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

These regulations apply to candidates admitted to the Bachelor of Arts in Global Creative Industries [BA(GCIN)] curriculum in the academic year 2025-2026.

(See also General Regulations and Regulations for First Degree Curricula)

Definitions

AG1[1] In these Regulations, and in the Syllabuses for the degree of Bachelor of Arts in Global Creative Industries, unless the context otherwise requires
'Course' means a course of study, with a credit value expressed as a number of credit-units as specified in the syllabus.
'Credits' means the value assigned to each course to indicate its study load relative to the total load under a degree curriculum. The study load refers to the hours of student learning activities and experiences, both within and outside the classrooms, and includes contact hours and time spent on assessment tasks and examinations.
'Pre-requisite' means a course or a group of courses which candidates must have completed successfully or a requirement which candidates must have fulfilled before being permitted to take the course in question.

Admission to the degree

AG2 To be eligible for admission to the degree of Bachelor of Arts in Global Creative Industries, candidates shall

(a) comply with the General Regulations;
(b) comply with the Regulations for First Degree Curricula; and
(c) satisfy all the requirements of the curriculum in accordance with the regulations and the syllabuses.

Period of study

AG3 The curriculum for the degree of Bachelor of Arts in Global Creative Industries shall normally require eight semesters of full-time study, extending over not fewer than four academic years, and shall include any assessment to be held during and/or at the end of each semester. Candidates shall not be permitted to extend their studies beyond the maximum period of registration of six academic years, unless otherwise permitted or required by the Board of Studies.

Selection of courses

AG4

(a) Candidates shall select their courses in accordance with these regulations and the guidelines specified in the syllabuses before the beginning of each semester. Changes to the selection of courses may be made only during the add/drop period of the semester in which the course begins, and such changes shall not be reflected in the transcript of the candidate. Requests for changes after the designated add/drop period of the semester shall not normally be considered.

---

[1] This regulation should be read in conjunction with UG1 of the Regulations for First Degree Curricula.

(b) Withdrawal from courses beyond the designated add/drop period shall not be permitted, except for medical reasons approved by the Board of Studies. Withdrawal without permission shall result in a fail grade in the relevant course(s).

Curriculum requirements

AG5 To complete the curriculum, candidates shall

(a) satisfy the requirements prescribed in UG5 of the Regulations for First Degree Curricula;

(b) complete successfully not fewer than 240 credits in the manner specified in the regulations and syllabuses, comprising:

- a 78-credit Major in Global Creative Industries, consisting of 36 credits of compulsory courses, 6 credits of introductory course offered by any Arts or Social Sciences programme, 30 credits of advanced interdisciplinary electives and a 6-credit capstone experience requirement;
- a non-credit bearing "CAES1001. Academic Communication in English" course, unless they are exempted through having achieved Level 5 or above in English Language in the Hong Kong Diploma of Secondary Education Examination, or equivalent;
- 6 credits in an "English in the Discipline" course and 6 credits in the Chinese language enhancement course[2];
- 6 credits in artificial intelligence literacy;
- 36 credits in the Common Core Curriculum, 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;
- 108 credits of elective courses;
- a non-credit bearing course in national education and national security education, and any other non-credit bearing courses as may be required from time to time;
- no more than 108 credits of introductory courses in the first three years of study; and
- no introductory courses in the final year of study (except Common Core courses and Chinese Language Enhancement course).

(c) Candidates shall normally be required to take not fewer than 24 credits nor more than 30 credits in any one semester (except the summer semester) unless otherwise permitted or required by the Board of Studies, or except in the last semester of study when the number of outstanding credits required to complete the curriculum requirements may be fewer than 24 credits.

(d) Candidates may, of their own volition, take additional credits not exceeding 6 credits in each semester, and/or further credits during the summer semester, accumulating up to a maximum of 72 credits in one academic year. With the special permission of the Board of Studies, candidates may exceed the annual study load of 72 credits in a given academic year provided that the total number of credits taken does not exceed the maximum curriculum study load of 288 credits for the normative period of study specified in AG3, save as provided for under AG5(e).

---

[2] 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 in lieu.

(e) Where candidates are required to make up for failed credits, the Board of Studies may give permission for candidates to exceed the annual study load of 72 credits provided that the total number of credits taken does not exceed the maximum curriculum study load of 432 credits for the maximum period of registration specified in AG3.

