

The University of Hong Kong
Faculty of Social Sciences

Bachelor of Journalism, Media and Artificial Intelligence

Programme-level Outcomes (PLOs)

(for students admitted in 2026-27 and thereafter)

Programme Level Outcomes	Faculty Level Outcomes	University Learning Aims
Programme-level Intended Learning Outcome 1. <ul style="list-style-type: none">● Understand the values of journalism and media in a global context, including ethical principles as well as fairness, accuracy and the ethical application of AI in media practices	Faculty of Social Sciences Intended Learning Outcome 1. <ul style="list-style-type: none">● Acquire and critically evaluate underlying theories and concepts through independent research in social science disciplines	University Learning Aim 1. <ul style="list-style-type: none">● Pursuit of academic/professional excellence, critical intellectual inquiry and life-long learning
Programme-level Intended Learning Outcome 2. <ul style="list-style-type: none">● Develop informed insights on the state of journalism and the media, critically examining the influence of AI on editorial processes and public discourse	Faculty of Social Sciences Intended Learning Outcome 2. <ul style="list-style-type: none">● Apply social science theories and methods in analyzing complex problems in a globalizing world	University Learning Aim 2. <ul style="list-style-type: none">● Tackling novel situations and ill-defined problems
Programme-level Intended Learning Outcome 3. <ul style="list-style-type: none">● Critically evaluate the accuracy and credibility of information and identify sources of bias in both human-created and AI-generated content	Faculty of Social Sciences Intended Learning Outcome 3. <ul style="list-style-type: none">● Reflect critically on learning through participation in social innovation internships to engage with the wider community	University Learning Aim 3. <ul style="list-style-type: none">● Critical self-reflection, greater understanding of others, and upholding personal and professional ethics
Programme-level Intended Learning Outcome 4. <ul style="list-style-type: none">● Demonstrate the ability to collect and process complex information for	Faculty of Social Sciences Intended Learning Outcome 4. <ul style="list-style-type: none">● Embrace diverse learning environments through out-of-Hong Kong exchange and	University Learning Aim 4. <ul style="list-style-type: none">● Intercultural communication and global citizenship

Annex V

communication to a global public	global citizenship programmes	
Programme-level Intended Learning Outcome 5. <ul style="list-style-type: none">● Apply existing and emerging technologies, including generative AI, for the research, produce and share journalistic content across traditional and digital platforms	Faculty of Social Sciences Intended Learning Outcome 5. <ul style="list-style-type: none">● Work as effective team members and in group projects to enhance collaboration and communication skills	University Learning Aim 5. <ul style="list-style-type: none">● Communication and collaboration
Programme-level Intended Learning Outcome 6. <ul style="list-style-type: none">● Appreciate the critical role of the media and AI in civic life and how they can contribute to better the human condition	Faculty of Social Sciences Intended Learning Outcome 6. <ul style="list-style-type: none">● Demonstrate an awareness of current social issues and problems and be prepared to act as advocates for social change	University Learning Aim 6. <ul style="list-style-type: none">● Leadership and advocacy for the improvement of the human condition