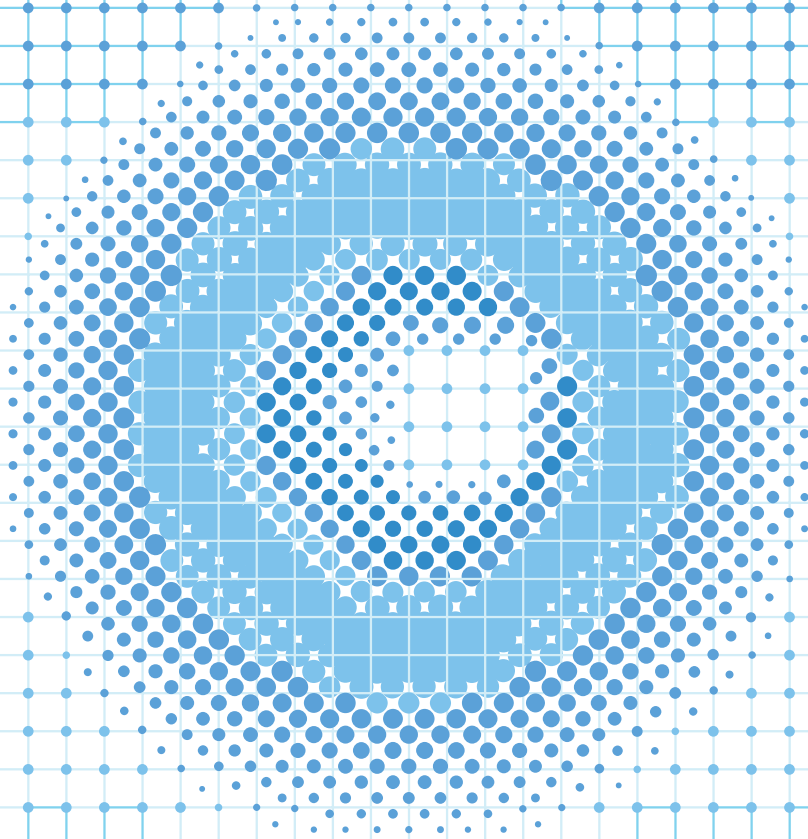


Hong Kong Baptist University
School of Communication

Bachelor of Communication (Honours) Programme Student Handbook

Academic Year 2023 - 2024



CONTENTS

— 4 —

School of Communication

— 5 —

Admission

— 7 —

About the Programmes

— 11 —

Game Design and Animation Major (GDA)

— 23 —

Journalism and Digital Media Major (JOUR & DM)

— 43 —

Public Relations and Advertising Major (PRA)

— 59 —

Academic Advising Scheme

— 60 —

Office of Admissions and Academic Advising

— 61 —

Staff List

Academic Calendar 2023 - 2024

Campus Map



School of Communication

The School of Communication at Hong Kong Baptist University was originally founded in 1968. It provides a comprehensive range of programmes in communication available in Hong Kong at the undergraduate and postgraduate level.

Within the four-year undergraduate curriculum for the Bachelor of Communication (Honours) Programme, the School offers three choices of major to follow the General Education and core communications courses. Housed in a purpose-built building, the School has an efficient allocation of teaching and learning resources as well as access to the latest equipment. The MUSES 104, the first immersive room in Hong Kong; the AI and Media Research Lab and VR room, etc. will greatly benefit faculty and students in their research and creative work.

Home to some 35 research faculty and 40 PhD students, the School of Communication has been rated Hong Kong's leading institution for communication/media research outputs in Research Assessment Exercise (RAE) 2020 conducted by the University Grants Committee (UGC) of Hong Kong.

The School maintains close connections with Hong Kong's media and creative industries. Given its long history and influence, it is not surprising that many of the most senior positions in these industries are occupied by its alumni with outstanding accomplishments. These relationships established a strong reputation for the School, as well as being a fountain of knowledge for current students to acquire expertise and offering networking opportunities for alumni.

Admission

The Bachelor of Communication programme offers three majors, namely :

Game Design and Animation Major (GDA)

Journalism and Digital Media Major (JOUR & DM)

Public Relations and Advertising Major (PRA)

Broad-based Admission

JOUR & DM and PRA Majors adopt broad-based admission. Students study University core courses, General Education courses, School Core courses and Free Elective courses in Year One, Semester One. Students will be allocated to JOUR & DM or PRA Majors in Year One, Semester Two based on the following criteria.

Route of Entrance	Criteria
Students admitted with HKDSE / JEE result	<ul style="list-style-type: none">• HKDSE/JEE Result (40%)• Subject score of course COMM1015, Studies in Communication, Media, and Journalism (20%)• Students' choice preference (30%)• School's allocation (10%)
Students admitted with other academic result	<ul style="list-style-type: none">• Subject score of course COMM1015, Studies in Communication, Media, and Journalism (30%)• Students' choice preference (50%)• School's allocation (20%)

HKDSE: Hong Kong Diploma of Secondary Education Examination

JEE : Joint Entrance Examination for Universities in Mainland China (Gaokao)

Programme-based Admission

GDA Major adopts programme-based admission. i.e. students are admitted directly into this programme in Year One, Semester One.



Interactive project "Block"

About the Programmes

Graduation Requirement under 4-Year Curriculum

Units	Curriculum Structure
9	School Core
18 - 55	Major Core
6 - 12	Major Elective
18 - 31	Concentration Require
0 - 6	Concentration Elective
3 - 6	Honours Project
13	University Core
18	General Education
33	Free Electives
128	Total

University Core

Units	Subjects
6	University English I and II
3	University Chinese
2	Healthy Lifestyle
2	The Art of Persuasion
13	Total

General Education (GE)

Units	Subjects
9	Foundational Courses
6	Interdisciplinary Thematic Courses
3	GE Capstone
18	Total

Free Electives

Under the new curriculum, programmes would allow students to take up to 33 units of free electives. Electives facilitate free pursuit of academic interests and widen academic exposure through which students can pursue a minor, certificate of specialization, or choose other courses that cater for their interests and future needs.

School Core Courses

1. COMM1015 Studies in Communication, Media, and Journalism
2. COMM2035 Communication, Ethics and Law
3. 3rd School Core Course
*Choose **One** from the following three courses [3 units each]*
 - COMM 2036 Media Design and Digital Applications
 - COMM 2026 Human Communication
 - COMM 2027 AI and Digital Communication

Taught Postgraduate Courses

Year 3 and 4 students with a CGPA 3.0 or above are allowed to enroll in taught postgraduate courses.

For details, please visit the QR code



Avoiding Plagiarism

Students should follow the rules of avoiding plagiarism.

For details, please visit the QR code



About the Programmes



The University of Queensland staff welcome our students

Double Degree Programme with the University of Queensland in Australia

The Double Degree Programme between the School of Communication, Hong Kong Baptist University (HKBU), and the Faculty of Humanities and Social Sciences, The University of Queensland (UQ), is a four-year full-time undergraduate programme whereby students study at the two universities and graduate from both. On completing the programme requirements, students will obtain two bachelor's degrees, namely Bachelor of Communication (Honours) conferred by HKBU and Bachelor of Journalism or Bachelor of Communication conferred by UQ.

The Programme fully adopts the same structure of the existing programmes offered by HKBU and UQ.

