

Major in Global Creative Industries
Programme Aims and Learning Outcomes

Programme Level Outcomes	Faculty Level Outcomes	University Educational Aims
On successful completion of the programme, students should be able to: 1. demonstrate the ability to reflect and appraise the cause and impact of the development of a variety of global creative industries;	Students majoring in Arts should be able to: 1. demonstrate strong analytical ability through critical engagement with the discourses of the Humanities; and develop an appreciation of the arts as a form of life-long learning worldview perspectives on human issues;	Benchmarked against the highest international standards, the 4-year undergraduate curriculum at HKU is designed to enable our students to develop their capacities in: 1. Pursuit of academic/professional excellence, critical intellectual enquiry and life-long learning
2. demonstrate the ability to discern 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;	2. critically and creatively appraise received ideas and established knowledge; and demonstrate the ability to articulate their own perspectives and develop informed insights into fundamental human issues;	2. Tackling novel situations and ill-defined problems
3. demonstrate the ability to analyze the intertwined cultural, economic, social and political forces behind the commercialization of creativity and the culturalization of commerce at an industry-level;	3. question their own values and reflect on the assumptions underlying their worldview; and appreciate difference through engagement with contending viewpoints and beliefs;	3. Critical self-reflection and greater understanding of others, and upholding personal and professional ethics
4. compare the development of the creative industries in Asia and in the West;	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;	4. Intercultural communication and global citizenship
5. develop and deliver their innovative cultural-business ideas; and	5. demonstrate strong communicative competency at both the concrete and abstract levels; and develop conversance with various forms of artistic communication; and	5. Communication and collaboration
6. engage in discourses on the prospect and development of the creative economy in academic and other public platforms.	6. demonstrate an understanding and appreciation of the interconnectedness of peoples and societies across time.	6. Leadership and advocacy for the improvement of the human condition