

Bachelor of Communication (Honours) Programme Student Handbook

Hong Kong Baptist University
School of Communication

Academic Year 2025-2026

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School of Communication



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

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

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

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

Admissions

The Bachelor of Communication programme offers three majors, namely :

Game Design and Animation Major (GDA)

Journalism and Digital Media Major (JOUR & DM)

Public Relations and Advertising Major (PRA)

Broad-based Admission

JOUR & DM and PRA Majors adopt broad-based admission.

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

Route of Entrance	Criteria
Students admitted with HKDSE/JEE result	• HKDSE / JEE Result (40%)
	• Subject score of course COMM1015, Studies in Communication, Media, and Journalism (20%)
	• Students' choice preference (30%)
	• School's allocation (10%)
Students admitted with other academic result	• Subject score of course COMM1015, Studies in Communication, Media, and Journalism (30%)
	• Students' choice preference (50%)
	• School's allocation (20%)

HKDSE: Hong Kong Diploma of Secondary Education Examination

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

Programme-based Admission

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



About the Programmes

Graduation Requirement under 4-Year Curriculum

Units	Curriculum Structure
9	School Core
18 - 55	Major Core
6 - 12	Major Elective
18 - 31	Concentration Require
0 - 6	Concentration Elective
3 - 6	Honours Project
9	University Core
22	General Education
15 - 33	Free Electives
128	Total

University Core

Units	Subjects
6	University English I and II
3	University Chinese
9	Total

General Education (GE)

Units	Subjects
13	Foundational Courses
6	Interdisciplinary Thematic Courses
3	GE Capstone
22	Total

Free Electives

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

School Core Courses

1. COMM 1015 Studies in Communication, Media, and Journalism
2. COMM 2035 Communication, Ethics and Law
3. 3rd School Core Course

Choose **One** from the following three courses

COMM 2026 Human Communication

COMM 2027 AI and Digital Communication

COMM 2036 Media Design and Digital Applications

Taught Postgraduate Courses



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

For details, please visit the QR code

Avoiding Plagiarism



Students should follow the rules of avoiding plagiarism.

For details, please visit the QR code



Rank 40 in QS World University Ranking 2025

Double Degree Programme with the University of Queensland in Australia



The Double Degree Programme between the School of Communication, Hong Kong Baptist University (HKBU), and the Faculty of Humanities and Social Sciences, The University of Queensland (UQ), is a four-year full-time undergraduate

programme whereby students study at the two universities and graduate from both. On completing the programme requirements, students will obtain two bachelor's degrees, namely Bachelor of Communication (Honours) conferred by HKBU and Bachelor of Journalism or Bachelor of Communication conferred by UQ.

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

For details, please visit the QR code



HKBU students attend University of Queensland graduation ceremony in Australia

GDA

GAME DESIGN AND ANIMATION MAJOR



Game Design and Animation Major (GDA)

The Game Design and Animation Major offers a comprehensive curriculum of game design and animation. The holistic learning experience will equip students for a wide range of career opportunities in digital entertainment, arts and culture, as well as prepare them for more advanced study. The curriculum comprises courses from drawing, animation, and storytelling, to game design, programming, mathematical concepts of computer graphics, and generative Artificial Intelligence. In the senior years, students can choose to specialize in either the advanced game design or the advanced animation stream.



Game Design and Animation Major

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

Units School Core Courses

- 3 COMM 1015 Studies in Communication, Media, and Journalism
- 3 COMM 2035 Communication, Ethics and Law
- 3 3rd School Core Course

Choose **One** from the following three courses

- COMM 2026 Human Communication
- COMM 2027 AI and Digital Communication
- COMM 2036 Media Design and Digital Applications

Units Major Core Courses

- 3 GAME 1005 Fundamentals of Animation for Game Design and Film
- 3 GAME 1006 Transcultural Studies of Game
- 3 GAME 2005 Drawing
- 3 GAME 2006 Fundamentals of Programming for Game Design and Animation
- 3 GAME 2007 Game and Animation Production Workshop
- 0 GAME 2008-9 Practicum I
- 3 GAME 2015 Game Narrative and Storyboarding
- 3 GAME 2016 Mathematical Foundation of Game Design and Animation
- 3 GAME 2017 Transcultural Studies of Animation
- 3 GAME 2025 Visual Communication
- 3 GAME 3005 2D Platform Game Programming
- 3 GAME 3006 Body Mechanics
- 3 GAME 3007 Game Art and Visual Expression
- 0 GAME 3008-9 Practicum II
- 1 GAME 3045 Honours Project Preparation Workshop
- 3 GAME 3047 Generative AI in Creative Practices
- 3 GAME 4005 Character Design and Rigging
- 3 GAME 4045 Digitally Mediated Communication

For Advanced Animation stream:

- 3 GAME 4016 Lighting, Rendering and Style
- 3 GAME 4017 Motion Graphic Design
- 3 GAME 4025 Performance Animation

For Advanced Game Design stream:

- 3 GAME 4006 3D Game World Programming
- 3 GAME 4007 AI for Game Design
- 3 GAME 4015 Game Physics, Dynamics, and Simulation



