



香港珠海學院

HONG KONG  
CHU HAI COLLEGE

2023-2024  
招生簡章



一年全日制  
或  
二年兼讀制

# 創意產業應用科技 文學碩士

MA in Innovative Application  
for Creative Industries



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# 創意產業應用科技文學碩士

## MA in Innovative Application for Creative Industries

### 課程簡介

創意產業應用科技文學碩士課程旨在為學生提供先進的跨媒體技術和豐富的學習經驗，以應對香港及其他地區的學術研究和市場需求。

#### 本課程旨在培養學生：

培養當今和未來創意產業的高管和企業家所需的創新能力；

培養學生的研究技能和對創意產業相關議題的跨學科洞察力；

為學生提供專業知識和先進技術的應用，以便他們能夠在創意產業領域中提出和執行創新的解決方案；

為香港和大灣區的創意產業提供高專業水平和道德標準的畢業生，他們在規劃和執行任務時具有承擔和領導能力。

### 課程結構

課程採用學分制。

課程共修27個學分，分為**核心科目**(15個學分，為必修課)和**選修科目**(至少選修12個學分)。

課程提供三個大領域的科目，即(1)先進技術應用，(2)創意製作和創業，以及(3)創意產業研究。

### 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 學分)

1. 創意產業應用科技研究項目 (6 學分)
2. 人工智能理論及應用 (3 學分)
3. 多媒體科技應用 (3 學分)
4. 創意產業研究方法 (3 學分)

#### B. 選修科目: (12 學分) (任選下列四個科目)

1. 沉浸技術應用 (3 學分)
2. 大數據創新商業模式 (3 學分)
3. 文化製作之未來語境 (3 學分)
4. 創新映畫製作 (3 學分)
5. 藝術與文化創意技術 (3 學分)
6. 資訊娛樂產業之多媒體市場營銷 (3 學分)
7. 新媒體創意企業 (3 學分)
8. 數碼技術轉型之挑戰與機遇 (3 學分)
9. 創意產業之關鍵議題 (3 學分)
10. 大中華創意經濟及文化生態 (3 學分)
11. 創意產業風險管理綜論 (3 學分)

#### 授課語言

中文(包括普通話)，部分講義及專門用語為英文，視乎個別  
的專修範疇作決定。

#### 課程修讀模式

全日制：12 個月  
兼讀制：24 個月

#### 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. 持有認可學士學位或同等學歷。
2. 中國語文能力要求  
若從非中文授課的高等院校畢業，以下任何一項公開試必須達標：
  - i. 在香港中學文憑試中取得中國語文科第3級或以上成績；或
  - ii. 漢語水平考試達第5級或以上成績；或
  - iii. 國家語言文字工作委員會普通話水平測試二級乙等；或
  - iv. 其他中國語文能力證明及
3. 英國語文能力  
以下任何一項公開試必須達標：
  - i. 中華人民共和國全國大學英語六級考試(CET 6)或以上成績；或
  - ii. 以英語為教學語言和/或考試語言的大學的學士學位；或
  - iii. 相當於(i)和(ii)的同等水平。

## 申請程序

申請人士可網上報名並上傳以下文件副本至入學申請系統(面試時需繳驗下列文件正本或經發出單位發出的核證副本)：  
最近護照相片一張；  
身份證 / 護照副本；  
成績單正本或經院校註冊處發出的核證副本。成績單需以密封形式由發出院校直接郵寄至下列地址：

**香港珠海學院入學組 (創意產業應用科技文學碩士課程)**  
**香港新界屯門青山公路青山灣段80號E102室**

學歷證明副本<sup>^</sup>；

<sup>^</sup>申請人如持有內地學歷，需提交：

- 由相關院校發出的「學位證書」及「畢業證書」的核證副本；及
- 由「學信網」或「學位網」發出最新的「教育部學歷證書電子註冊備案表」；  
如有需要，學院會要求申請人提交由香港學術及職業資歷評審局發出的「學歷評估報告」；  
如持有學歷並非以英語授課，申請人須提交英語能力證明副本(如適用)；  
合適的申請人須接受面試，有關安排會以電郵通知。

### 報名費：

每項課程報名費：本地生港幣 300元，非本地生港幣 600元；錄取與否概不退還。有關繳費方法，可參閱財務處網頁：  
[www.chuhai.edu.hk/tuition-application-and-other-fees](http://www.chuhai.edu.hk/tuition-application-and-other-fees)

### 2023/24學年學費：

- 一年全日制課程 - 港幣十三萬五千元正，分二期繳交
- 二年兼讀制課程(只適用於本地生) - 港幣十三萬五千元正，分四期繳交

本地生及非本地生學費相同，如延期畢業須另繳學分費用。  
此費用可能於日後調整，本校保留更改學費的權利而不作另行通知。  
已繳交的學費都不能退回或轉讓。

#### 2023/24 學年秋季入學報名日期：

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 學年春季入學報名日期：

本地生及非本地生：2023年8月1日至2023年10月13日

報名方法：<https://apply.chuhai.edu.hk>

更多資訊：  
<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 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 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>