

THE UNIVERSITY OF HONG KONG

Bachelor of Arts Programme in Global Creative Industries

CREDIT UNIT STATEMENT

The Global Creative Industries Major/Minor constitutes an interdisciplinary framework to the study of the complex relation and interaction between commerce and culture. It examines and analyzes the intertwined cultural, economic, social and political forces behind the commercialization of creativity and the culturalization of commerce at an industry-level. Through its global and comparative emphasis, the programme aims primarily to engage students in examining different perspectives on culture and to reflect critically on its changing roles, forms and contents in today's society in which culture and commerce increasingly overlap with each other. It provides students with a panoramic view of the emergence, development and prospect of the creative industries at the global, regional, national as well as local levels. It aims to examine the broader system of production, distribution, marketing, consumption, and regulation of the key creative industries.

All Global Creative Industries courses are 6-credit courses and normally involve 24-36 contact hours and 120-180 hours of student learning activity, including lectures, seminar/tutorials and all other forms of activity. However, the Research course has different learning modes and, consequently, the contact hours are minimal (6-12 hours) because students mainly do independent field or research work under the guidance of a supervisor. The total student learning hours for the major and minor in Global Creative Industries are not fewer than 1,440 hours and 720 hours respectively. All the courses are assessed through 100% continuous coursework assessment.

1. *Introductory course* (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. Assessment items and tasks include essays, projects, weekly assignments, and in-class performance. Assessment varies from in-class tests to short assignments to research papers with a written output of 3,000-5,000 words in total for the whole course.

2. *Advanced courses* (6 credits)

These courses examine the cultural policy, the business practices and mechanism of production, circulation, consumption, regulation and representation of the Global Creative Industries. Through the emphasis on interdisciplinary perspective, these courses encourage students to critically reflect on complex interaction among business, politics and culture behind the operation of the global creative industries. Assessment items and tasks include essays, presentations, weekly assignments, projects and in-class performance. Assessment ranges from oral presentations to research papers with an output of no more than 3,000-5,000 words in total for the whole course.

3. *Internship* (6 credits)

The Internship in Global Creative Industries course aims at providing senior students with an opportunity to work in environments where they will be able to apply their knowledge and skills on creative industries and acquire work experience through on-the-job training.

Internship positions are arranged for students who have passed the assessment. Students can also arrange the internship themselves. Duration of the internship will be at least 120 hours. The student learning activities include preparation, on-site internship work, and all associated reading and assessment-related work. The courses are assessed by written reports of no more than 4,000 words in total and feedback from the internship (or 'field') supervisor.

4. Research course: Capstone (6 credits)

The Global Creative Industries research project is a capstone experience for students in terms of their development of research, analytical and creative interpersonal skills. It entails in-depth research by the student on a pertinent topic relating to the development of the Global Creative Industries and the interaction between culture and commerce, which is previously approved and supervised by a member of staff of the Global Creative Industries programme. The course involves approximately 6-12 contact hours, which include an induction workshop, supervision and feedback on draft materials. Assessment is based on either an individual paper (3,000-5,000 words) comprises research findings as well as an extensive bibliography or a group project.

May 2016

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