

2023-2024  
招生简章



一年全日制  
或  
二年兼读制

# 创意产业应用科技 文学硕士

MA in Innovative Application  
for Creative Industries





# 创意产业应用科技文学硕士

## MA in Innovative Application for Creative Industries

### 课程简介

创意产业应用科技文学硕士课程旨在为学生提供先进的跨媒体技术和丰富的学习经验，以应对香港及其他地区的学术研究和市场需求。

本课程旨在培养学生：

培养当今和未来创意产业的高管和企业家所需的创新能力；

培养学生的研究技能和对创意产业相关议题的跨学科洞察力；

为学生提供专业知识和先进技术的应用，以便他们能够在创意产业领域中提出和执行创新的解决方案；

为香港和大湾区的创意产业提供高专业水平和道德标准的毕业生，他们在规划和执行任务时具有承担和领导能力。

### 课程结构

课程采用学分制。

课程共修27个学分，分为核心科目(15个学分，为必修课)和选修科目(至少选修12个学分)。

课程提供三个大领域的科目，即(1)先进技术应用，(2)创意制作和创业，以及(3)创意产业研究。

### Programme Overview and Aims

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.

The Programme aims to nurture students to :

1. Develop students' innovative competence required for executives and entrepreneurs of the creative industries of today and the future;
2. Nurture students' research skills and cross-disciplinary discernment for issues relating to the creative industries;
3. Equip students with professional know-how and applications of advanced technology to increase their efficacy for innovative solutions in the realm of creative industries;
4. 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.

### Programme Structure

The Programme comprises 27 credits dividing into **core courses** (15 credits) and **elective courses** (12 credits). It offers courses in three areas, namely, (1) **Advanced technology application**, (2) **Creative production and entrepreneurship**, and (3) **Research for creative industries**.

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



#### A. 核心科目: (15 学分)

1. 创意产业应用科技研究项目 (6 学分)
2. 人工智能理论及应用 (3 学分)
3. 多媒体科技应用 (3 学分)
4. 创意产业研究方法 (3 学分)

#### B. 选修科目: (12 学分) (任选下列四个科目)

1. 沉浸技术应用 (3 学分)
2. 大数据创新商业模式 (3 学分)
3. 文化制作之未来语境 (3 学分)
4. 创新映画制作 (3 学分)
5. 艺术与文化创意技术 (3 学分)
6. 资讯娱乐产业之多媒体市场营销 (3 学分)
7. 新媒体创意企业 (3 学分)
8. 数码技术转型之挑战与机遇 (3 学分)
9. 创意产业之关键议题 (3 学分)
10. 大中华创意经济及文化生态 (3 学分)
11. 创意产业风险管理综论 (3 学分)

#### 授课语言

中文(包括普通话)，部分讲义及专门用语为英文，视乎个别的专修范畴作决定。

#### 课程修读模式

全日制：12 个月  
兼读制：24 个月

#### A. 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)

#### B. 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 (3 credits)
11. Risk Synthesis of Creative Industries (3 credits)

#### Medium of Instruction

Medium of Instruction is Chinese (Cantonese and Putonghua). English terminology will be introduced.

#### Mode of Study

Full-time : 12 Months (Normal)  
Part-time : 24 Months (Normal)



## 入學要求

1. 持有认可学士学位或同等学历。
2. 中国语文能力要求  
若从非中文授课的高等院校毕业，以下任何一项公开试必须达标：
  - i. 在香港中学文凭试中取得中国语文科第3级或以上成绩；或
  - ii. 汉语水平考试达第5级或以上成绩；或
  - iii. 国家语言文字工作委员会普通话水平测试二级乙等；或
  - iv. 其他中国语文能力证明及
3. 英国语文能力  
以下任何一项公开试必须达标：
  - i. 中华人民共和国全国大学英语六级考试(CET 6)或以上成绩；或
  - ii. 以英语为教学语言和/或考试语言的大学的学士学位；或
  - iii. 相当于(i)和(ii)的同等水平。

## 申請程序

申请人士可网上报名并上传以下文件副本至入学申请系统(面试时需缴验下列文件正本或经发出单位发出的核证副本)：  
最近护照相片一张；  
身份证 / 护照副本；  
成绩单正本或经院校注册处发出的核证副本。成绩单需以密封形式由发出院校直接邮寄至下列地址：