Advanced standing and credit transfer

AG6

(a) Advanced standing may be granted to candidates in recognition of studies completed successfully before admission to the University in accordance with UG2 of the Regulations for First Degree Curricula. Credits granted for advanced standing will not be included in the calculation of the GPA unless otherwise permitted by the Board of Studies but will be recorded on the transcript of the candidate.

(b) Candidates may, with the approval of the Board of Studies, transfer credits for courses completed at other institutions at any time during their candidature. The number of transferred credits may be recorded in the transcript of the candidate, but the results of courses completed at other institutions shall not be included in the calculation of the GPA. Subject to Regulation AG6(a), the number of credits to be transferred shall not exceed half of the total credits normally required under the degree curricula of the candidates during their candidature at the University.

Assessment and grades

AG7

(a) Candidates shall be assessed for each of the courses for which they have registered, and assessment may be conducted in any combination of continuous assessment of coursework, written examinations and/or any other assessable activities. Only passed courses will earn credits. Grades shall be awarded in accordance with UG8 of the Regulations for First Degree Curricula.

(b) Courses in which a candidate are given an F grade shall be recorded on the transcript, together with the new grade obtained if the candidate is re-examined as a second attempt or retake the failed course. All fail grades shall be included in calculating the GPA and shall be taken into account for the purposes of determining eligibility for award of the Bachelor of Arts in Global Creative Industries degree, honours classification and whether a candidate shall be recommended for discontinuation of his/her studies.

(c) Candidates are required to make up for failed courses in the following manner:
   (i) undergoing re-assessment/re-examination in the failed course to be held no later than the end of the following semester (not including the summer semester); or
   (ii) re-submitting failed coursework, without having to repeat the same course of instruction; or
   (iii) repeating the failed course by undergoing instruction and satisfying the assessments; or
   (iv) for elective courses, taking another course in lieu and satisfying the assessment requirements.

(d) Candidates shall not be permitted to repeat a course for which they have received a D grade or above for the purpose of upgrading.

(e) There shall be no appeal against the results of examinations and all other forms of assessment.

Absence from examination

AG8 Candidates who are unable, because of illness, to be present at the written examinations of any course may apply for permission to present themselves at a supplementary examination of the same course to be held before the beginning of the First Semester of the following academic year. Any such application shall normally be made on the form prescribed within seven calendar days of the first day of the candidate's absence from any examination. Any supplementary examination shall be part of that academic year's examinations, and the provisions made in the regulations for failure at the first attempt shall apply accordingly.

Discontinuation of studies

AG9 Unless otherwise permitted by the Board of Studies, candidates shall be recommended for discontinuation of their studies if they have:

(a) failed to complete successfully 36 or more credits in two consecutive semesters (not including the summer semester), except where they are not required to take such a number of credits in the two given semesters; or
(b) failed to achieve an average Semester GPA of 1.0 or higher for two consecutive semesters (not including the summer semester); or
(c) exceeded the maximum period of registration specified in AG3.

Award of the degree

AG10 To be eligible for award of the degree of Bachelor of Arts in Global Creative Industries, candidates shall have

(a) successfully completed the curriculum requirements as stipulated in AG5; and
(b) achieved a Graduation GPA of 1.00 or above.

Honours classification

AG11

(a) Honours classification shall be awarded in five divisions: First Class Honours, Second Class Honours Division One, Second Class Honours Division Two, Third Class Honours, and Pass. The classification of honours shall be determined by the Board of Examiners for the degree in accordance with the following Graduation GPA scores (GGPA)[3], with all courses taken (including failed courses) carrying weightings which are proportionate to their credit values:

Class of honours	GGPA range
First Class Honours	3.60 – 4.30
Second Class Honours	(2.40 – 3.59)
Division One	3.00 – 3.59
Division Two	2.40 – 2.99
Third Class Honours	1.70 – 2.39

[3] For candidates who have successfully completed six 6-credit Common Core courses, the calculation of Graduation GPA is subject to the proviso that either five 6-credit Common Core courses with the highest grades (covering all five AoI), or all six 6-credit courses will be counted towards Graduation GPA, depending on which generates the higher Graduation GPA. For candidates who have successfully completed two 3-credit Common Core Microcredentials in place of one 6-credit Common Core course, the average grade point of the two 3-credit courses will be treated as the grade point of a 6-credit Common Core course.

