

The University of Hong Kong
Faculty of Arts

Major in Global Creative Industries
Programme Learning Outcomes (PLOs)

(applicable to non-BA(GCIN) degree students admitted in 2025-26 and thereafter)

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 capacities in:
1. - Demonstrate the ability to understand and apply theories and approaches from a range of humanities, social sciences, business, and technological disciplines, and - Analyze and critique issues in the study of the creative industries with an eye to developing new approaches and solutions to a range of problems and to cultivate a nuanced perspective on creativity in the commercial sector.	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;	1. Pursuit of academic/professional excellence, critical intellectual enquiry and life-long learning
2. Develop a sense of interdisciplinary knowledge to be deployed in assessing unfamiliar challenges and problems within the dynamic and rapidly growing and changing field of creative industries, and to learn how to use interdisciplinary approaches to analyze complex cultural phenomena, and - Use the critical thinking, technical skills, creative problem solving, and real-life industry experience to develop innovative ideas and solutions to address multifaceted problems in an increasingly interconnected, diversified, technological, and	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

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 capacities in:
media-saturated world.		
3. - Develop a self-reflective understanding of how one is shaped by mediascapes and the creative economy, and to cultivate a critical consciousness about creative contents and commercial practices, and - Use interdisciplinary approaches and real-life industry experience to cultivate an appreciation of diverse perspectives and ideas.	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. - Demonstrate an awareness and sensitivity to the diversity of local and global cultures and how creative industries are shaped by local cultures and policies, and - Develop multicultural and cross-cultural perspectives in order to contribute to the development of a diverse and inclusive creative economy on local and global levels.	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. - Demonstrate strong communicative and expressive competency at the conceptual and technical level in written, oral, visual, digital, and multimedia formats, and - Incorporate creative and critical forms of communication and expression in cross-disciplinary and cross-cultural collaboration across diverse contexts and environments.	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

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 capacities in:
<p>6. - Cultivate a sensitivity and understanding for how the creative industries have the capacity to impact society and shape ideas, values, and practices, and</p> <p>- Apply knowledge of the creative forms of meaning-making and expression to the shaping and improvement of the human condition, locally and globally.</p>	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

January 2025