed in their major. The course is open to all BA, BA(GCIN), BA(HDT) and BA&BEng(AI&DataSc) students, but is most relevant to the needs of students majoring in, or intending to major in, Philosophy; students of other majors such as Art History, Chinese History and Culture, Comparative Literature, and Gender Studies will find the history of ideas element of the course useful. The primary aim of CAES9203 is to enable students to read texts on philosophy and the development of influential, critical ideas (e.g. Marxism, liberalism, critical theory), and to use a range of analytical and rhetorical techniques to produce persuasive disciplinary essays. The course has a substantial secondary focus on the development of disciplinary speaking and listening skills.
Assessment: 100% coursework.

CAES9204. Academic English: History (6 credits)

This course aims to help students develop the English language skills they need to succeed in their major. The course is open to all BA, BA(GCIN), BA(HDT) and BA&BEng(AI&DataSc) students, but is most relevant to the needs of students majoring in, or intending to major in, American Studies, Art History, China Studies, Chinese History and Culture, European Studies, Gender Studies, History, Hong Kong Studies, Japanese Studies, Korean Studies, or Music. The primary aim of CAES9204 is to enable students to read history texts, and to use a range of rhetorical features to produce persuasive disciplinary essays. The course has a substantial secondary focus on the development of disciplinary speaking and listening skills.
Assessment: 100% coursework.

CAES9205. Academic English: Language Studies (6 credits)

This course aims to help students develop the English language skills they need to succeed in their major. The course is open to all BA, BA(GCIN), BA(HDT) and BA&BEng(AI&DataSc) students, but is most relevant to the needs of students majoring in, or intending to major in, Chinese Language and Literature, English Studies, General Linguistics, Language and Communication, a modern language, and Translation. The primary aim of CAES9205 is to enable students to read linguistics and translation texts, and to use a range of rhetorical features to produce persuasive disciplinary essays. The course has a substantial secondary focus on the development of disciplinary speaking and listening skills.
Assessment: 100% coursework.

CAES9206. Academic English: Creative and Visual Arts (6 credits)

This course aims to help students develop the English language skills they need to succeed in their major. The course is open to all BA, BA(GCIN), BA(HDT) and BA&BEng(AI&DataSc) students, but

is most relevant to the needs of students majoring in, or intending to major in, Art History, Comparative Literature, Gender Studies, Global Creative Industries, and Music. The primary aim of CAES9206 is to enable students to read texts on creative and visual arts, and to use a range of rhetorical features to produce persuasive disciplinary essays. The course has a substantial secondary focus on the development of disciplinary speaking and listening skills.
Assessment: 100% coursework.

Chinese Language Enhancement Courses

Students are required to successfully complete the 6-credit Faculty-specific Chinese language enhancement course (CART9001) for graduation, except for

(a) Non-local Putonghua/Mandarin-speaking candidates who should successfully complete a CUND9xxx course; and
(b) Students who did not study Chinese language during their secondary education and have not reached the required proficiency level for CART9001 should seek approval from the Board of the Faculty for exemption from the Chinese language enhancement requirement, and take a course in either Chinese language or Chinese culture offered by the Chinese Language Centre of the School of Chinese in lieu.

CART9001. Practical Chinese for Arts Students (6 credits)

This course is designed to promote the students' professional use of Chinese language in the workplace. The course will familiarize students with modern Chinese grammar, the correction of mistakenly written Chinese characters and various types of practical Chinese writings in professional contexts. Students are required to complete a series of communication- rich oral and written assignments and an examination. Special emphasis is given to the style and rhetoric of reader-based writings to heighten students' linguistic sensitivity.
This course will be offered in the second semester of the third year.
Assessment: 50% coursework, 50% examination.

CUND9001. Basic Spoken and Written Cantonese for Mandarin Speakers (6 credits)

This intensive Cantonese language course is designed for Mandarin (Putonghua) speakers who have no prior knowledge of Cantonese. The course aims to assist students in mastering Jyutping, the Cantonese romanization system, while simultaneously cultivating students' ability to communicate effectively in Cantonese, both orally and in written form, across a variety of situational conversations. Throughout the course, students will be exposed to practical sentence structures and a wide range of useful vocabulary related to various aspects of daily life. Furthermore, the curriculum allows students to gain insight into Hong Kong culture.
Assessment: 70% coursework, 30% examination.

CUND9002. Practical Chinese and Hong Kong society (6 credits)

This course is specifically designed for the students from the Mainland. With Putonghua as the medium of instruction, it aims to underscore the characteristic styles and formats of practical Chinese writings in the workplace context in Hong Kong. Topics addressing the rhetorical strategies for reader-oriented professional writings are included to strengthen the students' command of the language. The evolution of Cantonese and the lexical and phonetic systems of this dialect will be explored. The local history and culture of Hong Kong will also be considered. On-site visits are organized to deepen the students' understanding of local traditions and, more importantly, to enhance their ability to appreciate and accept cultural and regional differences. Students will be able to apply the concepts and skills to accomplish

different tasks effectively and persuasively in diverse and complex issues in oral and written forms as well as to produce good-quality practical writing.
Assessment: 50% coursework, 50% examination.

CUND9003. Cantonese for non-Cantonese speaking students (6 credits)

This course is designed specifically for Putonghua speaking students that are proficient in the use of the Chinese language. It aimed at enabling students to learn the characteristics of Hong Kong written and spoken Chinese language, to discover the differences in vocabulary and expression between the Cantonese dialect and Putonghua. Through a comparative analysis of Putonghua and Cantonese, this course will familiarize students with traditional and simplified Chinese characters, strengthening their communication skills in everyday life, and to have a proper understanding of the culture, traditions and people in Hong Kong. This course is essential to students who must adapt to lifestyle in Hong Kong within a short period of time.
Assessment: 60% coursework, 40% examination.

CUND9004. Practical Applied Chinese Writing and Effective Presentation Skills for Non-local Mandarin Speaking Students (6 credits)

The course aims to cultivate non-local Mandarin-speaking students' logical thinking and critical thinking skills. Through the exploration of various interdisciplinary knowledge topics, students are encouraged to analyze and evaluate information, such as a variety of the essays mainly focusing on the important social and economic issues, as well as the movies released between 1995 and the present. The students will also be provided with opportunities to engage in writing, group discussions and presentation, allowing them to practice their critical thinking skills and develop their ability to express their thoughts effectively using Mandarin. CUND9004 will construct a coherent, sustainable, and in-depth content to help students build strong arguments, enhance their lexical and syntactic knowledge, as well as enhance their ability to analyze information, construct well-reasoned arguments, and make informed decisions.
Assessment: 70% coursework, 30% examination.