

THE UNIVERSITY OF HONG KONG
SCHOOL OF FUTURE MEDIA

Major in Global Creative Industries
 Programme Learning Outcomes (PLOs)

(applicable to non-BA(GCIN) degree students admitted in 2026-27 and thereafter)

Programme Level Outcomes	University Educational Aims
On successful completion of the programme, students 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. Apply critical theories to analyse creative industries from multiple cultural and disciplinary perspectives	1. Pursuit of academic/professional excellence, critical intellectual enquiry and life-long learning
2. Integrate interdisciplinary knowledge to devise innovative solutions for complex creative industries challenges	2. Tackling novel situations and ill-defined problems
3. Critically evaluate how cultural values shape commercial practices and content production in creative economies	3. Critical self-reflection and greater understanding of others, and upholding personal and professional ethics 4. Intercultural communication and global citizenship
4. Communicate effectively across diverse media formats, integrating creative practice with critical analysis	5. Communication and collaboration
5. Assess the societal impact and transformative potential of creative industries in an AI-mediated world	6. Leadership and advocacy for the improvement of the human condition