Students' works are showcased in an exhibition titled "Tik-Tac-Tik-Tac: Echoes of Time" held at the Central Market 2024

Game Studies Perspective Writing Awareness Critical	3	GAME 3036	Virtual World: Design and Interaction
	3	GAME 3037	Visual Aesthetics and Narrative Presentation
	3	GAME 3055	Embodiment in Gameplay
	3	GAME 4026	Creative Production in Extended Reality
	3	GAME 4027	Facial Animation
	3	GAME 4035	Game Cultures and Ethics
	3	GAME 4036	Game Economy: Cryptocurrency and Blockchain Technology
	3	GAME 4037	Japanese Animation and G

Units Major Elective Courses

Offered by the Department of History

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

Offered by the Department of Humanities and Creative Writing

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

Offered by the Department of Music

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

Offered by the Academy of Film

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

Offered by the Department of Interactive Media

- | | | |
|---|-----------|--|
| 3 | GAME 3015 | Sound Design for Game and Animation |
| 3 | GAME 3016 | Game Design: Theories and Research Methods |
| 3 | GAME 3017 | Interactive Graphics |
| 3 | GAME 3025 | Motion Capture for Game and Animation |
| 3 | GAME 3026 | Online Media Management |
| 3 | GAME 3027 | Traditional and Experimental Animation |
| 3 | GAME 3035 | Transdisciplinary Theory of Game Design |

- | | | |
|---|-----------|--|
| 3 | GAME 3036 | Virtual World: Design and Interaction |
| 3 | GAME 3037 | Visual Aesthetics and Narrative Presentation |
| 3 | GAME 3055 | Embodiment in Gameplay |
| 3 | GAME 4026 | Creative Production in Extended Reality |
| 3 | GAME 4027 | Facial Animation |
| 3 | GAME 4035 | Game Cultures and Ethics |
| 3 | GAME 4036 | Game Economy: Cryptocurrency and Blockchain Technology |
| 3 | GAME 4037 | Japanese Animation and Games |
| 3 | GAME 4046 | Blending Games with Stories in Everyday Life |
| 3 | GAME 4047 | Principles of Interaction Design |

Units Honours Project

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



The animation characters designed by students

Animation and Media Arts Graduation Exhibition 2025



The brochure and promotional materials designed by students



Visitor enjoys student's animation



The group photo taken at Graduation Exhibition opening ceremony



Visitor enjoys student's interactive VR game works



Students on a study tour to Annecy Festival 2024 at France

Exchange / Study Tour (Potential Exchange Programmes)

China

Beijing Normal University
School of Art and Communication

Hebei University of Science and Technology
The Animation College

Northeast Normal University
School of Media

Peking University
School of Arts

Shanghai University
School of Film and TV Arts & Technology

Shanghai Theatre Academy

Shanghai Jiao Tong University
School of Media and Design

Sichuan University

Sichuan University of Media
and Communications

Tongji University
College of Communication and Art

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

Japan

Tokyo Polytechnic University
Department of Animation

Taiwan

National Taiwan University of Arts

Taipei National University of Arts

UK

Aberystwyth University
Department of Theatre, Film & TV Studies

France

Annecy Festival

Croatia

Animafest Zagreb -
International Animation Festival

Career Prospect

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



HKTDC Hong Kong International Licensing Show 2025

JOUR & DM

JOURNALISM CONCENTRATION

DATA AND MEDIA COMMUNICATION CONCENTRATION



J-BNN

Journalism and Digital Media Major

(JOUR & DM)

The Journalism and Digital Media Major offers two Concentrations:

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

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

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

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

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



Journalism Concentration

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

Units School Core Courses

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

Units Major Core Courses

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



Journalism Concentration

Units Concentration Required Courses

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

For Broadcast Journalism Stream:

- 3 JOUR 3047 News Anchoring
- 3 JOUR 3185 Advanced Broadcast Production
- 2 JOUR 3265 Journalism Practicum I (Broadcast)
- 2 JOUR 3295 Journalism Practicum II (Broadcast)
- 3 JOUR 3315 Journalism Practicum III (Broadcast)
- 3 JOUR 4066 News Documentary

For Financial Journalism Stream:

- 3 JOUR 3165 Unlocking Finance
- 2 JOUR 3266 Journalism Practicum I (Finance)
- 2 JOUR 3267 Journalism Practicum II (Finance)
- 3 JOUR 3316 Journalism Practicum III (Finance)
- 3 JOUR 4065 Strategic Investments and Contemporary Economics
- 3 Choose **One** from the following two courses [3 units each]
 - JOUR 3095 Business and Financial News Reporting in English
 - JOUR 3286 Reporting Business and Financial News in Chinese



