



珠海學院  
CHU HAI COLLEGE  
OF HIGHER EDUCATION

## Master Degree of Innovative Application For Creative Industries Programme

Advanced technology application  
Creative production and entrepreneurship  
Research for creative industries

We introduce an **Elite Collaboration Scheme (ECS)**, in which senior executives and entrepreneurs of the creative industries will advise and assist the students, ensuring the knowledge provision for the industry is applicable to the production of the creative industries.



Prospectus



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# Master of Arts in Innovative Application for Creative Industries Programme Overview

The Master of Arts in Innovative Application for Creative Industries Programme aims at providing students with advanced technological skills and rich learning experience to address the market needs of Hong Kong and beyond.



Academic Recognition



Professional Skills



Creativity, innovation and entrepreneurship



Make a positive contribution to society

Chinese-taught Graduate Programme.

Full-time: 12 Months    Part-time: 24 Months

Enquiry :  
Admissions Unit  
Telephone: 2972 7200  
Email: [info@chuhai.edu.hk](mailto:info@chuhai.edu.hk)  
Chu Hai College of Higher Education  
80 Castle Peak Road, Castle Peak Bay, Tuen Mun,  
N.T. Hong Kong

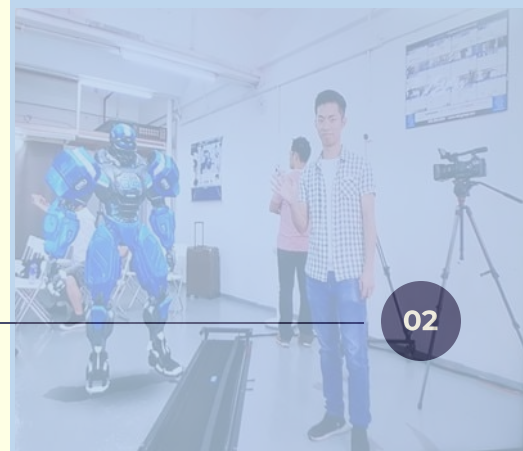


# Goals and Objectives

## MA-IACI

**The Programme aims to nurture students to**

- 01** Develop students' innovative competence required for executives and entrepreneurs of the creative industries of today and the future
- 02** Nurture students' research skills and cross-disciplinary discernment for issues relating to the creative industries
- 03** Equip students with professional know-how and applications of advanced technology to increase their efficacy for innovative solutions in the realm of creative industries
- 04** Provide creative industries in Hong Kong and the Greater Bay Area with graduates who demonstrate the highest standards of professionalism and ethics in planning and executing missions with commitment and leadership





# Admission Requirements

## MA-IACI

An applicant who wishes to be admitted to this Programme shall hold

01

A recognized Bachelor's degree or an equivalent qualification; and

02

Proficiency/knowledge of the Chinese language at one of the following levels:

(i) Level 3 in Chinese Language of HKDSE;

(ii) Level 5 at Hanyu Shuiping Kaoshi (HSK) (漢語水平考試第五級);

(iii) Level 2-B at Putonghua Shuiping Ceshi (PSC), State Language Affairs Commission (國家語言文字工作委員會普通話水平測試二級乙等); or

(iv) Bachelor's degree from a university or institution in which the medium of instruction and/or examination is Chinese; and

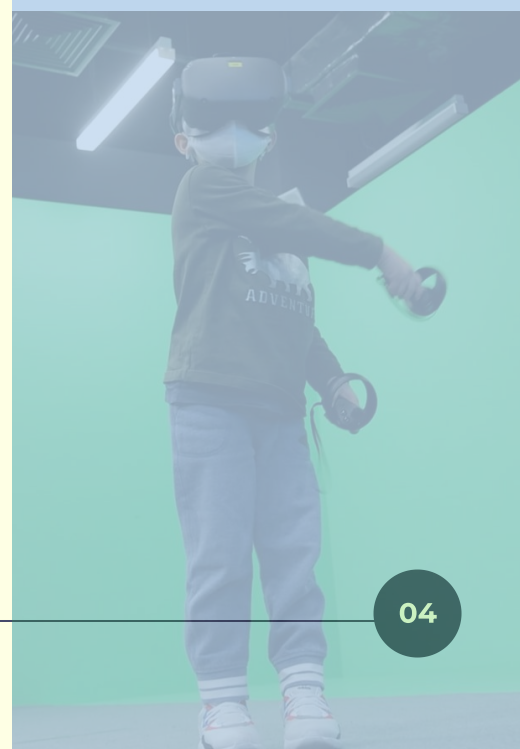
03

Proficiency/knowledge of the English language at one of the following levels:

(i) Level 6 of the College English Test (CET);

(ii) Bachelor's degree from a university or institution in which the medium of instruction and/or examination is English; or

(iii) Equivalent.



# Programme Structure

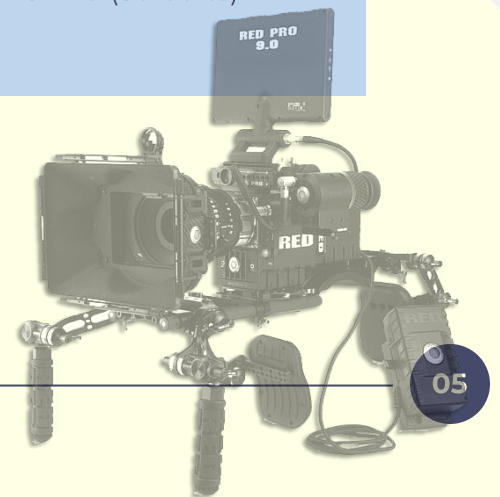
**Students shall complete all the core courses (15 credits) and at least four elective courses (12 credits) for graduation within the normal study period.**

## **Core courses: (15 credits)**

1. Research Project in Innovation and Application for Creative Industries (6 credits)
2. AI Theories and Application for Creative Industries (3 credits)
3. Applications of Multimedia Technology (3 credits)
4. Research Method for Creative Industries (3 credits)

## **Elective courses: (12 credits) (Choose any four of the following courses)**

1. Application of Immersion Technology for Creative Industries (3 credits)
2. Business Model Innovation through Big Data (3 credits)
3. Future Context for Cultural Production (3 credits)
4. Innovative Motion Pictures Making(3 credits)
5. Innovative Tools for Art and Culture (3 credits)
6. Multi-channel Marketing Strategy for Infotainment Business (3 credits)
7. New Media Creative Entrepreneurship(3 credits)
8. Challenges and Opportunities in Digital Transformation (3 credits)
9. Critical Issues in Creative Entrepreneurship (3 credits)
10. Creative Economy and Cultural Ecosystems of the Greater China (3credits)
11. Risk Synthesis of Creative Industries (3 credits)



# Elite Collaboration Scheme

## MA-IACI

Our strategic partners in the creative industries will play an active role in offering work experience, research resource sharing and career opportunities to our students through our unique Elite Collaboration Scheme (ECS):

01

Features intensive workplace observation and experience across various domains of the creative industries.

02

Provides valuable practical experience and research insights for students

03

Helps students find a perfect congruence between theory and practice

04

Assists students develop their career path in the creative industries through the guidance of the industrial elites