Pass	1.00 – 1.69

(b) Honours classification may not be determined solely on the basis of a candidate's Graduation GPA and the Board of Examiners for the degree may, at its absolute discretion and with justification, award a higher class of honours to a candidate deemed to have demonstrated meritorious academic achievement but whose Graduation GPA falls below the range stipulated in AG11(a) of the higher classification by not more than 0.1 Grade Point.

(c) A list of candidates who have successfully completed all degree requirements shall be posted on School noticeboards.

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

These syllabuses apply to candidates admitted to the Bachelor of Arts in Global Creative Industries [BA(GCIN)] curriculum in the academic year 2025-2026.

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	3+3
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 or Social Sciences 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 candidates admitted in the academic year 2025-26 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.

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 Board of Studies.

2) 108 credits in elective courses, which may include courses offered by the School of Future Media and non-School of Future Media 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 School of Future Media or other Faculties/Schools.

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
- Take *one* of the following Faculty/Discipline-specific artificial intelligence literacy courses* (3 credits) in Year 2:
  - AILT9009. AI literacy 2: humanities
  - AILT9017. Digital literacy through a social sciences lens

  *Candidates may opt to take other AILT courses (Level 9000) offered by other Faculties/Schools that are open to all undergraduate students.

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
  - CAES9921. Great speeches: rhetoric and delivery
  - CAES9922. Language, genre and reports
  - CAES9923. Writing psychology: text and context
  - CAES9930. Research writing in the social sciences

- Take *one* of the following Chinese language enhancement courses (6 credits) in Year 3:
  - CART9001. Practical Chinese for arts students
  - CSSC9001. Practical Chinese for social sciences 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) [for BA(GCIN) students]

- 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 or Social Sciences 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
  School of Future Media
  SOFM2100. Mobile filmmaking for the digital era
  SOFM2101. Introduction to filmmaking: visual storytelling and production
  SOFM2102. XR in action
  SOFM2103. VFX synthesis
  SOFM2104. 3D image control
  JMSC2009. Visual communications
  JMSC2021. Strategic communication: theory and practice
  JMSC3013. Multimedia design

  Faculty of Arts
  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

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
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
School of Future Media
SOFM2200. Analog game design
SOFM2201. Games, players, and the human condition
SOFM2202. Gaming the system
SOFM2203. Digital creation experience for games: a way of storytelling
SOFM2204. Impact through games
SOFM2205. Vibe code game development

Faculty of Arts
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
School of Future Media

SOFM2300. Curating futures: making museums matter
SOFM2301. Reimagine digital cultural heritage
SOFM2302. Art collections in Asia and beyond: from avant-garde to archive
SOFM2303. The future of fashion: innovation and sustainability

Faculty of Arts
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
School of Future Media
SOFM2400. Leading the orchestra: artistic vision, financial management, and global practice
SOFM2401. Creative industries and the law
SOFM2402. Hong Kong soundscapes: music, history, and intercultural critique
SOFM2403. Integrating AI in digital music production
SOFM2404. Music management: from artist development to global performance
SOFM2405. Next-gen music industry: disruption and new workflows

Faculty of Arts
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:
Faculty of Arts
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

SOFM2100. Mobile filmmaking for the digital era (6 credits)

This hands-on course turns the smartphone in your pocket into a professional filmmaking tool. Students learn the fundamentals of directing, shooting, and editing - mastering composition, lighting, camera movement, and post-production with free or affordable apps. Beyond technique, the course explores why we make images: finding stories worth telling, structuring them for emotional impact, and connecting with audiences across digital platforms. Designed for the Film & Media Communication concentration, it prepares students for screen-based careers spanning short films, documentary content, social media series, and branded video, culminating in a finished short film as a tangible creative launchpad.
Assessment: 100% coursework.

SOFM2101. Introduction to filmmaking: visual storytelling and production (6 credits)

Video has become the world's dominant language of storytelling. Whether you aspire to make short films, documentaries, music videos, social media content, or branded narratives, understanding the grammar of moving images is essential. This course is a hands-on, project-based introduction to the art and craft of filmmaking. You will learn the fundamental tools of visual storytelling: camera operation, composition, lighting, sound recording, editing, and directing.

The course moves from small exercises to a final short film. You will work individually and in small crews, learning how to pitch ideas, shoot with purpose, edit for emotion, and critique your own work and others'. By the end, you will have produced a portfolio of short video pieces and gained the confidence to continue making films independently.

No prior experience is required – only curiosity, discipline, and a willingness to learn by doing.
Assessment: 100% coursework.