An outgoing exchange student at Erasmus University Rotterdam

Journalism Concentration

Units Major Elective Courses

3	JOUR	2097	Advanced News and Feature Writing (Finance)
3	JOUR	2105	Visual Journalism
3	JOUR	2106	Data Visualization
3	JOUR	2125	Photojournalism and Documentary Photography
3	JOUR	3047	News Anchoring
3	JOUR	3057	Finance and Investment
3	JOUR	3075	Economics for Financial Journalists
3	JOUR	3077	Magazine Design and Editing
3	JOUR	3085	Media Transformation and Institutional Change in Historical Perspective
3	JOUR	3095	Business and Financial News Reporting in English
3	JOUR	3096	Current Affairs and News Analysis
3	JOUR	3097	Current Hong Kong Issues for Communicators
3	JOUR	3105	Current Issues in Journalism
3	JOUR	3106	Images of Media in Popular Culture
3	JOUR	3117	News Translation
3	JOUR	3125	Strategic Television Communication
3	JOUR	3126	Visual Literacy: Critical Appreciation of Photos
3	JOUR	3135	Analytical and Opinion Writing
3	JOUR	3145	Investigative Reporting (Chinese)
3	JOUR	3146	Investigative Reporting (English)
3	JOUR	3147	Investigative Reporting (Finance)
3	JOUR	3165	Unlocking Finance
1	JOUR	3175	Contemporary Issues in Journalism
3	JOUR	3176	Advanced News and Feature Writing (Chinese)
3	JOUR	3177	Advanced News and Feature Writing (English)
3	JOUR	3185	Advanced Broadcast Production
3	JOUR	3186	Generative AI- Assisted Reporting
3	JOUR	3187	Mental Health and Journalism

3	JOUR	3205	Convergence Editing (Broadcast)
3	JOUR	3215	Convergence Editing (Chinese)
3	JOUR	3225	Convergence Editing (English)
3	JOUR	3235	Convergence Editing (Finance)
3	JOUR	3275	Immersive Journalism
3	JOUR	3285	Financial Data and Market Sentiment Analysis
3	JOUR	3286	Reporting Business and Financial News in Chinese
3	JOUR	3287	Social Media Content Management
3	JOUR	4005	Theory and Practice of Journalism in Greater China
3	JOUR	4017	China Reporting and Writing
3	JOUR	4025	Critical Studies of Media
3	JOUR	4045	Entrepreneurial Journalism
3	JOUR	4047	Comparative Perspectives on Media
3	JOUR	4055	Media, Technology and Globalisation
3	JOUR	4056	Media Management
3	JOUR	4057	International News in a Globalized World
3	JOUR	4065	Strategic Investments and Contemporary Economics
3	JOUR	4066	News Documentary
3	JOUR	4075	Morally Controversial Issues in the Media
3	JOUR	4076	Media Innovations: AI and Cloud Solutions for Social Engagement

Units Honours Project

For Chinese Journalism Stream:

3	JOUR	4865	Honours Project in Chinese Journalism
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For International Journalism Stream:

3	JOUR	4885	Honours Project in International Journalism
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For Broadcast Journalism Stream:

3	JOUR	4845	Honours Project in Broadcast Journalism
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For Financial Journalism Stream:

3	JOUR	4875	Honours Project in Financial Journalism
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Data and Media Communication Concentration

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

Units School Core Courses

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

Units Major Core Courses

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

New media classroom



Data and Media Communication Concentration

Units Concentration Required Courses

- 3 COMP 1007 Introduction to Python and Its Applications
- 3 COMP 1025 Coding for Humanists
- 3 COMP 2865 Fundamentals of Data Analysis and Management
- 3 COMP 3115 Exploratory Data Analysis and Visualization
- 3 JOUR 2087 Multimedia and Multiplatform Journalism
- 3 JOUR 3305 Journalism Practicum I (Data)
- 3 JOUR 4046 Integrated Data-driven Storytelling

For Financial Journalism Stream:

- 3 JOUR 3095 Business and Financial News Reporting in English
- OR
- JOUR 3286 Reporting Business and Financial News in Chinese
- 3 JOUR 3165 Unlocking Finance
- 2 JOUR 3266 Journalism Practicum I (Finance)
- 2 JOUR 3267 Journalism Practicum II (Finance)
- 2 JOUR 3316 Journalism Practicum III (Finance)
- 3 JOUR 4065 Strategic Investments and Contemporary Economics
- 0 JOUR 4067 Data and Media Communication Internship

For General Stream:

- 3 JOUR 3177 Advanced News and Feature Writing (English)
- 2 JOUR 3306 Journalism Practicum II (Data)
- 2 JOUR 3307 Journalism Practicum III (Data)

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



Students gain real-life working experience through internships

Data and Media Communication Concentration

Units Major Elective Courses

3	JOUR	2097	Advanced News and Feature Writing (Finance)
3	JOUR	2105	Visual Journalism
3	JOUR	2106	Data Visualization
3	JOUR	2125	Photojournalism and Documentary Photography
3	JOUR	3047	News Anchoring
3	JOUR	3057	Finance and Investment
3	JOUR	3075	Economics for Financial Journalists
3	JOUR	3077	Magazine Design and Editing
3	JOUR	3085	Media Transformation and Institutional Change in Historical Perspective
3	JOUR	3095	Business and Financial News Reporting in English
3	JOUR	3096	Current Affairs and News Analysis
3	JOUR	3097	Current Hong Kong Issues for Communicators
3	JOUR	3105	Current Issues in Journalism
3	JOUR	3106	Images of Media in Popular Culture
3	JOUR	3117	News Translation
3	JOUR	3125	Strategic Television Communication
3	JOUR	3126	Visual Literacy: Critical Appreciation of Photos
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3	JOUR	3177	Advanced News and Feature Writing (English)
3	JOUR	3185	Advanced Broadcast Production
3	JOUR	3186	Generative AI- Assisted Reporting
3	JOUR	3187	Mental Health and Journalism
3	JOUR	3205	Convergence Editing (Broadcast)

