THE UNIVERSITY OF HONG KONG
FACULTY OF ARTS

Bachelor of Arts in Global Creative Industries

CREDIT UNIT STATEMENT
(applicable to cohorts admitted in 2025-26 and thereafter)

The Bachelor of Arts in Global Creative Industries curriculum requires students to complete a default Major in Global Creative Industries, consisting of 78 credits. This Major encompasses seven different types of courses within the interdisciplinary study of arts and humanities. In each course, students can develop a deeper understanding of interdisciplinary knowledge and acquire transferable skills. All GCIN courses are worth 6 credits and are assessed 100% by continuous assessment, while some interdisciplinary electives offered by other programmes may have examination as one of the assessments. In addition, all interdisciplinary electives are worth 6 credits, with the exception of "FOSS2018 Social Innovation internship," which is worth 12 credits and entails 300 hours of student work (including contact hours and student learning activity).

Although we typically allocate 120-180 hours of student learning activity (including both contact hours and all other forms of learning) for a 6-credit course, the contact hours and output requirements vary based on the learning modes employed. Generally, the contact hours for a standard 6-credit course range from 24 to 36 hours, except that industry experience courses, research course and non-FOSS internship course may have fewer contact hours, ranging from 6 to 12 hours. The contact hours of FOSS internship course are about 10 hours. Therefore, the total student learning hours of the default Major are not fewer than 1,560 hours, and the total number of contact hours is no less than 258 hours.

1. *Introductory courses* (6 credits)

These courses will adopt an interdisciplinary approach to examine significant and complex issues related to the emergence, development and prospect of the Global Creative Industries. They are primarily lecture-based and may include seminars and tutorials. Assessment is based on a combination of coursework, e.g. essays, projects, presentation, weekly assignments, in-class tests, class participation and research papers, with a total output of 3,000-5,000 words.

2. *Advanced courses* (6 credits)

These courses examine cultural policy, business practices, and the mechanisms of production, circulation, consumption, regulation and representation of the Global Creative Industries. By emphasizing an interdisciplinary perspective, these courses encourage students to critically reflect on the complex interactions among business, politics and culture that underpin the operation of Global Creative Industries. These courses may include lectures, tutorials or seminars as determined by the course instructors. Assessment is based on a combination of continuous assessments (60-100%) (e.g. essays, projects, presentations, weekly assignments, in-class tests, class participation and research papers) and examination (0-40%), with a total output of 3,000-5,000 words.

3. *Industry Experience courses* (6 credits)

Industry Experience courses offer students hands-on experience in the creative industries through engagement with businesses or organizations locally, regionally, or internationally. Course activities encompass internships, project-based work, and study trips, providing a diverse array of options annually. Assessment comprises a blend of field reports, reflective journals, and presentations, supplemented by feedback from the internship supervisor, where relevant, totaling around 3,000-5,000 words. Students have the opportunity to enrich their assignments with multimedia elements like websites or portfolios.

4. *Special Topics courses* (6 credits)

Special Topics courses explore specialized topics in the creative industries through expert-led sessions, field trips, and immersive experiences, providing students with in-depth insights into sector-specific challenges and issues. These courses blend different learning environments and activities, allowing students to engage with the material in multiple ways. Such approach not only enhances learning by providing practical experiences but also makes the best use of the expertise of the instructors concerned. Assessment is based on a combination of coursework, e.g. presentations, written reports (field papers), reflective journals, class participation and research papers, with a total output of 3,000-5,000 words, as well as feedback from the internship supervisor, if applicable.

5. *Research course: capstone* (6 credits)

The Global Creative Industries research project serves as a capstone experience for students, focusing on the development of their research, analytical and interpersonal skills. It entails in-depth research by the student on a pertinent topic related to the development of the Global Creative Industries and the interplay between culture and commerce, which must be approved and supervised by a faculty member of the Global Creative Industries programme. The course involves approximately 6-12 contact hours, featuring an introduction workshop, supervision and feedback on draft materials. Assessment is based on individual or group work, which consists of either a research paper (5,000-7,500 words per individual student) or a combination of multimedia project and a written research paper that demonstrates an equivalent level of academic research. The multimedia project must demonstrate a substantial input of time, skill, original research, and academic rigor, in the form of videos (e.g. video essays or documentaries) that are no shorter than 15 minutes in length, or in the form of working software applications, or website development. Projects should demonstrate a skillful use of creative design and academic content drawn from course materials and original research. Multimedia projects must also be accompanied by a written report between 2,000-3,000 words that describes the purpose of the project (e.g. research question, thesis, theory), state of the field (e.g. relevant literature review), design and methodology of the research undertaken, the results, an analysis, and a list of references used.

6. *Internship course: capstone* (6 credits)

The internship provides senior students with an experiential learning opportunity to work in environments where they can apply their disciplinary knowledge and skills while gaining valuable work experience through on-the-job training. Students arrange their internship positions, guided by the course coordinator, in host organizations that offer relevant experiences. The duration of the internship will depend on the arrangement between the student

and the organization, but it should involve a minimum of 120 contact hours of service. Student learning activities include preparation, on-site internship work under the supervision of an internship supervisor, meetings with the course coordinator, self-study (including all associated readings) and assessment-related work. Drawing on feedback from the internship supervisor, assessment hinges on a written report (field paper) that blends the internship experience with scholarly knowledge from the student's course of study, totaling approximately 4,000-5,000 words. Students can further enrich their reports with multimedia elements such as websites or portfolios.

7. *FOSS internship course* (12 credits)

The internships enable students to work and learn in the professional world and local communities. They enable students to apply what they have learned from regular classes at the University and to identify and analyse problems in a local community or work place. Students participating in this course can reflect upon how concepts learned in class can help in solving social problems, analysing social and policy issues, and promoting social innovation in Hong Kong and beyond. Assessment is normally based upon performance in work placement (240 hours of work), reflective journal and literature review (totaling about 2,500 words), integrated essay (4,000 words) and/or presentation. Total learning activities: 300 hours (100% coursework).

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