For details, please visit the QR code



Rank 50 by Communication and Media Studies subject in QS World University Ranking 2023



Rank 50 in QS World University Ranking 2023

Double Degree Programme with the University of Missouri in the United States

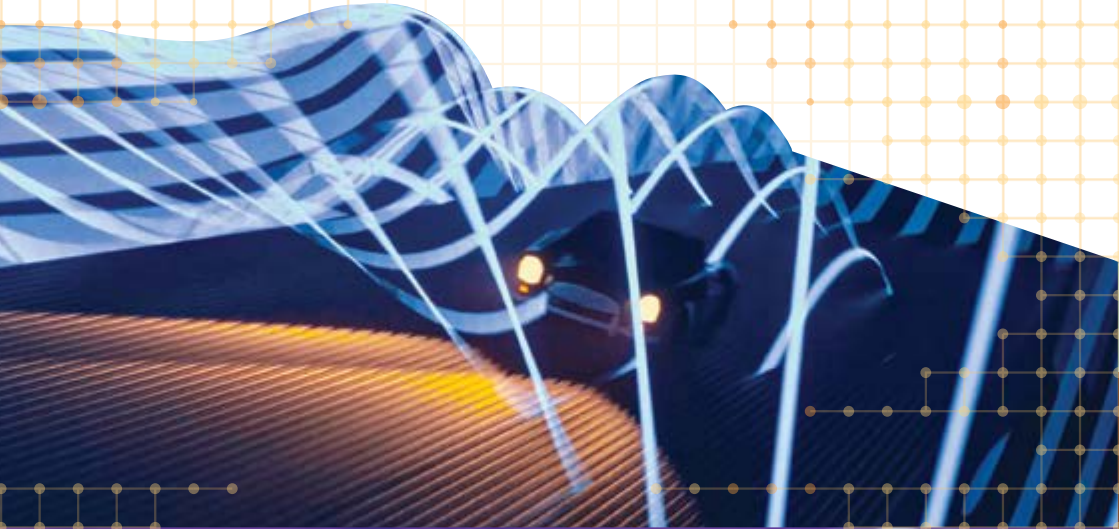
The Double Degree Programme between the School of Communication, Hong Kong Baptist University (HKBU), and the School of Journalism, The University of Missouri (MU), is a four-year full-time undergraduate programme whereby students study at the two universities and graduate from both. HKBU students will spend their first two years at HKBU and the following two years at MU. On completing the programme requirements, students will obtain two bachelor's degrees, namely Bachelor of Communication (Honours) conferred by HKBU and Bachelor of Journalism conferred by MU.

For details, please visit the QR code



GDA

Game Design and Animation Major



Game Design and Animation Major (GDA)

The Game Design and Animation Major offers a coherent curriculum with emphasis on both game design and computer animation. The holistic learning experience will equip students for a wide range of career opportunities in digital entertainment, arts and culture, as well as to prepare them for more advanced study. The curriculum comprises fundamental courses in game design and animation; from drawing and animating for storytelling to coding, programming and mathematical concepts behind them, as well as social and historical studies of game design and animation. Moreover, students can further develop their expertise in senior years through specialisation in either Advanced Game Design Stream or Advanced Animation Stream to deepen their knowledge and skills for the preparation of their Final Year Honours Projects.



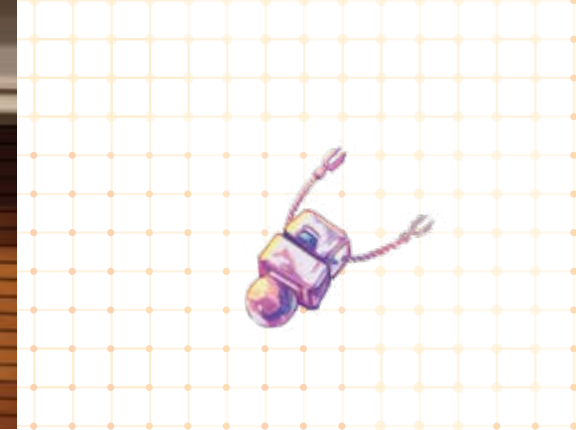
2023 Animation and Media Arts Graduation Exhibition



Hong Kong International Licensing Show, participation in collaboration with Medialink



Industry Seminar with CTO & COO of FATface, Mike Wong



Game Design and Animation Major

Units Curriculum Structure	
82	Major
9	School Core Courses
55	Major Core Courses
12	Major Elective Courses
6	Honours Project
13	University Core
18	General Education
15	Free Electives
128	Total

Units School Core Courses	
3	COMM 1015 Studies in Communication, Media, and Journalism
3	COMM 2035 Communication, Ethics and Law
3	3 rd School Core Course <i>Choose One from the following three courses [3 units each]</i>
	COMM 2036 Media Design and Digital Applications
	COMM 2026 Human Communication
	COMM 2027 AI and Digital Communication

Units Major Core Courses

3	GAME 1005	Fundamentals of Animation for Game Design and Film
3	GAME 1006	Transcultural Studies of Game
3	GAME 2005	Drawing
3	GAME 2006	Fundamentals of Programming for Game Design and Animation
3	GAME 2007	Game and Animation Production Workshop
0	GAME 2008-9	Practicum I
3	GAME 2015	Game Narrative and Storyboarding
3	GAME 2016	Mathematical Foundation of Game Design and Animation
3	GAME 2017	Transcultural Studies of Animation
3	GAME 2025	Visual Communication
3	GAME 3005	2D Platform Game Programming
3	GAME 3006	Body Mechanics
3	GAME 3007	Game Art and Visual Expression
0	GAME 3008-9	Practicum II
1	GAME 3045	Honours Project Preparation Workshop
3	GAME 3047	Generative AI in Creative Practices
3	GAME 4005	Character Design and Rigging
3	GAME 4045	Digitally Mediated Communication
<i>For Advanced Animation stream:</i>		
3	GAME 4016	Lighting, Rendering and Style
3	GAME 4017	Motion Graphic Design
3	GAME 4025	Performance Animation
<i>For Advanced Game Design stream:</i>		
3	GAME 4006	3D Game World Programming
3	GAME 4007	AI for Game Design
3	GAME 4015	Game Physics, Dynamics, and Simulation

Game Design and Animation Major

Units Major Elective Courses

Offered by the Department of History

- 3 HIST 3406 Information Technologies and Quantitative Methods for Historical Studies
- 3 HIST 4326 Science and Society: A Historical Perspective

Offered by the Department of Humanities and Creative Writing

- 3 HUMN 2016 Performing as Human Experience
- 3 HUMN 3005 Artistic Creativity and Aesthetics Awareness
- 3 HUMN 3026 Creative Industries: Theories and Practices

Offered by the Department of Music

- 3 MUSI 1037 Music Technology for Media
- 3 MUSI 3066 Music and Media
- 3 MUSI 3097 Music Design and Programming for Video Games
- 3 MUSI 3105 History and Analysis of Game Scoring

Offered by the Academy of Film

- 3 FILM 2045 Art History
- 3 FILM 3006 Film Sound
- 3 FILM 3016 Non-fiction Film
- 3 FILM 3076 Screen Acting Workshop
- 3 FILM 3077 The Art of Documentary Film
- 3 FILM 3085 Film Music and Sound Design
- 3 FILM 4006 Advanced Experimental Image Processing
- 0 FILM 4016 Internship
- 3 FILM 4046 Advanced Cinematography
- 3 FILM 4065 Art Direction and Production Design
- 3 FILM 4066 Visual Effects Workshop