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3	JOUR	3285	Financial Data and Market Sentiment Analysis
3	JOUR	3286	Reporting Business and Financial News in Chinese
3	JOUR	3287	Social Media Content Management
3	JOUR	4005	Theory and Practice of Journalism in Greater China
3	JOUR	4017	China Reporting and Writing
3	JOUR	4025	Critical Studies of Media
3	JOUR	4045	Entrepreneurial Journalism
3	JOUR	4047	Comparative Perspectives on Media
3	JOUR	4055	Media, Technology and Globalisation
3	JOUR	4056	Media Management
3	JOUR	4057	International News in a Globalized World
3	JOUR	4065	Strategic Investments and Contemporary Economics
3	JOUR	4066	News Documentary
3	JOUR	4075	Morally Controversial Issues in the Media
3	JOUR	4076	Media Innovations: AI and Cloud Solutions for Social Engagement

Units Honours Project

3	JOUR	4855	Honours Project for Data and Media Communication
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Students learn how to produce television news



Students attend lecture offered by University of Queensland



Class in the virtual station



Students go to Taiwan Reporting Tour in 2024



Students enjoy experiential learning with Bloomberg terminals



Students on a study tour in Japan in 2023

Exchange and Reporting Tours

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

Career Prospect

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

Internship

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

Summer Internship Organization Lists

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

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

PRA

ADVERTISING AND BRANDING CONCENTRATION

PUBLIC RELATIONS CONCENTRATION



Public Relations and Advertising Major (PRA)

The Public Relations and Advertising Major offers two Concentrations: Advertising & Branding Concentration and Public Relations Concentration. The Advertising and Branding Concentration offers training in strategic planning, brand storytelling, and concept expression to prepare students for the rapidly evolving landscape of AI and digital advancements. By equipping students with the necessary skills, they can effectively navigate the dynamic intersection of AI-driven technologies and digital platforms, enabling them to present innovative and socially responsible ideas for impactful brand communication and promotions.

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



Advertising and Branding Concentration

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

Units School Core Courses

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

Units Major Core Courses

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



Advertising and Branding Concentration

Units Concentration Required Courses

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

Units Concentration Elective Courses

3	COMM	2026	Human Communication
3	PRAO	2036	Group Communication
3	PRAO	2037	Interpersonal Communication
3	PRAO	2045	Interviewing
3	PRAO	2046	Internal Communication and Employee Engagement
3	PRAO	2047	Media Design for Corporate Communication
3	PRAO	2055	Programming for Digital Communication
3	PRAO	3017	Digital Public Relations
3	PRAO	3027	Digital Audio and Video Production
3	PRAO	3035	Public Relations Writing
3	PRAO	3047	Corporate Social Responsibility and Stakeholder Engagement
3	PRAO	3065	Fundraising Events, Sponsorships, and Donor Management
3	PRAO	3066	Writing for Professional Communication
3	PRAO	3067	Health Communication and Information Campaigns
3	PRAO	3075	Intercultural Communication
3	PRAO	3076	Communication Training for Organizations
3	PRAO	3085	Social Media @ Work
3	PRAO	3087	Organizational Communication Issues and Processes
3	PRAO	3107	Career Readiness: Internship and Professional Skills
3	PRAO	4006	Advanced Qualitative Communication Research
3	PRAO	4016	Strategic Issues and Crisis Management

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

Units Honours Project

3	PRAO	4895	Strategic Communication Honours Project
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Students present practicum project to industry leaders

Public Relations Concentration

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

Units School Core Courses

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

Units Major Core Courses

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



Public Relations Concentration

Units Concentration Required Courses

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

Units Concentration Elective Courses

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

3	PRAO	3085	Social Media @ Work
3	PRAO	3087	Organizational Communication Issues and Processes
3	PRAO	3107	Career Readiness: Internship and Professional Skills
3	PRAO	4006	Advanced Qualitative Communication Research
3	PRAO	4025	Brand Strategy and Communication
3	PRAO	4027	Financial Public Relations
3	PRAO	4036	Social Communication and Advertising
3	PRAO	4037	Narrative and Brand Storytelling
3	PRAO	4045	Media Relations Writing and Training
3	PRAO	4047	Service Experiences & Luxury Branding
3	PRAO	4056	Creative Brand Expression
3	PRAO	4057	Organizational Decision Making and Problem Solving
3	PRAO	4065	Advanced Quantitative Communication Research
3	PRAO	4066	Leadership Communication
3	PRAO	4067	Communication Entrepreneurship
3	PRAO	4075	Comprehensive Management Trainee Assessment
3	PRAO	4076	Conflict and Negotiation
3	PRAO	4077	Special Topics in Communication Studies
3	PRAO	4087	Algorithm and Communication