SOFM2102. XR in action (6 credits)

Augmented Reality is a transformative medium reshaping storytelling, experience design, and interaction from museum installations and advertising to live performance and architecture. This hands-on, project-based course introduces the theory and practice of XR (Extended Reality), emphasizing that AR enhances human capacities rather than replacing human skill. Through workshops, students develop skills in 3D modelling, AR prototyping, and user experience design while reflecting critically on the ethical and aesthetic questions AR raises. The course culminates in an original AR experience for a real-world context, such as a museum, heritage site, public space, performance, or brand activation. No prior technical experience required.
Assessment: 100% coursework.

SOFM2103. VFX synthesis (6 credits)

This course introduces digital imagery, visual effects, and AI-assisted image generation, treating image creation as a flexible system where traditional and AI-driven methods work together. Students build essential visual literacy (pixels, resolution, color, compression), learn 2D VFX workflows - tracking, stabilization, masking, and compositing in DaVinci Resolve - and explore AI tools spanning text-to-image through video-to-video and ControlNet conditioning, gaining conceptual intuition for how diffusion models generate images. Practicing Shot Breakdown Thinking, students complete four scaffolded video projects with constraints mirroring real client expectations, from fully AI-generated video to hybrid real/AI integration. No prior technical experience required.
Assessment: 100% coursework.

SOFM2104. 3D image control (6 credits)

Shifting from pixels to 3D structure, this course covers 3D imagery, camera tracking, synthetic data generation, and AI-assisted hybrid workflows. Students build 3D literacy coordinate systems, geometry, lighting, rendering and learn how render passes such as depth, normals, and segmentation can guide AI models with more precision than prompting alone. They practice camera alignment, tracking, and projection, then combine these skills into a modern hybrid pipeline joining real images, AI reinterpretation, 3D reconstruction, and synthetic passes. The course culminates in a multi-shot hybrid 3D + AI sequence, with evaluation emphasizing reasoning, pipeline design, and methodology over output.
Assessment: 100% coursework.

SOFM2200. Analog game design (6 credits)

This course introduces the fundamental principles of how games function through the design and analysis of analog systems, including board games, card games, and tabletop role-playing formats. Focusing exclusively on non-digital play, students examine how rules and mechanics generate strategy, cooperation, competition, uncertainty, and emotional experience. Through reverse engineering existing analog games, students learn to identify core mechanics, incentive structures, balance systems, and feedback loops. By designing original playable analog games without reliance on digital tools, students develop an understanding of mechanical structure before engaging with digital production environments. The course establishes systems thinking as a foundational design approach and develops essential mechanical literacy for further study in video game design, interactive media, and digital entertainment. No prior experience in game development is required.
Assessment: 100% coursework.

SOFM2201. Games, players, and the human condition (6 credits)

You cannot understand games without playing the works that changed what games could be — and asking what they reveal about being human. This pro-seminar explores deep questions of existence such as love, war, justice, competition, community, identity through games. Each session is led by a guest speaker who is both a gamer and an expert in the topic area (philosophy, sociology, psychology, game design, AI research, e-sports). Built around a recurring cycle - Play, Observe, Reflect, Inquire, Journal - the course produces a Critical Play Portfolio: a personal record of the student's developing relationship to games as humanistic texts.
Assessment: 100% coursework.

SOFM2202. Gaming the system (6 credits)

All games are intrinsically systemic; every mechanic, rule, and feedback loop belongs to an interconnected whole. This course teaches students to see, analyse, and intervene in these systems through game modification (modding). Anchored in a semester-long real-world case study (e.g., youth mental health in Hong Kong), each session follows a cycle: investigate the system, play a game illuminating it, mod it toward a better future, reflect and share. In the second half, students apply Human-Centred Design methods - empathy mapping, prototyping, user testing - to co-design an original game experience, becoming critical systems thinkers, empathetic designers, and skilled modders.
Assessment: 100% coursework.

SOFM2203. Digital creation experience for games: a way of storytelling (6 credits)

This craft course empowers students to give form to ideas; how shape, colour, light, and narrative make a player feel something with no prior experience required. In Part 1, students build foundational 3D modelling skills in Blender: primitives, polygon modelling, modifiers, materials, texturing, lighting, and rendering, always pairing technique with expressive intent. Student teams will design an original digital artefact such as an interactive 3D scene, short cinematic, walkable environment, or character showcase that communicates a theme or story. Advanced topics include rigging and AI-assisted 3D modelling. Emphasizing environmental storytelling, the course prepares assets for Unity development.
Assessment: 100% coursework.