香港珠海学院入学组 (创意产业应用科技文学硕士课程)  
香港新界屯门青山公路青山湾段80号E102室

学历证明副本<sup>^</sup>；

<sup>^</sup>申请人如持有内地学历，需提交：

- 由相关院校发出的「学位证书」及「毕业证书」的核证副本；及
  - 由「学信网」或「学位网」发出最新的「教育部学历证书电子注册备案表」；
- 如有需要，学院会要求申请人提交由香港学术及职业资历评审局发出的「学历评估报告」；  
如持有学历并非以英语授课，申请人须提交英语能力证明副本(如适用)；  
合适的申请人须接受面试，有关安排会以电邮通知。

### 报名费：

每项课程报名费：本地生港币 300元，非本地生港币 600元；  
录取与否概不退还。有关缴费方法，可参阅财务处网页：  
[www.chuhai.edu.hk/tuition-application-and-other-fees](http://www.chuhai.edu.hk/tuition-application-and-other-fees)

### 2023/24 学年学费：

- 一年全日制课程 - 港币十三万五千元正，分二期缴交
- 二年兼读制课程(只适用于本地生) - 港币十三万五千元正，分四期缴交

本地生及非本地生学费相同，如延期毕业须另缴学分费用。  
此费用可能于日后调整，本校保留更改学费的权利而不作另行通知。  
已缴交的学费都不能退回或转让。

### 2023/24 学年秋季入学报名日期：

本地生：2022年12月22日至2023年6月30日  
非本地生：2022年12月22日至2023年4月30日

### 2023/24 学年春季入学报名日期：

本地生及非本地生：2023年8月1日至2023年10月13日

报名方法：<https://apply.chuhai.edu.hk>

更多资讯：  
<https://jcm.chuhai.edu.hk/ma-in-innovative-application-for-creative-industries>

## Admissions Requirements

An applicant who wishes to be admitted to this Programme shall have :

1. A recognized Bachelor's degree or an equivalent qualification; and
2. 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);
  - (iv) Bachelor's degree from a university or institution in which the medium of instruction and/or examination is Chinese; and
3. 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.

## Application Procedures

Applicants should upload the following documents to the Admissions System. Please bring along the original or a certified copy from the issuing authority of the following documents to your admissions interview for verification :

- One recent passport-size photo;
- Photocopy of Identity Card / Passport;
- An official transcript or a certified copy sent directly to the Admissions Unit in a sealed envelope by the issuing university to the following addr email.

Admissions Unit (Innovative Application for Creative Industries)

Hong Kong Chu Hai College,

E102, 80 Castle Peak Road, Castle Peak Bay, Tuen Mun, N.T. Hong Kong.

Applicants should upload the following documents to the Admissions System. Please bring along the original or a certified copy from the issuing authority of the following documents to your admissions interview for verification :

- One recent passport-size photo;
- Photocopy of Identity Card / Passport;
- An official transcript or a certified copy sent directly to the Admissions Unit in a sealed envelope by the issuing university to the following addr email.
- Photocopy Degree Certificates<sup>^</sup>;  
<sup>^</sup>Applicants with degrees from universities in Mainland China are required to provide :
  - a certified copy of Degree Certificate (學位證書) and Graduation Diploma (畢業證書) issued by a central unit (e.g. Registry or equivalent) of your home institution; and
  - the latest Online Verification Report of Higher Education Qualification Certificate (教育部學歷證書電子註冊備案表) issued by the CHESICC (學信網) or CDGDC (學位網);
- The College may request for an Assessment Report issued by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) on the level of qualification obtained, if necessary;
- Photocopy of English Proficiency Certificate for qualifications obtained from an institution of which the medium of instruction is not in English, if applicable;
- Two letters of recommendation;
- Proof of working experience, such as employers' letters, if applicable. Selected applicants will receive an interview invitation by email.

### Application Fee：

Non-refundable application fee of HK\$300 for local applicant or HK\$600 for non-local applicant for each programme.

For payment methods, please visit the Finance Office webpage for details:  
[www.chuhai.edu.hk/tuition-application-and-other-fees](http://www.chuhai.edu.hk/tuition-application-and-other-fees)

### Tuition Fee：

- One-year full-time : HK\$135,000 payable in two instalments
- Two-year part-time : HK\$135,000 payable in four instalments (local applicants only)

Tuition fees are the same for local students and non-local students. Students taking more than the minimum credits required for graduation will be charged on a per-credit basis.

The paid tuition fee cannot be refunded or transferable.

### Application Periods：

For Fall Intake, 2023/24 Academic Year:

Local applicants: 22 December 2022 to 30 June 2023

Non-local applicants: 22 December 2022 to 30 April 2023

For Spring Intake, 2023/24 Academic Year:

Local applicants and Non-local applicants: 01 August 2023 to 13 October 2023

How to Apply：<https://apply.chuhai.edu.hk>

Additional Information：  
<https://jcm.chuhai.edu.hk/ma-in-innovative-application-for-creative-industries>