Units Honours Project

3	PRAO	4895	Strategic Communication Honours Project
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The 50th anniversary of The Young Agency (TYA)

Certificates of Specialization

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

9 units Specialization 1 Employee Communication and Engagement

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

9 units Specialization 2 PR for Public Affairs and Social Impact

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

12 units Specialization 3 Analytics for Digital Strategic Communication

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



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



Students of PRAO 3076 work with the Philippine Consulate General in Hong Kong on a service-learning project



PRA students receive awards at the HK4As Students' Award 2023



PRA students join the Osaka Study Tour in 2023

Exchange / Study Tour

Some of the study tours held are listed below

15 - 21 / 6 / 2025	7-day Cannes, France Study Tour	6 - 11 / 1 / 2018	6-day Tokyo Study Tour
18 - 23 / 5 / 2025	6-day Singapore Study Tour	18 - 26 / 5 / 2017	9-day Amsterdam & Rotterdam, the Netherlands Study Tour
5 - 10 / 6 / 2023	6-day Osaka Study Tour	4 - 9 / 1 / 2017	6-day Dubai Study Tour
1 - 10 / 1 / 2020	8-day Sydney Study Tour	25 - 29 / 5 / 2016	5-day Seoul Study Tour
20 - 28 / 5 / 2019	9-day Russia Study Tour	6 - 10 / 1 / 2015	5-day Osaka Study Tour
26 / 5 - 2 / 6 / 2019	8-day Vienna / Prague Study Tour	9 - 12 / 1 / 2013	4-day Seoul Study Tour
		4 - 7 / 1 / 2012	4-day Bangkok Study Tour

Career Prospect

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

Internship

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

Internship Company Lists

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

Transdisciplinary Second Majors (TSMs)

Students admitted in the academic year 2024/25 will have the opportunity to enhance their academic journey by opting for either a Transdisciplinary Second Major (TSM) or a Second Major (SM) in addition to their first major (FM). TSMs prepare students to pool knowledge and skills from different disciplines to excel in multiples careers, whereas SMs prepare students to gain in-depth knowledge from another discipline to complement their FM.

Eligibility

1. Students admitted in or after the 2024/25 academic year are eligible to declare a TSM / SM.
2. Students admitted to senior years and to dual / double / combined / transdisciplinary degree programmes are not eligible.
3. Students of Bachelor of Communication (Honours) in Journalism and Digital Media and Bachelor of Communication (Honours) in Public Relations and Advertising are eligible to declare a TSM / SM.

List of TSMs / SMs

	Hosting Faculty / School	Title
TSM	FASS	Cultural Industry Management
	FASS	Green Technology and Sustainability Management
	BUS	Entrepreneurship and Innovation Management
	COMM	Digital Entertainment
	COMM	Interactive Media Publishing
	SCA	Creative Industry Management
SM	SCI	Applied AI for Sustainable Society
	SCI	AI and Data Science
	SCI	Testing Sciences

Unit Requirements

1. Students taking an FM with a TSM / SM will be required to complete 134 units for graduation.
2. The unit requirements for TSMs / SMs are 42 units, with at least 15 units of higher-level courses (i.e., 3xxx or above).

For details, please visit the QR code



Academic Advising Scheme

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

Learning Outcomes

After receiving academic advices from advisors, students are expected:

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

Details

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

Actions for students

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

Office of Admissions and Academic Advising



Academic advising to Year 1 students

Enquiries

Phone: 3411-7492

Email: comd@hkbu.edu.hk

Website: www.comm.hkbu.edu.hk

Staff List

School Office

Dean

Prof. ZHONG Bu	zhongbu@hkbu.edu.hk	3411-8340
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Associate Deans

Prof. Kara CHAN	karachan@hkbu.edu.hk	3411-7836
Prof. Ran WEI	ranwei@hkbu.edu.hk	3411-8012
Prof. Charles FENG	charlesfeng@hkbu.edu.hk	3411-8021

Department Heads

Department of Communication Studies

Prof. Regina CHEN	yrchen@hkbu.edu.hk	3411-5057
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Department of Interactive Media

Prof. Kenny CHOW	knchow@hkbu.edu.hk	3411-8343
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Department of Journalism

Prof. Raymond LI	raymondli@hkbu.edu.hk	3411-7467
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Department Secretaries

Department of Communication Studies

Miss Arianna LIU	ariannaliu@hkbu.edu.hk	3411-7224
Ms. Mimi YIP	mimiyip@hkbu.edu.hk	3411-7832

Department of Interactive Media

Ms. Joanna SUN	joannasun@hkbu.edu.hk	3411-7395
Ms. Yan ZHENG	yanzheng@hkbu.edu.hk	3411-2804

Department of Journalism

Ms. Annie LO	annielo@hkbu.edu.hk	3411-7889
Mr. Joe YING	joeying@hkbu.edu.hk	3411-7490

Programme Directors

Bachelor of Communication (Honours) Programme

Prof. Kara CHAN	karachan@hkbu.edu.hk	3411-7836
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Majors/ Concentrations Programme Directors

Game Design and Animation Major (GDA)

Mr. YU Ka Ho Albert	kahoyu@hkbu.edu.hk	3411-8342
---------------------	--------------------	-----------

