

Providing a solid foundation for a successful career

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New undergraduate programmes highlight creativity

Hong Kong Baptist University (HKBU) has put great effort into formulating its new undergraduate programmes to be launched in September 2012 to nurture young leaders with creativity and broad-based, multidisciplinary knowledge.

Pioneering course for creative writers

The Faculty of Arts is planning to launch a new BA (Hons) in Creative and Professional Writing in the new academic year. Through bilingual teaching and learning and using an interdisciplinary approach, this degree aims to equip graduates with the knowledge and skills needed to work in the cultural and mass media sectors.

Under the new curriculum, the faculty will adopt a broad-based admission process in Chinese language and literature, English language and literature, humanities,

religious studies, and translation. The music programme and the English language and literature and English language teaching double-degree programme will continue with programme-based admission. The faculty will offer scholarships to the top 10 per cent of students admitted through broad-based admission with the best HKDSE examination results, and the student(s) with the highest HKDSE score.

Interdisciplinary approach to visual arts

Another cradle of creativity, the Academy of Visual Arts, will strengthen its academic programmes and nurture students' creativity by instilling interdisciplinary practical skills that will enable them to engage in various fields of art and culture after graduation.

In formulating its new

HKBU STUDENTS ENJOY LIFE ON CAMPUS AND A UNIQUE "WHOLE-PERSON" EDUCATION EXPERIENCE



curriculum, the academy has particularly enhanced the integration of the various formats, media, approaches, concepts and methodologies of the visual arts in order to move beyond the traditional concepts of art and

design, and to develop students' creativity and intellectual potential. The academy has introduced three divisions: Studio and Media Arts, Craft and Design, and Visual Arts Studies with a total of 12 different thematic clusters grouped under them.

Ethical framework for young business leaders

In the area of business studies, the School of Business highlights business ethics, corporate social responsibility and service-learning elements in its four-year Bachelor of Business Administration (Hons) and Bachelor of Business Administration (Hons) - Accounting programmes.

The school has set up an admission scholarship scheme of more than HK\$5 million for four-year degree students.

The BBA programme has adopted a broad-based admission mode, with concentrations in applied economics, China business

studies, finance, human resources management, information systems and e-business management, and marketing. The school has also established a Young Executive Development Scheme to groom students to become all-round business leaders.

Unique programme for future professional communicators

The BSocSc (Hons) in Communication programme offered by the School of Communication will help students explore the exciting field of communication, develop their potential for critical thinking and creative ability and equip them with the skills required to embark on stimulating and meaningful careers.

It provides students with the opportunity to choose from among four areas of specialisation - cinema and television; journalism (Chinese, financial, international); organisational communication; and public relations and advertising.