SOFM2204. Impact through games (6 credits)

Games are powerful systems of engagement capable of modelling complexity, shaping behaviour, and facilitating participatory experiences. This practice-led Integrated Design Studio positions game design as a method of systemic inquiry and intervention. Working with a thematic focus and an impact partner organisation, students embed themselves in real-world contexts, conduct ecosystem and stakeholder analysis, and identify leverage points, translating systemic insights into playable experiences through iterative design and prototyping. Leadership and impact theories are embedded throughout: students negotiate constraints, engage stakeholders, and articulate impact logic. The course culminates in a playable prototype, an implementation pathway, and a final pitch session.
Assessment: 100% coursework.

SOFM2205. Vibe code game development (6 credits)

You don't need to be a software engineer to build a game - you need vision, the right tools, and an AI

that keeps up. Here critical play, systems thinking, modding, 3D art, and narrative design converge into a playable experience. Students work in Unity with C#, directing AI coding assistants (Cursor, Claude, GitHub Copilot, Unity AI) as creative co-developers - the practice of "vibe coding," Collins Dictionary's 2025 Word of the Year. Every session follows the Vibe Loop: describe, prompt, play, refine, ship. Students import their own assets, build continuously, and ship a polished playable prototype.
Assessment: 100% coursework.

SOFM2300. Curating futures: making museums matter (6 credits)

What does it mean to curate in the 21st century, and how do museums stay relevant amid AI-generated experiences and shifting public expectations? This hands-on course introduces curatorial philosophies and the artistic, academic, and practical developments shaping museum studies and exhibition projects. Working directly with the University Museum and Art Gallery (UMAG), students gain real-world experience in exhibition planning, collection management, and public engagement. Key topics include curating tangible and intangible heritage, ethical and legal standards, digitisation, audience development, and emerging technologies. Students produce a professional exhibition proposal and an augmented reality experience for a cultural artefact in a portfolio-ready work.
Assessment: 100% coursework.

SOFM2301. Reimagine digital cultural heritage (6 credits)

Cultural Heritage in Action is a practical exploration of how cultural heritage shapes, constructs, and negotiates individual and collective identities. Students will investigate the critical relationship between cultural heritage, digitisation, and memory-making. This investigation is structured around two core activities: the digitisation of artefacts (through data capture) and their visualisation (creating interpretive outputs as films). Using the University Museum and Art Gallery's collection, students will select artefacts to examine, leading to the creation of detailed digital twins. This includes practical workshops on tools such as close-range photogrammetry, 3D LiDAR scanning, and generative AI for filmmaking. These skills culminate in a final group project (2–5 students), in which teams produce a one-minute short film that animates the history and narratives of their chosen artefact. Learning is grounded throughout by critical analysis of case studies from diverse global regions and communities.
Assessment: 100% coursework.

SOFM2302. Art collections in Asia and beyond: from avant-garde to archive (6 credits)

How do artworks travel from studio to museum, private collection, or auction house? This course bridges the revolutionary moment of early 20th-century abstraction - when Kandinsky, Mondrian, and Malevich devised strategies to win over skeptical audiences - with the practical realities of managing contemporary collections in Asia's cultural hubs. Students learn collection management skills - digital inventories, condition reporting, valuations, preventive conservation, documentation while engaging with the field's ethical and philosophical questions. Through collection visits, Asia Art Archive resources, and hands-on projects, students uncover the behind-the-scenes work that makes exhibitions possible, with Hong Kong and Asia as primary laboratory.
Assessment: 100% coursework.

SOFM2303. The future of fashion: innovation and sustainability (6 credits)

Fashion transcends the mere act of wearing clothing; it serves as a means of self-expression in an ever-evolving world. It encompasses protection, comfort, social acceptance, and individuality. Fashion possesses its own culture and significantly influences our self-perception and that of others. In the 2030s,

the fashion industry will undergo profound transformations. The roles of media, artificial intelligence, sustainability, and lifestyle choices will have a substantial impact on an industry that employs 430 million people globally and currently ranks as one of the largest contributors to greenhouse gas emissions. This course offers students an insider's perspective on the forces reshaping fashion. To comprehend these changes, we will meet and learn from Global and Regional Brand leaders from the world of fashion along with the scientists, innovators, technologists, and innovators who are shaping the future. Our analysis will focus on methodologies, technologies, and future innovations that will shape the future of fashion in the 2030s. The course will be taught through lectures, but will also include external guest speakers, workshops, projects on the future of fashion, and visits to innovation-driven fashion companies, development centers, and institutions. Students will emerge with a deep understanding of the complex forces driving fashion's transformation - from circular economy models to AI-powered design - and will develop their own visionary proposals for the future of the industry.
Assessment: 100% coursework.