Journalism and Digital Media Major (JOUR & DM)

Journalism Concentration

Prof. CHAN King Cheung	chankc@hkbu.edu.hk	3411-8264
Ms. Robin EWING	ewing@hkbu.edu.hk	3411-2547

Data and Media Communication Concentration

Dr. Bess WANG	kenbess2000@hkbu.edu.hk	3411-5907
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Public Relations and Advertising Major (PRA)

Advertising and Branding Concentration

Dr. Vivienne LEUNG	vivleung@hkbu.edu.hk	3411-7485
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Public Relations Concentration

Dr. Henry FUNG	henryfty@hkbu.edu.hk	3411-8058
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Academic Calendar 2025

		AUG						
		Sun	Mon	Tue	Wed	Thu	Fri	Sat
Enrolment (New Undergraduate Students)	8 - 12						1	2
Orientation Activities (New Undergraduate Students)	12 - 29	3	4	5	6	7	8	9
Course Pre-registration (New Undergraduate Students)	13 - 15	10	11	12	13	14	15	16
		17	18	19	20	21	22	23
		24	25	26	27	28	29	30
		31						
Orientation Day for New Academic, Teaching and Administrative Staff	20							
Orientation and Registration (New Research Postgraduate Students)	25							
Course Registration (New Taught Postgraduate Students)	25 - 28							
Exchange Student Orientation	27 - 28							
70th Convocation	29							

		SEP						
		Sun	Mon	Tue	Wed	Thu	Fri	Sat
Academic Year & First Semester Begin								
First Semester / Trimester I Classes Begin	1		1	2	3	4	5	6
First Day to Add / Drop Courses (1 st Semester / Trimester I)		7	8	9	10	11	12	13
		14	15	16	17	18	19	20
		21	22	23	24	25	26	27
		28	29	30				
First Semester / Trimester I Tuition Payment Due Date (Returning Students)	4							
Continuing Education School Board Meeting	10							
Last Day to Add / Drop Courses (1 st Semester / Trimester I)	13							
Transdisciplinary Undergraduate Programme Board Meeting	15							
Senate Meeting	22							

		OCT						
		Sun	Mon	Tue	Wed	Thu	Fri	Sat
Arts and Social Sciences Faculty Board Meeting	2				1	2	3	4
Communication School Board Meeting	3	5	6	7	8	9	10	11
Information Day for Undergraduate Admission (2026 Entry)	4	12	13	14	15	16	17	18
		19	20	21	22	23	24	25
		26	27	28	29	30	31	
Creative Arts School Board Meeting	8	1	National Day					
Tuition Payment Due Date (New Students) — Balance Payment for First Semester	9	7	The day following the Mid-Autumn Festival					
Council Meeting	14	29	Chung Yeung Festival					
Chinese Medicine School Board Meeting	17							
Business School Board Meeting	21							
Christian Emphasis Week	26/10 - 1/11							
Science Faculty Board Meeting	28							

		NOV						
		Sun	Mon	Tue	Wed	Thu	Fri	Sat
	5							1
	11	2	3	4	5	6	7	8
	17	9	10	11	12	13	14	15
		16	17	18	19	20	21	22
		23	24	25	26	27	28	29
		30						
Trimester II Tuition Payment Due Date	5							
Court Meeting	11							
66th Commencement (Honorary and Research Postgraduate Degrees)	17							
Continuing Education School Board Meeting	19							
Senate Meeting	24							
Trimester I Examinations	24/11 - 6/12							
Communication School Board Meeting	28							
Last Day of Classes (1 st Semester)	29							

		DEC						
		Sun	Mon	Tue	Wed	Thu	Fri	Sat
	2		1	2	3	4	5	6
		7	8	9	10	11	12	13
	3	14	15	16	17	18	19	20
		21	22	23	24	25	26	27
		28	29	30	31			
		25 - 26 Christmas Holidays						
Business School Board Meeting								
Science Faculty Board Meeting								
Creative Arts School Board Meeting	3							
Arts and Social Sciences Faculty Board Meeting	4							
First Semester Examinations	5 - 18							
Trimester II Classes Begin								
First Day to Add / Drop Courses (Trimester II)	8							
Council Meeting	9							
Second Semester Tuition Payment Due Date	11							
Last Day to Add / Drop Courses (Trimester II)	20							

Academic Calendar 2026

Exchange Student Orientation	9 - 10
First Semester Ends	10
Second Semester Begins	
Second Semester Classes Begin	12
First Day to Add / Drop Courses (2 nd Semester)	
First Semester Make-up Examinations	14
Continuing Education School Board Meeting	16 - 22
Transdisciplinary Undergraduate Programme Board Meeting	19
Last Day to Add / Drop Courses (2 nd Semester)	24
Senate Meeting	26

Creative Arts School Board Meeting	4
Arts and Social Sciences Faculty Board Meeting	5
Communication School Board Meeting	27

Christian Emphasis Week	1 - 7
Business School Board Meeting	
Science Faculty Board Meeting	3
Trimester III Tuition Payment Due Date	4
Trimester II Examinations	9 - 12
Senate Meeting	16
Trimester III Classes Begin	
First Day to Add / Drop Courses (Trimester III)	23
Council Meeting	24

