

Graduate Profile of Bachelor of Arts (Honours)

Qualification Title	Bachelor of Arts (Honours) 文學士(榮譽)
Qualification Type	Bachelor Degree
QF Level	5
Primary Area of Study and Training	Humanities
Sub-area (Primary Area of Study and Training)	Humanities
Other Area of Study and Training (if any)	Languages and Related Studies
Sub-area (Other Area of Study and Training)	Languages and Related Studies
Programme Objectives	<p>The Programme aims to provide academic opportunities for purposeful learning that fosters critical and integrative thinking across conventional boundaries, creative synergy of cultural and intellectual resources, and a spirit of mutual understanding and collaborative innovation.</p> <p>This Programme is a highly innovative academic scheme designed for students of the 21st century who aspire to acquire well-rounded skills and broad intellectual perspectives that will enable them to thrive in workplaces where business success comes from personal and collaborative initiatives, a strong sense of trust and responsibility, open communication and active commitment to creative problem-solving as well as continuous improvement.</p> <p>The Programme offers a multidisciplinary and interdisciplinary learning experience and a choice of three Majors of specialisation:</p> <ul style="list-style-type: none"> I. Language and Communication (LC) II. Media, Culture and Creativity (MCC) III. Business Management and the Liberal Arts (BMLA)
Programme Intended Learning	Upon completion of the Programme, students should be able to:

<p>Outcomes</p>	<p>PILO-1: communicate their ideas using languages that are appropriate for diverse audiences</p> <p>PILO-2: discuss the fundamental concepts of a broad range of subject areas and analyse their relevance to society</p> <p>PILO-3: consolidate and integrate concepts and theories from various academic disciplines in their capacity as informed, reflective, self-critical and independent learners</p> <p><u>LC Major Intended Learning Outcomes</u></p> <p>PILO-LC4: adopt increasingly effective strategies for professional communication</p> <p>PILO-LC5: apply intercultural knowledge and skills in a range of communicative situations</p> <p>PILO-LC6: use digital communication technologies for language and social purposes</p> <p>PILO-LC7: make academically informed strategic choices between communicative styles</p> <p>PILO-LC8: engage in continual enhancement of their competencies in language and communication</p> <p>PILO-LC9: advise on issues in cross-cultural communication applicable to the local and global contexts</p> <p><u>MCC Major Intended Learning Outcomes</u></p> <p>PILO-MCC4: identify the growing opportunities and the existing limitations in the mass media and creative industries</p> <p>PILO-MCC5: develop their reasoning and debating skills while adopting an interdisciplinary approach to the study of creative media and cultural industries</p> <p>PILO-MCC6: analyse social issues of (in)equality and (in)justice related to race, gender and class</p>
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	<p>PILO-MCC7: evaluate the theoretical framework and the arguments pertaining to media and culture in historical and modern times</p> <p>PILO-MCC8: apply appropriate theoretical approaches to a range of problems, issues and debates in media and cultural studies, and other related disciplines</p> <p><u>BMLA Major Intended Learning Outcomes</u></p> <p>PILO-BMLA4: apply core principles and subject knowledge in various disciplines in the decision-making process in an organisation</p> <p>PILO-BMLA5: analyse the market landscape and development with respect to the interconnecting operations in the commercial, NGO and other sectors</p> <p>PILO-BMLA6: draw on broad-based knowledge and insights gained from the liberal arts disciplines to examine managerial issues in different sectors</p> <p>PILO-BMLA7: reflect on their role in an organisation and society as a whole, and take a holistic and people-centred approach in the formulation of business strategy</p> <p>PILO-BMLA8: develop an enriched sense of responsibility and examine the ethical principles that underlie the workings of an organisation</p>
<p>Education Pathways</p>	<p><u>Language and Communication Major</u></p> <p>Graduates of this Major are encouraged to undertake further studies (e.g. advanced/professional diplomas, masters' degrees) in the fields of language studies, communication studies, education, sociolinguistics, and applied linguistics at Hong Kong or overseas universities.</p> <p><u>Media, Culture and Creativity Major</u></p> <p>Graduates of this Major are encouraged to pursue further study in postgraduate programmes in Hong Kong and overseas. They</p>

