

THE UNIVERSITY OF HONG KONG

**Template for Mapping of Programme Learning Outcomes to University Educational Aims –
Undergraduate Programmes**

Faculty of _Arts_

Programme title: _Bachelor of Arts in Global Creative Industries_

Applicable student cohort(s): _2025-26 and thereafter_

The purpose of mapping is to illustrate the coherence of the programme in achieving the University Educational Aims (UEAs). The mapping should be an evaluative and reflective process, and the Faculty must ensure that the programme as a whole offers students sufficient opportunities to develop the attributes articulated in each of the UEAs and the corresponding Institutional Learning Outcomes. *Please put a tick (✓) in the boxes under the UEA columns below to indicate the alignment, as applicable.*

Programme Level Outcomes	Faculty Level Outcomes	University Educational Aims
On successful completion of the programme, students should be able to:	Students majoring in Arts should be able to:	Benchmarked against the highest international standards, the 4-year undergraduate curriculum at HKU is designed to enable our students to develop their capabilities in:
BA(GCIN) Programme Learning Outcome 1 - Apply diverse theories and approaches to cultivate nuanced perspectives about creative industries	Arts Faculty Intended Learning Outcome 1 - demonstrate strong analytical ability through critical engagement with the discourses of the humanities; - develop an appreciation of the arts as a form of life-long learning	University Education Aim 1 - Pursuit of academic/professional excellence, critical intellectual inquiry and life-long learning
BA(GCIN) Programme Learning Outcome 2 - Harness interdisciplinary knowledge to devise inventive solutions to challenges within the dynamic creative industries landscape	Arts Faculty Intended Learning Outcome 2 - critically and creatively appraise received ideas and established knowledge; - demonstrate the ability to articulate their own perspectives and develop informed insights into fundamental human issues	University Education Aim 2 - Tackling novel situations and ill-defined problems
BA(GCIN) Programme Learning Outcome 3	Arts Faculty Intended Learning Outcome 3	University Education Aim 3

Programme Level Outcomes	Faculty Level Outcomes	University Educational Aims
On successful completion of the programme, students should be able to:	Students majoring in Arts should be able to:	Benchmarked against the highest international standards, the 4-year undergraduate curriculum at HKU is designed to enable our students to develop their capabilities in:
- Demonstrate a critical understanding of the interplay between cultural values and the content and commercial practices of the creative industries	- question their own values and reflect on the assumptions underlying their worldview; - appreciate difference through engagement with contending viewpoints and beliefs Arts Faculty Intended Learning Outcome 4 - demonstrate an appreciation of the social, cultural and aesthetic diversity of the human heritage; - and develop multicultural and cross-cultural perspectives on human issues	- Critical self-reflection, greater understanding of others, and upholding personal and professional ethics University Education Aim 4 - Intercultural communication, and global citizenship
BA(GCIN) Programme Learning Outcome 4 - Demonstrate robust communication skills across diverse formats, integrating creative and critical modes of expression	Arts Faculty Intended Learning Outcome 5 - demonstrate strong communicative competency at both the concrete and abstract levels; - develop conversance with various forms of artistic communication	University Education Aim 5 - Communication and collaboration
BA(GCIN) Programme Learning Outcome 5 - Showcase a comprehension of the societal impact and transformative potential of creative industries	Arts Faculty Intended Learning Outcome 6 - demonstrate an understanding and appreciation of the interconnectedness of peoples and societies across time	University Education Aim 6 - Leadership and advocacy for the improvement of the human condition

*The Institutional Learning Outcomes for each UEA can be found at tl.hku.hk/tl/.