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

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

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

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

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

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

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

1	Creative Arts School Board Meeting
	Last Day to Add / Drop Courses (Trimester III)
16	Arts and Social Science Faculty Board Meeting
17	Chinese Medicine School Board Meeting
22	Baccalaureate Service
	Continuing Education School Board Meeting
24	Communication School Board Meeting
25	Last Day of Classes (2 nd Semester)
28	Business School Board Meeting

2 - 15	Second Semester Examinations
12	Court Meeting
	Senate Meeting
	Summer Term Begins (Taught Postgraduate Programmes)
18	First Day to Add / Drop Courses (Summer Term)
	Transdisciplinary Undergraduate Programme Board Meeting
19	Science Faculty Board Meeting
29	Last Day to Add / Drop Courses (Summer Term)

5 - 18	67 th Commencement (Except RPg and BNU-HKBU UIC Programmes) (Tentative)
9 - 15	Second Semester Make-up Examinations
15	Second Semester Ends
15/6 - 4/7	Trimester III Examinations
16	Council Meeting
17	Continuing Education School Board Meeting
29	Senate Meeting

1	Financial Year Begins
3 - 30	Summer Programme (Tentative)
10	Summer Term Ends (Taught Postgraduate Programmes)

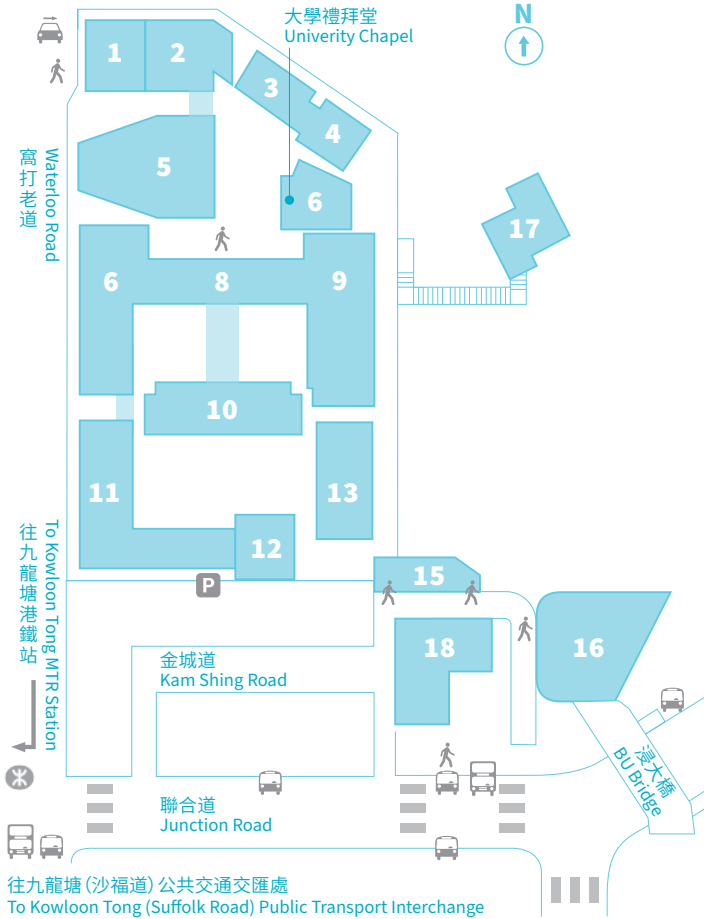
NOTE : Classes suspended. Designated holidays for academic staff.

Campus Map 校園地圖

HO SIN HANG CAMPUS (HSHC)

善衡校園

- 1. 區樹洪教室
Au Shue Hung Classroom
- 2. 區樹洪平台花園
Au Shue Hung Terrace Garden
- 3. 區樹洪樓*
Au Shue Hung Building (ASH)*
- 4. 星島樓*
Sing Tao Building (STB)*
- 5. 大學會堂 / 呂明才中心
Academic Community Hall (ACH)/ Lui Ming Choi Centre (LMC)
- 6. 基督教教育中心
Christian Education Centre (CEC)
- 7. 溫仁才大樓 (西翼)
Oen Hall Building (West Wing) (OEW)
- 8. 溫仁才大樓 (主樓)
Oen Hall Building (Main Building) (OEM)
- 9. 溫仁才大樓 (東翼)
Oen Hall Building (East Wing) (OEE)
- 10. 查濟民科學大樓
Cha Chi-ming Science Tower (SCT)
- 11. 邵逸夫大樓
Sir Run Run Shaw Building (RRS)
- 12. 方樹泉圖書館 / 方樹泉停車場
Fong Shu Chuen Library (FSC)/ Fong Shu Chuen Car Park
- 13. 楊瑞生紀念館
Yeung Shui Sang Building (YSS)
- 14. 蒙民偉廣場 (五樓)
William M.W. Mong Courtyard (Level 5)
- 15. 文農學園
Man Lung Garden
- 16. 偉衡體育中心
Wai Hang Sports Centre (WHS)
- 17. 紹邦樓
Shiu Pong Hall (SPH)
- 18. 建新中心
Franki Centre (FRC)