SOFM2400. Leading the orchestra: artistic vision, financial management, and global practice (6 credits)

This course offers an in-depth exploration of orchestra management: the organizational, artistic, marketing, and financial dimensions of leading ensembles and large orchestras across Europe and Asia. Students examine governance, board relations, fundraising, community engagement, and international touring, emphasizing the balance between artistic vision and financial sustainability through programming, season planning, and collaboration with conductors and musicians. Practical topics include concert production, union negotiations, budgeting for large-scale performances, comparative management models, and donor cultivation. Through case studies, guest experts, and site visits, students design a strategic management plan for an orchestra, preparing them for leadership roles in performing arts.
Assessment: 100% coursework.

SOFM2401. Creative industries and the law (6 credits)

This course explores the changing interface between the creative industries and law, examining how legal principles shape and are shaped by creative practice, entrepreneurship, and cultural production. Studying contract, company law, competition, tort, and intellectual property, students learn how legal change can facilitate or hamper creative business, asking whether restrictions stifle creativity or provide enabling stability, and how emerging technologies like AI challenge existing frameworks. Using Hong Kong as the primary case study, extended to Greater China and Asia-Pacific jurisdictions, students develop practical skills in identifying legal issues, reading contracts, understanding intellectual property rights, and assessing legal risks.
Assessment: 100% coursework.

SOFM2402. Hong Kong soundscapes: music, history, and intercultural critique (6 credits)

Hong Kong is a city of sounds ranging from 1930s Cantonese opera stages to today's orchestras, pop ballads, and indie venues and these soundscapes are central to its cultural identity and political transformations. This advanced seminar in cultural criticism examines how music has been produced, performed, consumed, and debated in Hong Kong across the 20th and 21st centuries, through the dual lenses of academic research and critical journalism. Combining historical research, critical listening, archival exploration, and engagement with living practitioners, students develop their own voice as writers and critics, producing a final critical essay, journalistic feature, or policy memo.
Assessment: 100% coursework.

SOFM2403. Integrating AI in digital music production (6 credits)

This course teaches hands-on music creation combining traditional and AI-generative technologies, regardless of prior musical training. While AI platforms can generate full songs from simple prompts, they often limit control over individual musical elements; by integrating traditional production workflows with AI-assisted tools, students regain control over melody, harmony, arrangement, vocal production, and mastering. Students learn composition fundamentals, digital audio workstations, virtual instruments, and sound libraries alongside AI plugins, voice synthesis, and automated mixing. Structured in four modules - composition, arrangement, vocal production, post-production - the course culminates in a portfolio featuring a fully produced track using an integrated traditional-AI workflow.
Assessment: 100% coursework.

SOFM2404. Music management: from artist development to global performance (6 credits)

This comprehensive introduction to music management covers the business side of the industry, with particular insight into managing classical artists and cultural institutions across Europe and Asia. Students survey diverse career possibilities - performing arts, event management, artist agency, public relations, recording - and the skills needed to manage classical artists and productions in opera, ballet, and concerts. Topics include artist development, branding, marketing, live performance, contracts, publishing, digital literacy, revenue streams, and technologies such as NFTs and virtual concerts. Grounded in case studies, guest lecturers, and venue visits, students create a comprehensive management plan for an artist or project.
Assessment: 100% coursework.

SOFM2405. Next-gen music industry: disruption and new workflows (6 credits)

This hands-on course provides an end-to-end understanding of how Artificial Intelligence is disrupting the global music industry, contrasting traditional production with AI music generation workflows - no prior musical training required. Using cutting-edge tools like Suno, students write, produce, and master songs, with a core focus on "prompt engineering for music": deconstructing genres into the keywords, sonic characteristics, and structural tags that direct AI audio models. The course critically examines copyright complexities, publishers' evolving stances, and distribution pipelines; students learn to generate AI visualizers and music videos, ultimately producing, branding, copyrighting, and commercially publishing their own AI-assisted tracks.
Assessment: 100% coursework.