Student animation drafts

Offered by the Department of Interactive Media

- 3 GAME 3015 Sound Design for Game and Animation
- 3 GAME 3016 Game Design: Theories and Research Methods
- 3 GAME 3017 Interactive Graphics
- 3 GAME 3025 Motion Capture for Game and Animation
- 3 GAME 3026 Online Media Management
- 3 GAME 3027 Traditional and Experimental Animation
- 3 GAME 3035 Transdisciplinary Theory of Game Design
- 3 GAME 3036 Virtual World: Design and Interaction
- 3 GAME 3037 Visual Aesthetics and Narrative Presentation
- 3 GAME 4026 Creative Production in Extended Reality
- 3 GAME 4027 Facial Animation
- 3 GAME 4035 Game Cultures and Ethics
- 3 GAME 4036 Game Economy: Cryptocurrency and Blockchain Technology
- 3 GAME 4037 Japanese Animation and Games

Units Honours Project

- 6 GAME 4898-9 Honours Project in Game Design and Animation I & II



Student 2D animation project "Wellspring"



Student 2D animation project "CharmE"



Visitor enjoys student's interactive VR game works



Student stop-motion animation "The Border"



Students on a visual media tour to Tokyo in 2023

**Exchange/
Study Tour**
(Potential
Exchange
Programmes)

China

Beijing Normal University
School of Art and Communication

Hebei University of Science
and Technology
The Animation College

Northeast Normal University
School of Media

Peking University
School of Arts

Shanghai University
*School of Film and TV Arts
& Technology*

Shanghai Theatre Academy

Shanghai Jiao Tong University
School of Media and Design

Sichuan University

Sichuan University of Media
and Communications

Tongji University
College of Communication and Art

Wuhan University
*Department of Television Broadcasting,
School of Journalism and Communication*

Japan

Tokyo Polytechnic University
Department of Animation

Taiwan

National Taiwan University of Arts Taipei National University of Arts

UK

Aberystwyth University
Department of Theatre, Film & TV Studies



Students visit various exhibitions in Japan

**Career
Prospect**

Career prospects for graduates include game designer, game programmer, animator, creative professional in digital media such as TV, film, and social media, and content creator in industries such as advertising, branding, online communication, and visual design.

JOUR & DM

Journalism Concentration

Data and Media Communication Concentration



Journalism and Digital Media Major (JOUR & DM)

The Journalism and Digital Media Major offers two Concentrations:

The Journalism Concentration aims to prepare students for a career in Chinese-language media or international media that operate in English.

The Data and Media Communication Concentration, which is jointly offered with the Department of Computer Science, aims to train digital journalists with advanced computer skills, notably in data visualization and analytics.

Both concentrations share Major Core and Major Elective courses in three areas:

- 1) professional journalism skills of gathering, presenting and producing news and current affairs reports;
- 2) conceptual understanding of the journalism profession and its role in society; and
- 3) the relationship between journalism and society as well as the way politics, government, business and law operate in both local and international communities.

Students of the Journalism Concentration are required to adopt one of the following four streams: Chinese Journalism, International Journalism, Broadcast Journalism or Financial Journalism, subject to resource and quota constraints. Students of the Data and Media Communication Concentration have the option of taking the Financial Journalism Stream or General Stream. Each stream stresses the particular language and professional skills appropriate for the specialization. At the end of the programme, every student has to produce a final-year project that integrates their conceptual and practical journalism knowledge.



Programme briefing for students



Study tour to Australia



Students visit Hong Kong News-Expo in 2019

Journalism Concentration

Units	Curriculum Structure
67	Major
9	School Core Courses
18	Major Core Courses
31	Concentration Required Courses
6	Major Elective Courses
3	Honours Project
13	University Core
18	General Education
30	Free Electives
128	Total

Units School Core Courses

- 3 COMM 1015 Studies in Communication, Media, and Journalism
- 3 COMM 2035 Communication, Ethics and Law
- 3 3rd School Core Course
*Choose **One** from the following three courses [3 units each]*
- COMM 2036 Media Design and Digital Applications
- COMM 2026 Human Communication
- COMM 2027 AI and Digital Communication

Units Major Core Courses

- 3 JOUR 2077 Chinese News Reporting and Writing
- 3 JOUR 2085 English News Reporting and Writing
- 3 JOUR 2116 Finance and Economics for Journalists
- 3 JOUR 3137 Journalism and Communication Theory
- 3 JOUR 3157 Law and Ethics for Journalists
- 3 JOUR 4007 Research Methods in Communication

Journalism Concentration

Units Concentration Required Courses

- 2 JOUR 2126 Data Journalism
 - 3 JOUR 3016 Political Economy for Journalists
 - 0 JOUR 4015 Journalism Internship
 - 3 Choose **One** from the following two courses [3 units each]
 - JOUR 2087 Multimedia and Multiplatform Journalism
 - JOUR 2117 Broadcast Reporting and Production
 - 4 Choose **One** from the following two courses [4 units per group]
 - JOUR 3245-46 Journalism Practicum I & II (Chinese)
 - JOUR 3255-56 Journalism Practicum I & II (English)
 - 6 Choose **Two** from the following five courses [3 units each]
 - JOUR 3105 Current Issues in Journalism
 - JOUR 4025 Critical Studies of Media
 - JOUR 4047 Comparative Perspectives on Media
 - JOUR 4055 Media, Technology and Globalisation
 - JOUR 4056 Media Management
- For Chinese Journalism Stream:*
- 3 JOUR 3145 Investigative Reporting (Chinese)
 - 3 JOUR 3176 Advanced News and Feature Writing (Chinese)
 - 2 JOUR 3247 Journalism Practicum III (Chinese)
 - 2 JOUR 3296 Journalism Practicum IV (Chinese)
 - 3 JOUR 4005 Theory and Practice of Journalism in Greater China
- For International Journalism Stream:*
- 3 JOUR 3146 Investigative Reporting (English)
 - 3 JOUR 3177 Advanced News and Feature Writing (English)
 - 2 JOUR 3257 Journalism Practicum III (English)
 - 2 JOUR 3297 Journalism Practicum IV (English)
 - 3 JOUR 4057 International News in a Globalized World

For Broadcast Journalism Stream:

- 3 JOUR 3047 News Anchoring
- 3 JOUR 3185 Advanced Broadcast Production
- 2 JOUR 3265 Journalism Practicum I (Broadcast)
- 2 JOUR 3295 Journalism Practicum II (Broadcast)
- 3 JOUR 4066 News Documentary

For Financial Journalism Stream:

- 3 JOUR 3165 Unlocking Finance
- 2 JOUR 3266 Journalism Practicum I (Finance)
- 2 JOUR 3267 Journalism Practicum II (Finance)
- 3 JOUR 4065 Strategic Investments and Contemporary Economics
- 3 Choose **One** from the following two courses [3 units each]
 - JOUR 3095 Business and Financial News Reporting in English
 - JOUR 3286 Reporting Business and Financial News in Chinese