LEGEND 圖例

- | | |
|------------------------------------|--------------------------------|
| 行人出入口
Pedestrian Entrance/ Exit | 公共小巴站
Public Light Bus Stop |
| 車輛出入口
Vehicular Entrance/ Exit | 港鐵站
MTR Station |
| 公共巴士站
Bus Stop | 停車場
Car Park |

SHAW CAMPUS (SHAW)

逸夫校園

- 19. 逸夫行政樓
Shaw Tower (SWT)
- 20. 區樹洪紀念圖書館
Au Shue Hung Memorial Library (AML)
- 21. 永隆銀行商學大樓
The Wing Lung Bank Building for Business Studies (WLB)
- 22. 林護國際會議中心
Lam Woo International Conference Centre
- 23. 思齊樓
David C. Lam Building (DLB)
- 24. 基郭鍾寶芬女士康體文娛中心
Madam Kwok Chung Bo Fun Sports and Cultural Centre (SCC)
- 25. 聯校運動中心
Joint Sports Centre (JSC)

BAPTIST UNIVERSITY ROAD CAMPUS (BURC)

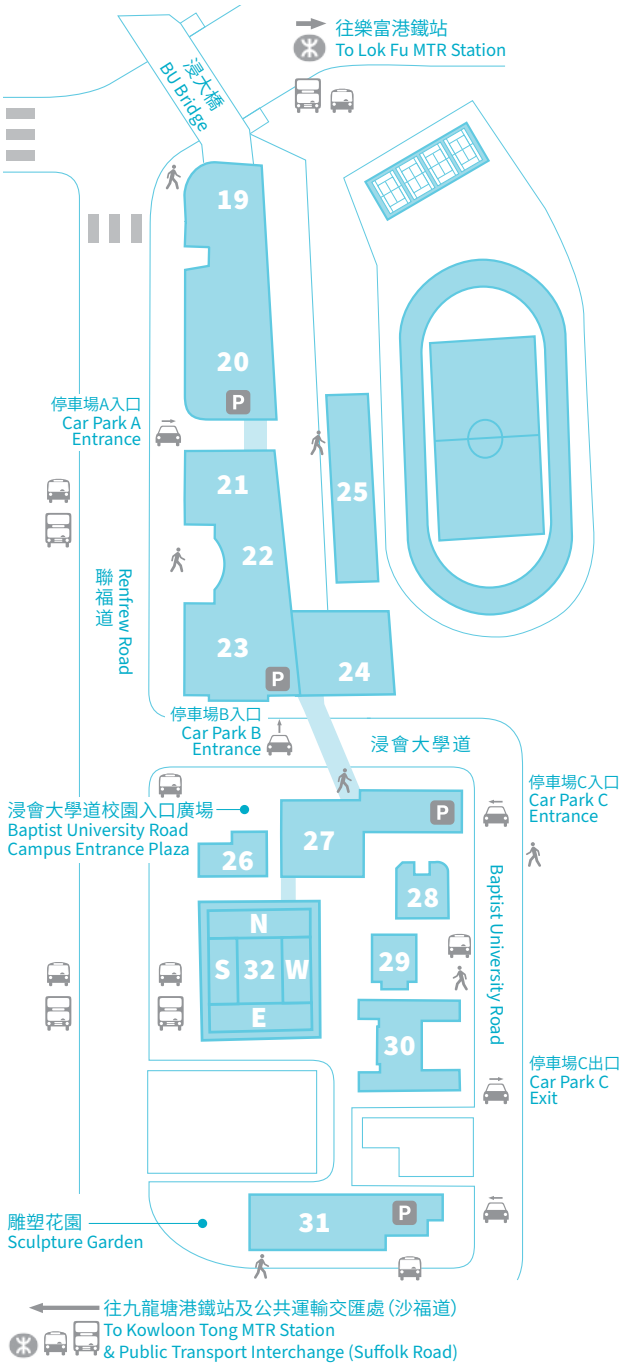
浸會大學道校園

- 26. 吳多泰博士國際中心
Dr. Ng Tor Tai International House (NTT)
- 27. 教學及行政大樓
Academic and Administration Building (AAB)
- 28. 賽馬會師生活動中心 / 陳瑞槐夫人胡尹桂女士持續教育大樓
Jockey Club Academic Community Centre (ACC)/ Madam Chan Wu Wan Kwai School of Continuing Education Tower (SCE)
- 29. 賽馬會中醫藥學院大樓
Jockey Club School of Chinese Medicine Building (SCM)
- 30. 學生宿舍
Student Residence Halls (SRH)
- 31. 李兆基傳理視藝樓 / 停車場
Visual Arts Building (CVA)/ Car Park

JOCKEY CLUB CAMPUS OF CREATIVITY (JC³)

賽馬會創意校園

- 32. 賽馬會創意校園 / 舍堂村
Jockey Club Campus of Creativity (JC³) / Village Care (VC)
- E. 東座
East Block
- N. 北座
North Block
- S. 南座
South Block
- W. 西座
West Block



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



School Motto

Truth is Virtue
唯真為善



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