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.

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.

For the course descriptions and enrollment conditions of other courses listed as "Interdisciplinary Advanced Electives" on this syllabuses, please refer to the respective programme syllabuses on the Schools/Faculties' websites.

Artificial Intelligence literacy Courses
AILT1001. Artificial intelligence literacy I (3 credits)

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.

AILT9009. AI literacy 2: humanities (3 credits)

This course invites Arts students to engage with artificial intelligence (AI) through a humanities lens. Students will explore how AI is reshaping traditional humanities disciplines—such as literature, history, philosophy, and the arts—both as a tool and as a subject of inquiry. At the same time, the course considers how the critical and reflective approaches of the humanities can help us better understand AI itself: its underlying concepts, cultural significance, and its profound influence on contemporary life, identity, and society. Through case studies, discussions, and creative exploration, students will be encouraged to critically examine AI's promises and pitfalls, and to reflect on its role in shaping our understanding of what it means to be human.
Assessment: 100% coursework

AILT9017. Digital literacy through a social sciences lens (3 credits)

The advent of artificial intelligence (AI) inevitably brings anxiety or unease about potential negative impacts on our lives (e.g., displacement of workers, invasion of privacy, plagiarism normalized, and social isolation). How to be digitally literate to keep AI as our good servant instead of mastering over us? Additionally, since AI is planned to mimic human behaviours, what are the roles social sciences play in motivating the development of AI algorithms. In this course, we will search for answers within the realm of social sciences in a five-step friendly learning progression: (1) Anticipate, (2) Approach, (3) Appreciate, (4) Apply, and (5) Amplify. By studying use cases where AI algorithms are used to solve problems in social sciences, students can scrutinize the AI-suggested solutions, evaluate the effectiveness of the algorithms, and assess the impact these algorithms have on us.
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.

CAES9921. Great speeches: rhetoric and delivery (6 credits)

This 6-credit course aims to enhance students' public speaking skills through understanding the influences of great speeches on social thought and political movements and through analysing the argument structures, rhetorical devices as well as language choices of a range of classic speeches or speech texts. Students will acquire deeper insights into the processes that persuasion and argumentation entail. Students also have opportunities to apply the rhetorical skills and techniques to improve their speaking skills.
Assessment: 100% coursework.

CAES9922. Language, genre and reports (6 credits)

In this 6-credit course students will explore the broad genre of report and proposal writing and the sub-genres of reports and proposals within the social sciences from both academic and professional perspectives. It focuses on the rhetorical functions, moves and linguistic patterns of different types of reports and proposals. Through a case-based collaborative approach students investigate social issues and identify genre features while engaging in critical discussions with each other.
Assessment: 100% coursework.

CAES9923. Writing psychology: text and context (6 credits)

This 6-credit course aims to enhance the skills of Psychology majors in writing disciplinary-specific texts including literature review papers and research proposals. Students will also explore professional communication strategies and analyse a range of text types such as popular psychology magazines and case studies through an investigative project.
Assessment: 100% coursework.

CAES9930. Research writing in the social sciences (6 credits)

This 6-credit course aims to help year 3 students in Geography, Political Science, Psychology and Sociology (and any other Social Sciences programmes) to develop writing skills essential for independent learning projects (such as capstone projects and final year theses or dissertations). Students will be introduced to the principles underlying research as well as academic writing for projects involving collection and analysis of empirical data. They will also be given practice opportunities to apply these in their own writing.
Assessment: 100% coursework.

Chinese Language Enhancement Courses

Students are required to successfully complete a 6-credit Faculty-specific Chinese language enhancement course for graduation, except for

(a) Non-local Putonghua/Mandarin-speaking candidates who should successfully complete a CUND9xxxx course ; and
(b) Students who did not study Chinese language during their secondary education and have not reached the required proficiency level for CART9001 or CSSC9001 should seek approval from the Board of Studies 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 (CHIN95xx) 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.

CSSC9001. Practical Chinese for social sciences students (6 credits)

Featuring problem-based learning (PBL) and collaborative learning approaches, this course aims to help students, through seminars and cases-based workshops, develop the ability to use the Chinese language effectively in the workplace. A key focus is on the use of Putonghua in presenting information for audiences. Essential techniques for producing office documents as well as reports will be discussed. Training in reading and writing the correct forms of traditional and simplified Chinese characters will also be provided.
Assessment: 70% coursework, 30% 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.