An outgoing exchange student at Erasmus University Rotterdam

Journalism Concentration

Units Major Elective Courses

3	JOUR 2097	Advanced News and Feature Writing (Finance)
3	JOUR 2105	Visual Journalism
3	JOUR 2106	Data Visualization
3	JOUR 2125	Photojournalism and Documentary Photography
3	JOUR 3047	News Anchoring
3	JOUR 3057	Finance and Investment
3	JOUR 3075	Economics for Financial Journalists
3	JOUR 3077	Magazine Design and Editing
3	JOUR 3085	Media Transformation and Institutional Change in Historical Perspective
3	JOUR 3095	Business and Financial News Reporting in English
3	JOUR 3096	Current Affairs and News Analysis
3	JOUR 3097	Current Hong Kong Issues for Communicators
3	JOUR 3105	Current Issues in Journalism
3	JOUR 3106	Images of Media in Popular Culture
3	JOUR 3117	News Translation
3	JOUR 3125	Strategic Television Communication
3	JOUR 3126	Visual Literacy: Critical Appreciation of Photos
3	JOUR 3135	Analytical and Opinion Writing
3	JOUR 3145	Investigative Reporting (Chinese)
3	JOUR 3146	Investigative Reporting (English)
3	JOUR 3147	Investigative Reporting (Finance)
3	JOUR 3165	Unlocking Finance
1	JOUR 3175	Contemporary Issues in Journalism
3	JOUR 3176	Advanced News and Feature Writing (Chinese)
3	JOUR 3177	Advanced News and Feature Writing (English)
3	JOUR 3185	Advanced Broadcast Production
3	JOUR 3205	Convergence Editing (Broadcast)
3	JOUR 3215	Convergence Editing (Chinese)

3	JOUR 3225	Convergence Editing (English)
3	JOUR 3235	Convergence Editing (Finance)
3	JOUR 3275	Immersive Journalism
3	JOUR 3285	Financial Data and Market Sentiment Analysis
3	JOUR 3286	Reporting Business and Financial News in Chinese
3	JOUR 3287	Social Media Content Management
3	JOUR 4005	Theory and Practice of Journalism in Greater China
3	JOUR 4017	China Reporting and Writing
3	JOUR 4025	Critical Studies of Media
3	JOUR 4045	Entrepreneurial Journalism
3	JOUR 4047	Comparative Perspectives on Media
3	JOUR 4055	Media, Technology and Globalisation
3	JOUR 4056	Media Management
3	JOUR 4057	International News in a Globalized World
3	JOUR 4065	Strategic Investments and Contemporary Economics
3	JOUR 4066	News Documentary
3	JOUR 4075	Morally Controversial Issues in the Media

Units Honours Project

For Chinese Journalism Stream:

3	JOUR 4865	Honours Project in Chinese Journalism
---	-----------	---------------------------------------

For International Journalism Stream:

3	JOUR 4885	Honours Project in International Journalism
---	-----------	---

For Broadcast Journalism Stream:

3	JOUR 4845	Honours Project in Broadcast Journalism
---	-----------	---

For Financial Journalism Stream:

3	JOUR 4875	Honours Project in Financial Journalism
---	-----------	---



New media classroom

Data and Media Communication Concentration

Units	Curriculum Structure
67	Major
9	School Core Courses
18	Major Core Courses
31	Concentration Required Courses
6	Major Elective Courses
3	Honours Project
13	University Core
18	General Education
30	Free Electives
128	Total

Units School Core Courses

- 3 COMM 1015 Studies in Communication, Media, and Journalism
- 3 COMM 2035 Communication, Ethics and Law
- 3 3rd School Core Course
*Choose **One** from the following three courses [3 units each]*
- COMM 2036 Media Design and Digital Applications
- COMM 2026 Human Communication
- COMM 2027 AI and Digital Communication

Units Major Core Courses

- 3 JOUR 2077 Chinese News Reporting and Writing
- 3 JOUR 2085 English News Reporting and Writing
- 3 JOUR 2116 Finance and Economics for Journalists
- 3 JOUR 3137 Journalism and Communication Theory
- 3 JOUR 3157 Law and Ethics for Journalists
- 3 JOUR 4007 Research Methods in Communication

Data and Media Communication Concentration

Units Concentration Required Courses

3	COMP 1007	Introduction to Python and Its Applications
3	COMP 2865	Fundamentals of Data Analysis and Management
3	COMP 3115	Exploratory Data Analysis and Visualization
1	COMP 3925	Data Analysis Studio
3	JOUR 2087	Multimedia and Multiplatform Journalism
2	JOUR 3155	Investigative Reporting for Data and Media Communication
3	JOUR 4046	Integrated Data-driven Storytelling
<i>For Financial Journalism Stream:</i>		
3	JOUR 3095	Business and Financial News Reporting in English
3	JOUR 3165	Unlocking Finance
2	JOUR 3266	Journalism Practicum I (Finance)
2	JOUR 3267	Journalism Practicum II (Finance)
3	JOUR 4065	Strategic Investments and Contemporary Economics
0	JOUR 4067	Data and Media Communication Internship
<i>For General Stream:</i>		
3	JOUR 3177	Advanced News and Feature Writing (English)
2	JOUR 3255	Journalism Practicum I (English)
2	JOUR 3256	Journalism Practicum II (English)

6	<i>Choose Two from the following fourteen courses [3 units each]</i>	
	COMP 3057	Introduction to Artificial Intelligence and Machine Learning
	COMP 4015	Artificial Intelligence and Machine Learning
	COMP 4027	Data Mining and Knowledge Discovery
	COMP 4045	Human-Computer Interaction
	COMP 4075	Social Computing and Web Intelligence
	COMP 4125	Visual Analytics
	COMP 4136	Natural Language Processing
	COMP 4909	Data Media Project II
	COMP 4930	Big Data Analytics
	JOUR 3095	Business and Financial News Reporting in English
	JOUR 3285	Financial Data and Market Sentiment Analysis
	JOUR 3287	Social Media Content Management
	JOUR 4005	Theory and Practice of Journalism in Greater China
	JOUR 4017	China Reporting and Writing
	JOUR 4056	Media Management
	PRAO 4087	Algorithm and Communication



Students gain real-life working experience through internships

Data and Media Communication Concentration

Units Major Elective Courses

3	JOUR 2097	Advanced News and Feature Writing (Finance)
3	JOUR 2105	Visual Journalism
3	JOUR 2106	Data Visualization
3	JOUR 2125	Photojournalism and Documentary Photography
3	JOUR 3047	News Anchoring
3	JOUR 3057	Finance and Investment
3	JOUR 3075	Economics for Financial Journalists
3	JOUR 3077	Magazine Design and Editing
3	JOUR 3085	Media Transformation and Institutional Change in Historical Perspective
3	JOUR 3095	Business and Financial News Reporting in English
3	JOUR 3096	Current Affairs and News Analysis
3	JOUR 3097	Current Hong Kong Issues for Communicators
3	JOUR 3105	Current Issues in Journalism
3	JOUR 3106	Images of Media in Popular Culture
3	JOUR 3117	News Translation
3	JOUR 3125	Strategic Television Communication
3	JOUR 3126	Visual Literacy: Critical Appreciation of Photos
3	JOUR 3135	Analytical and Opinion Writing
3	JOUR 3145	Investigative Reporting (Chinese)
3	JOUR 3146	Investigative Reporting (English)
3	JOUR 3147	Investigative Reporting (Finance)
3	JOUR 3165	Unlocking Finance
1	JOUR 3175	Contemporary Issues in Journalism
3	JOUR 3176	Advanced News and Feature Writing (Chinese)
3	JOUR 3177	Advanced News and Feature Writing (English)