	<p>can apply for postgraduate programmes in the fields of digital media, communication, film studies, journalism, media and cultural management, public relations and advertising, and cultural studies.</p> <p><u>Business Management and the Liberal Arts Major</u></p> <p>Graduates of this Major are encouraged to advance their studies in postgraduate programmes in Hong Kong and overseas. They can apply for postgraduate programmes in the fields of marketing, business administration, human resources management, business management, corporate governance, public relations and advertising.</p>
<p>Employment Pathways</p>	<p><u>Language and Communication Major</u></p> <p>Graduates of this Major will be able to progress to jobs in the public and private sectors in various areas including: education, public administration, advertising, tourism, public relations, marketing, and the media.</p> <p><u>Media, Culture and Creativity Major</u></p> <p>Graduates of this Major will be able to pursue professional careers in areas such as broadcasting, print media, online and digital media, creative and cultural industries, and public policy.</p> <p><u>Business Management and the Liberal Arts Major</u></p> <p>Graduates of this Major will be able to pursue careers in various fields including: business administration, event management, social media marketing, and human resources management.</p>
<p>Minimum Admission Requirements</p>	<p><u>Year 1 Entry</u></p> <p>(a) Hong Kong Diploma of Secondary Education (HKDSE) Examination</p> <ul style="list-style-type: none"> ➤ Level 3 or above in English Language; and ➤ Level 3 or above in Chinese Language or equivalent; and ➤ Level 2 or above in Mathematics; and ➤ Level 2 or above in Liberal Studies; and ➤ Level 2 or above in one Elective subject. <p>(b) Non-local qualifications</p> <p>(i) International Baccalaureate (IB) Diploma</p> <ul style="list-style-type: none"> ➤ IB Diploma with an overall score of 24 or above

(ii) General Certificate Education (GCE)

- Grade E or above in GCE AS-Level in English Language; OR equivalent; and
- Grade E or above in GCE AS-Level in Chinese Language; OR another language subject; OR equivalent; and
- Grade E or above in 2 GCE A-Level subjects; OR Grade E or above in 1 GCE A-Level subject plus Grade E or above in 2 AS-Level subjects

(iii) International Advanced Level (IAL)

- Grade E or above in IAL AS-Level in English Language; OR equivalent; and
- Grade E or above in IAL AS-Level in Chinese Language or another language subject; OR equivalent; and
- Grade E or above in 2 IAL A-Level subjects; OR Grade E or above in 1 IAL A-Level subject plus Grade E or above in 2 AS-Level subjects

(iv) Other Non-local Qualifications

- Applicants with other non-local qualifications will be considered on the basis of individual merit. In general, applicants should have obtained a secondary/high school qualification equivalent to QF Level 3 and the commonly agreed minimum university entrance requirements in Hong Kong.
- Applicants need to satisfy the English proficiency requirement obtaining at least
 - an overall score of 6.0 in the International English Language Testing System (IELTS) with each component not less than 5.5, or
 - a score of 550 in the paper-based Test of English as a Foreign Language (TOEFL), or
 - a score of 79 for the internet-based TOEFL with each component not less than 19.

Year 3 Entry

Associate Degree (AD) / Higher Diploma (HD) holders or students holding equivalent qualifications can be admitted to

	<p>Year 3 of the Programme. Credit transfer of up to 60 credits may be granted.</p> <p><u>Specific requirements for Language and Communication Major:</u></p> <ul style="list-style-type: none"> • Applicants' prior learning should cover the knowledge in the following areas: general linguistics/language studies, media and communication. Otherwise, applicants are required to take relevant make-up courses. • To take at least two core-curriculum courses (<i>subject to applicants' previous studies</i>). <p><u>Specific requirements for Media, Culture and Creativity Major:</u></p> <ul style="list-style-type: none"> • Applicants' prior learning should cover the knowledge in the following areas: media, communication and cultural studies. Otherwise, applicants are required to take relevant make-up courses. • To take at least two core-curriculum courses (<i>subject to applicants' previous studies</i>). <p><u>Specific requirements for Business Management and the Liberal Arts Major:</u></p> <ul style="list-style-type: none"> • Applicants' prior learning should cover the knowledge in the following areas: marketing, economics, management and accounting. Otherwise, applicants are required to take relevant make-up courses. • To take at least two core-curriculum courses (<i>subject to applicants' previous studies</i>).
Operator	<p>Centennial College 明德學院</p>