3	JOUR 3185	Advanced Broadcast Production
3	JOUR 3205	Convergence Editing (Broadcast)
3	JOUR 3215	Convergence Editing (Chinese)
3	JOUR 3225	Convergence Editing (English)
3	JOUR 3235	Convergence Editing (Finance)
3	JOUR 3275	Immersive Journalism
3	JOUR 3285	Financial Data and Market Sentiment Analysis
3	JOUR 3286	Reporting Business and Financial News in Chinese
3	JOUR 3287	Social Media Content Management
3	JOUR 4005	Theory and Practice of Journalism in Greater China
3	JOUR 4017	China Reporting and Writing
3	JOUR 4025	Critical Studies of Media
3	JOUR 4045	Entrepreneurial Journalism
3	JOUR 4047	Comparative Perspectives on Media
3	JOUR 4055	Media, Technology and Globalisation
3	JOUR 4056	Media Management
3	JOUR 4057	International News in a Globalized World
3	JOUR 4065	Strategic Investments and Contemporary Economics
3	JOUR 4066	News Documentary
3	JOUR 4075	Morally Controversial Issues in the Media

Units Honours Project

3	JOUR 4855	Honours Project for Data and Media Communication
---	-----------	--



Students learn how to produce television news



Students go to Taiwan in January 2020 to cover the presidential election



Students attended lecture offered by University of Queensland



Students enjoy experiential learning with Bloomberg terminals



Students on a study tour in Japan in 2023

Exchange and Reporting Tours

The Department of Journalism encourages its students to take an exchange semester at an overseas university, and also welcomes their counterparts from overseas to our classes. Exchange programmes are arranged at three levels: University-wide, School and Departmental level. School and Department exchanges usually allow J-students to study at the partner university similar subjects to those they would take here so that the credit units can be transferred, and they will graduate at the normal time. Furthermore, students can join overseas reporting tours so that they can have opportunities to report news outside Hong Kong. The tours had taken students to Taiwan, Myanmar, North Korea, Germany, Spain and Rwanda.

Career Prospect

Many graduates of Journalism and Digital Media Major become reporters, editors, correspondents and producers in print, electronic and online media. Others move into related fields such as public relations, marketing, business and commerce, government service and education. Some pursue further studies in Hong Kong or overseas. We have a good number of winners of prestigious media awards and scholarships for postgraduate studies abroad.

Internship

The Department works closely with the industry to arrange internship positions for our undergraduate students. The internship normally lasts for at least two months at the end of the third year. The internship usually runs from early June to the end of August but some employers may require slightly different periods. Employers will be invited to report on students' performance, and students will also be asked to report on the internship.

Summer Internship Organization Lists

(Subject to the availability of internship positions offered to the Department.)

Agence France-Presse	Metro Radio
Associated Press Television News	Mill Milk
Billboard Radio China	Ming Pao
Cable TV	Now TV
Consumer Council	Phoenix Satellite Television
Government Information Services Department	Quartz Asia
HK01	Radio Television Hong Kong
Hong Kong Commercial Broadcasting Co. Ltd	South China Morning Post
Hong Kong Economic Journal	Sportsoho
Hong Kong Economic Times	The New York Times
Hong Kong Living Magazine	The Nikkei
Initium Media	The Standard
Metro Daily	Thomson Reuters Hong Kong Ltd
	TVB

PRA

Advertising and Branding Concentration

Public Relations Concentration



Public Relations and Advertising Major (PRA)

The Public Relations and Advertising Major offers two Concentrations: Advertising and Branding Concentration and Public Relations Concentration. Advertising and Branding Concentration offers training in strategic planning, brand storytelling and concept expression. It prepares students to present ideas in an innovative and socially responsible way for effective brand communication and

promotions. Students of Public Relations Concentration will acquire both the critical understanding and relevant skills to develop successful careers in corporate communication, public affairs, social responsibility, media relations, crisis communication and digital public relations across different sectors (i.e. business, government or non-profit organizations).

PRA Campaign Competition 2022





Students of PRAO 3056 cooperate with Eldage on a campaign project

Advertising and Branding Concentration

Units	Curriculum Structure
64	Major
9	School Core Courses
28	Major Core Courses
18	Concentration Required Courses
6	Concentration Elective Courses
3	Honours Project
13	University Core
18	General Education
33	Free Electives
128	Total

Units School Core Courses

3	COMM 1015	Studies in Communication, Media, and Journalism
3	COMM 2035	Communication, Ethics and Law
3	3 rd School Core Course	Choose One from the following three courses [3 units each]
	COMM 2036	Media Design and Digital Applications
	COMM 2026	Human Communication
	COMM 2027	AI and Digital Communication

Units Major Core Courses

3	COMM 2006	Communication Theory (Communication Studies)
3	COMM 2007	Communication Research Method (Communication Studies)
3	PRAO 2007	Principles and Practices of Advertising
3	PRAO 2015	Principles and Practices of Public Relations
3	PRAO 3015	Consumer Perspectives in Public Relations and Advertising
3	PRAO 3056	Campaign Planning and Management
3	PRAO 3086	Data Analytics and Visualization for Strategic Communication
1	PRAO 3106	Strategic Communication Internship and Practicum
3	<i>Advanced Methods (Choose One from the following two courses) [3 units each]</i>	
	PRAO 4006	Advanced Qualitative Communication Research
	PRAO 4065	Advanced Quantitative Communication Research
3	<i>IQ and EQ in the Workplace (choose One of the following four courses) [3 units each]</i>	
	PRAO 3085	Social Media @ Work
	PRAO 3087	Organizational Communication Issues and Processes
	PRAO 4057	Organizational Decision Making and Problem Solving
	PRAO 4066	Leadership Communication

Advertising and Branding Concentration

Units Concentration Required Courses

3	PRAO 3005	Content Creation in Advertising
3	PRAO 3007	Advertising Design and Visualization
3	PRAO 3046	Audience Measurement and Engagement
3	PRAO 4025	Brand Strategy and Communication
3	PRAO 4037	Narrative and Brand Storytelling
3	PRAO 4056	Creative Brand Expression



Student Practicum: Roundtable

Units Concentration Elective Courses

3	COMM 2026	Human Communication
3	PRAO 2036	Group Communication
3	PRAO 2037	Interpersonal Communication
3	PRAO 2045	Interviewing
3	PRAO 2046	Internal Communication and Employee Engagement
3	PRAO 2047	Media Design for Corporate Communication
3	PRAO 2055	Programming for Digital Communication
3	PRAO 3017	Digital Public Relations
3	PRAO 3027	Digital Audio and Video Production
3	PRAO 3035	Public Relations Writing
3	PRAO 3047	Corporate Social Responsibility and Stakeholder Engagement
3	PRAO 3065	Fundraising Events, Sponsorships, and Donor Management
3	PRAO 3066	Writing for Professional Communication
3	PRAO 3067	Health Communication and Information Campaigns
3	PRAO 3075	Intercultural Communication
3	PRAO 3076	Communication Training for Organizations
3	PRAO 3085	Social Media @ Work
3	PRAO 3087	Organizational Communication Issues and Processes

3	PRAO 4006	Advanced Qualitative Communication Research
3	PRAO 4016	Strategic Issues and Crisis Management
3	PRAO 4027	Financial Public Relations
3	PRAO 4036	Social Communication and Advertising
3	PRAO 4045	Media Relations Writing and Training
3	PRAO 4047	Service Experiences & Luxury Branding
3	PRAO 4057	Organizational Decision Making and Problem Solving
3	PRAO 4065	Advanced Quantitative Communication Research
3	PRAO 4066	Leadership Communication
3	PRAO 4067	Communication Entrepreneurship
3	PRAO 4075	Comprehensive Management Trainee Assessment
3	PRAO 4076	Conflict and Negotiation
3	PRAO 4077	Special Topics in Communication Studies
3	PRAO 4087	Algorithm and Communication

Units Honours Project

3	PRAO 4895	Strategic Communication Honours Project
---	-----------	---



Students present their Honours Project

Public Relations Concentration

Units	Curriculum Structure
64	Major
9	School Core Courses
28	Major Core Courses
18	Concentration Required Courses
6	Concentration Elective Courses
3	Honours Project
13	University Core
18	General Education
33	Free Electives
128	Total

Units	School Core Courses
3	COMM 1015 Studies in Communication, Media, and Journalism
3	COMM 2035 Communication, Ethics and Law
3	3 rd School Core Course <i>Choose One from the following three courses [3 units each]</i>
	COMM 2036 Media Design and Digital Applications
	COMM 2026 Human Communication
	COMM 2027 AI and Digital Communication

Units Major Core Courses

3	COMM 2006	Communication Theory (Communication Studies)
3	COMM 2007	Communication Research Method (Communication Studies)
3	PRAO 2007	Principles and Practices of Advertising
3	PRAO 2015	Principles and Practices of Public Relations
3	PRAO 3015	Consumer Perspectives in Public Relations and Advertising
3	PRAO 3056	Campaign Planning and Management
3	PRAO 3086	Data Analytics and Visualization for Strategic Communication
1	PRAO 3106	Strategic Communication Internship and Practicum
3	<i>Advanced Methods (Choose One from the following two courses) [3 units each]</i>	
	PRAO 4006	Advanced Qualitative Communication Research
	PRAO 4065	Advanced Quantitative Communication Research
3	<i>IQ and EQ in the Workplace (choose One of the following four courses) [3 units each]</i>	
	PRAO 3085	Social Media @ Work
	PRAO 3087	Organizational Communication Issues and Processes
	PRAO 4057	Organizational Decision Making and Problem Solving
	PRAO 4066	Leadership Communication

Public Relations Concentration

Units Concentration Required Courses

3	PRAO 3035	Public Relations Writing
3	PRAO 3047	Corporate Social Responsibility and Stakeholder Engagement
3	PRAO 4016	Strategic Issues and Crisis Management
9	Choose Three from the following five courses [3 units each]	
	PRAO 2046	Internal Communication and Employee Engagement
	PRAO 3017	Digital Public Relations
	PRAO 3046	Audience Measurement and Engagement
	PRAO 3067	Health Communication and Information Campaigns
	PRAO 4045	Media Relations Writing and Training

Units Concentration Elective Courses

3	COMM 2026	Human Communication
3	PRAO 2036	Group Communication
3	PRAO 2037	Interpersonal Communication
3	PRAO 2045	Interviewing
3	PRAO 2046	Internal Communication and Employee Engagement
3	PRAO 2055	Programming for Digital Communication
3	PRAO 2047	Media Design for Corporate Communication
3	PRAO 3005	Content Creation in Advertising
3	PRAO 3007	Advertising Design and Visualization
3	PRAO 3017	Digital Public Relations
3	PRAO 3027	Digital Audio and Video Production
3	PRAO 3046	Audience Measurement and Engagement
3	PRAO 3065	Fundraising Events, Sponsorships, and Donor Management
3	PRAO 3066	Writing for Professional Communication
3	PRAO 3067	Health Communication and Information Campaigns
3	PRAO 3075	Intercultural Communication
3	PRAO 3076	Communication Training for Organizations



Students of PRAO 3046 work with CancerInformation.com.hk on a service learning project

3	PRAO 3085	Social Media @ Work
3	PRAO 3087	Organization Communication Issues and Processes
3	PRAO 4006	Advanced Qualitative Communication Research
3	PRAO 4025	Brand Strategy and Communication
3	PRAO 4027	Financial Public Relations
3	PRAO 4036	Social Communication and Advertising
3	PRAO 4037	Narrative and Brand Storytelling
3	PRAO 4045	Media Relations Writing and Training
3	PRAO 4047	Service Experiences & Luxury Branding
3	PRAO 4056	Creative Brand Expression
3	PRAO 4057	Organizational Decision Making and Problem Solving
3	PRAO 4065	Advanced Quantitative Communication Research
3	PRAO 4066	Leadership Communication
3	PRAO 4067	Communication Entrepreneurship
3	PRAO 4075	Comprehensive Management Trainee Assessment
3	PRAO 4076	Conflict and Negotiation
3	PRAO 4077	Special Topics in Communication Studies
3	PRAO 4087	Algorithm and Communication

Units Honours Project

3	PRAO 4895	Strategic Communication Honours Project
---	-----------	---



Students visit an international PR agency, SPREAD Vienna, in Austria



Inauguration of The Young Agency (TYA)

Certificates of Specialization

In fulfilling the PRA degree requirements, students can structure their coursework to earn certificates of specialization. The Department of Communication Studies designates 3 areas of specialization. A student who completes the courses listed under a specialization area with at least a GPA 2.0 for each course will be awarded a certificate of that specialization. Students may use Concentration Electives and/or Free Electives to claim up to 2 areas of specialization.

9 units Specialization 1 Employee Communication and Engagement

- 3 PRAO 2046 Internal Communication and Employee Engagement
- 3 PRAO 2047 Media Design for Corporate Communication
- 3 PRAO 3087 Organizational Communication Issues and Processes

9 units Specialization 2 PR for Public Affairs and Social Impact

- 3 PRAO 3065 Fundraising Events, Sponsorships, and Donor Management
- 3 PRAO 3067 Health Communication and Information Campaigns
- 3 PRAO 3076 Communication Training for Organizations

12 units Specialization 3 Analytics for Digital Strategic Communication

- 3 PRAO 2055 Programming for Digital Communication
- 3 PRAO 3017 Digital Public Relations
- 3 PRAO 3046 Audience Measurement and Engagement
- 3 PRAO 3086 Data Analytics and Visualization for Strategic Communication



PRA students receive awards at the HK4As Students' Award 2022



PRA students join the Osaka Study Tour in 2023

Exchange/ Study Tour

Some of the study tours held are listed below

- 5 - 10 Jun 2023 6-day Osaka Study Tour
- 1 - 10 Jan 2020 8-day Sydney Study Tour
- 20 - 28 May 2019 9-day Russia Study Tour
- 26 May - 2 Jun 2019 8-day Vienna / Prague Study Tour
- 6 - 11 Jan 2018 6-day Tokyo Study Tour
- 18 - 26 May 2017 9-day Amsterdam & Rotterdam, the Netherlands Study Tour
- 4 - 9 Jan 2017 6-day Dubai Study Tour
- 25 - 29 May 2016 5-day Seoul Study Tour
- 6 - 10 Jan 2015 5-day Osaka Study Tour
- 9 - 12 Jan 2013 4-day Seoul Study Tour
- 4 - 7 Jan 2012 4-day Bangkok Study Tour

Career Prospect

Careers options are available in strategic communication departments of organizations as well as in PR firms and advertising agencies e.g. agency account directors, corporate communication directors, public affair managers, corporate social responsibility managers, media relations managers, copywriters, art directors, media planners, marketing communication specialists, visual/ graphic designers/ influencers, digital marketing specialists, content managers/creators, brand consultants, management trainees and entrepreneurs.

Internship

An Internship Coordinator is assigned to communicate with potential employers for the provision of internship opportunities to our students. The internship offers usually provide a basic salary and specialized training/practices in related area.

Internship Company Lists

5IVES Communications	De Novo Group	Leisure and Cultural Services Department - Music Office
AHE Creation	Dynamic Duo PR	Melco Resorts & Entertainment
Asia Pacific Association of Communication Directors	Expert Education and Visa Services (Asia Pacific) Co. LTD	Momenday Technology Limited
Asterisk Idea	Fulbright Securities Limited	MSL China SH
Beijing Sankuai Online Technology Co. Ltd.	GHC Asia	Petrie PR
Bole Capital Group Ltd.	Goln Marketing	Publicis Groupe (MSL)
Bride Union Co. Ltd. (HK)	Golin Hong Kong	Ruder Finn Asia
Brothers & Sisters in Chris Foundation	Guru Online - AdBeyond (Group) Ltd.	Sidefame Limited
Burson Cohn & Wolfe	Hans Andersen Club	Sinclair Communication
Burson-Marsteller (HK)	Havas Media	Tencent
CECES	Hill + Knowlton	The Shangri-La Group
China Daily Hong Kong	HKBU Alumni Association	UNICEF
Chongqing Media Co. Ltd	Hong Kong Breast Cancer International Limited	Weber Shandwick Consumer Practice
Chow Sang Sang Holdings International Limited	Hong Kong Fringe Cub	Yuan Tung Financial Relations
Common Good Trading	ICAC	

Academic Advising Scheme

The academic advising scheme offers individual advices to each student by faculty advisors, and also provides academic advice to help students explore their aptitude and interests before choosing Majors.

Learning Outcomes

After receiving academic advices from advisors, students are expected:

- to understand the School of Communication and its programmes and facilitate their selection of Majors;
- to obtain guidance in course selection related to their career planning; and
- to obtain guidance about academic as well as non-academic issues such as curriculum structure, internship, and study tours etc.

Details

- About 50 faculty members will serve as advisors. Each advisor will be assigned 3 to 4 students as their advisees.
- To better cater for student needs, students are expected to meet with their advisors at least 6 hours in an academic year.

Actions for students

- In mid-October, check your advisor's name and contact details via BUniPort at HKBU website.
Path: Profile > My Profile > Student Record and Personal Particulars
- Usually advisors will invite a group of advisees to have lunch gathering via email. So don't miss this free lunch opportunity.
- Respond to your advisor's invitations.
- Make appointment to meet with your advisor.
- Submit the meeting records to the School office.

Office of Admissions and Academic Advising



Academic advising to Year 1 students

Coordinators

Dr. FUNG, Henry
Dr. SHI, Jolie
Dr. ZHANG, Yin

Officer

Ms. Sherine TAM sherine@hkbu.edu.hk 3411-7492

Phone: 3411-5200

Email: commadmission@hkbu.edu.hk

Website: www.comm.hkbu.edu.hk

Staff List

School Office

Interim Dean			
Prof. Steve GUO	guo@hkbu.edu.hk		3411-5179
Associate Deans			
Prof. Kara CHAN	karachan@hkbu.edu.hk		3411-7836
Prof. Ran WEI	ranwei@hkbu.edu.hk		3411-8012

Department Heads

Department of Communication Studies			
Prof. Vivian SHEER	vsheer@hkbu.edu.hk		3411-7223
Department of Interactive Media			
Prof. ZHONG Bu	zhongbu@hkbu.edu.hk		3411-8340
Department of Journalism			
Prof. Raymond LI	raymondli@hkbu.edu.hk		3411-7467

Department Secretaries

Department of Communication Studies			
Ms. Agnes KWOK	oilamkwok@hkbu.edu.hk		3411-7224
Ms. Mimi YIP	mimiyip@hkbu.edu.hk		3411-7832
Department of Interactive Media			
Miss Joanna SUN	joannasun@hkbu.edu.hk		3411-7395
Department of Journalism			
Ms. Bobo WEI	bobowei@hkbu.edu.hk		3411-7889
Mr. Joe YING	joeying@hkbu.edu.hk		3411-7490

Programme Director

Bachelor of Communication (Honours) Programme			
Prof. Kara CHAN	karachan@hkbu.edu.hk		3411-7836

Majors/ Concentrations Programme Directors

Game Design and Animation Major (GDA)			
Mr. YU Ka Ho Albert	kahoyu@hkbu.edu.hk		3411-8342
Journalism and Digital Media Major (JOUR & DM)			
Journalism Concentration			
Prof. CHAN King Cheung	chankc@hkbu.edu.hk		3411-8264
Ms. Robin EWING	ewing@hkbu.edu.hk		3411-2547
Data and Media Communication Concentration			
Dr. Bess WANG	kenbess2000@hkbu.edu.hk		3411-5907
Public Relations and Advertising Major (PRA)			
Advertising and Branding Concentration			
Dr. Vivienne LEUNG	vivleung@hkbu.edu.hk		3411-7485
Public Relations Concentration			
Dr. Elina TACHKOVA	elinatachkova@hkbu.edu.hk		3411-8278

Academic Calendar 2023

Enrolment
(New Undergraduate Students)

Orientation Activities
(New Undergraduate Students)

Course Pre-registration
(New Undergraduate Students)

Course Registration
(New Taught Postgraduate Students)

Orientation and Registration
(New Research Postgraduate Students)

Exchange Student Orientation

AUG

11 - 15
15/8 - 1/9
16 - 18
25 - 28
30

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

NOV

8
14
15
20
20/11 - 9/12
24
27

Trimester II Tuition Payment Due Date
Court Meeting
Continuing Education School Board Meeting
64th Commencement
(Honorary and Research Postgraduate Degrees)
Trimester I Examinations
Communication School Board Meeting
Senate Meeting

SEP

1
4

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

DEC

4
5
6
7
8 - 21
11
12
13
23

Last Day of Classes (1st Semester)
Arts Faculty Board Meeting
Business School Board Meeting
Science Faculty Board Meeting
Creative Arts School Board Meeting
Social Sciences Faculty Board Meeting
First Semester Examinations
Trimester II Classes Begin
First Day to Add / Drop Courses (Trimester II)
Council Meeting
Second Semester Tuition Payment Due Date
Last Day to Add / Drop Courses (Trimester II)

OCT

5
6
7
9
10
11
15 - 21
17
20
24

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

25 - 26 Christmas Holidays

30 The day following the Chinese Mid-Autumn Festival

2 The day following National Day

23 Chung Yeung Festival

Social Sciences Faculty Board Meeting
Communication School Board Meeting
Information Day for Undergraduate Admission (2024 Entry)
Arts Faculty Board Meeting
Council Meeting
Creative Arts School Board Meeting
Tuition Payment Due Date (New Students) — Balance Payment for First Semester
Christian Emphasis Week
Business School Board Meeting
Chinese Medicine School Board Meeting
Science Faculty Board Meeting

Academic Calendar 2024

Exchange Student Orientation	5
First Semester Ends	6
Second Semester Begins	
Second Semester Classes Begin	8
First Day to Add / Drop Courses (2 nd Semester)	
Senate Meeting	15
First Semester Make-up Examinations	16 - 23
Continuing Education School Board Meeting	17
Last Day to Add / Drop Courses (2 nd Semester)	20
Transdisciplinary Undergraduate Programme Board Meeting	22

JAN

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

1 The first day of January

FEB

Social Sciences Faculty Board Meeting	1
Arts Faculty Board Meeting	5
Science Faculty Board Meeting	6
Creative Arts School Board Meeting	7
Communication School Board Meeting	23
Christian Emphasis Week	25/2 - 2/3
Business School Board Meeting	27

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

10 - 13 Lunar New Year Holidays

MAR

Founders' Day Service	4
Trimester III Tuition Payment Due Date	6
Senate Meeting	11
Trimester II Examinations	11 - 23
Arts Faculty Board Meeting	18
Council Meeting	19
Trimester III Classes Begin	25
First Day to Add / Drop Courses (Trimester III)	

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

29/3 - 1/4 Easter Holidays

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

4 Ching Ming Festival

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
6	7	8	9	10	11	
13	14	15	16	17	18	
20	21	22	23	24	25	
27	28	29	30	31		

1 Labour Day

15 The Birthday Of The Buddha

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

10 Tuen Ng Festival

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

1 HKSAR Establishment Day

APR

11	Last Day to Add / Drop Courses (Trimester III)
	Baccalaureate Service
17	Continuing Education School Board Meeting
	Creative Arts School Board Meeting
18	Social Science Faculty Board Meeting
19	Chinese Medicine School Board Meeting
20	Last Day of Classes (2 nd Semester)
23	Business School Board Meeting
25/4 - 10/5	Second Semester Examinations
26	Communication School Board Meeting

MAY

6	Senate Meeting
14	Court Meeting
17	Science Faculty Board Meeting
	Transdisciplinary Undergraduate Programme Board Meeting
20	Summer Term Begins (Taught Postgraduate Programmes)
	First Day to Add / Drop Courses (Summer Term)
22	Summer Term Tuition Payment Due Date
31	Last Day to Add / Drop Courses (Summer Term)

JUN

5 - 13	65 th Commencement (Except RPg and BNU-HKBU UIC Programmes) (Tentative)
6 - 15	Second Semester Make-up Examinations
15	Second Semester Ends
17 - 29	Trimester III Examinations
18	Council Meeting
28	Senate Meeting

JUL

1	Financial Year Begins
4 - 29	Summer Programme (Tentative)
12	Summer Term Ends (Taught Postgraduate Programmes)

善衡校園 Ho Sin Hang Campus (HSHC)

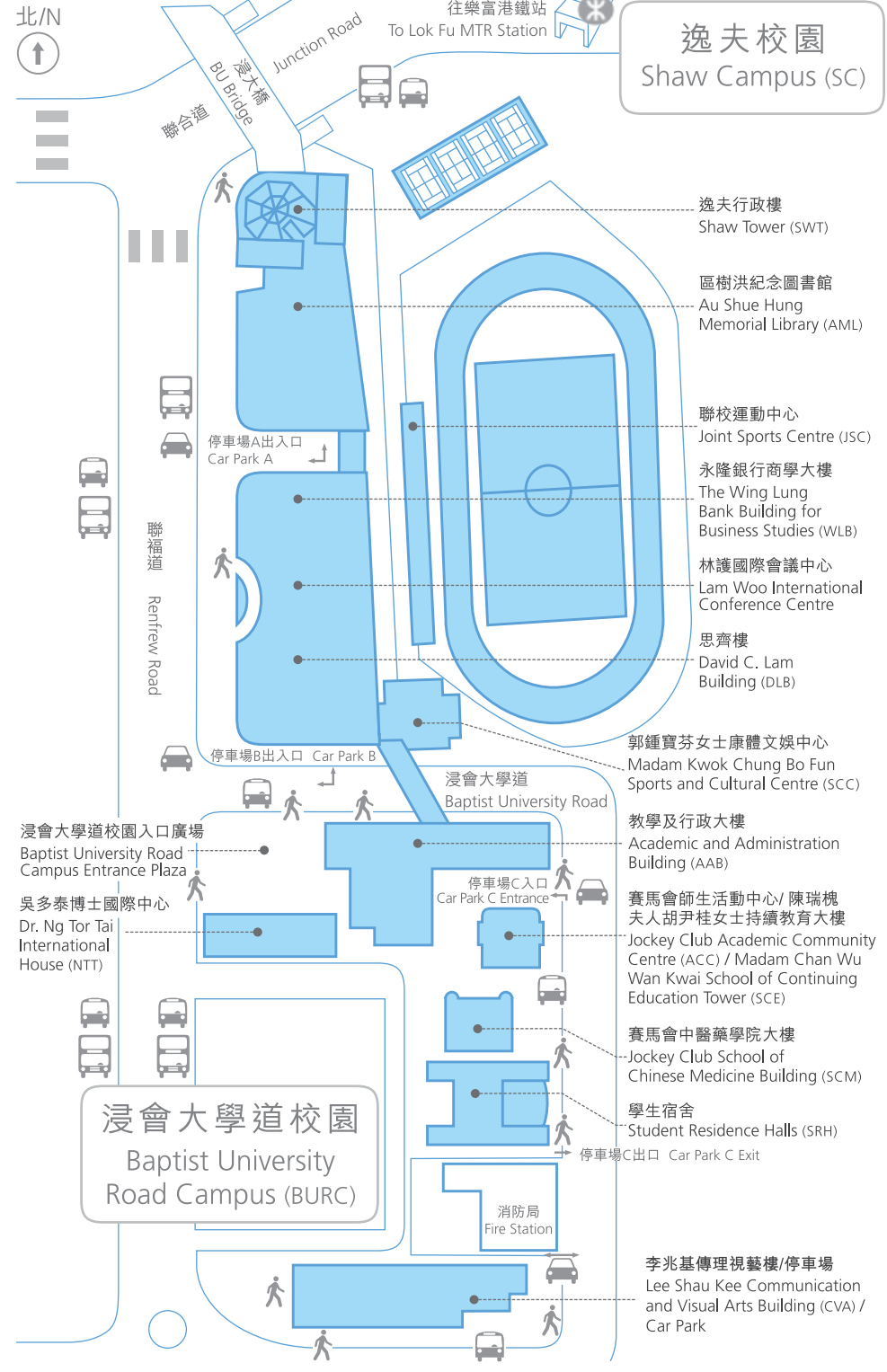
圖例 Legend

- 行人入口 Pedestrian Entrance
- 車輛入口 Vehicular Entrance
- 公共巴士站 Bus Stop
- 公共小巴士站 Public Light Bus Stop
- 港鐵站 MTR Station

* 此兩座大樓的房間編號英文字首均為 AST
A common room code AST is adopted to all the rooms in these two buildings



< Map information as of July 2022 >



School Motto

Truth is Virtue
唯真為善

 www.comm.hkbu.edu.hk

  HKBUCOMM

 HKBU School of Communication