Bachelor of Arts in Global Creative Industries

文學士(全球創意產業)

JS6274
[BA(GCIN)]

The BA in Global Creative Industries programme explores the interconnected worlds of commerce and culture through an interdisciplinary approach. It examines the fusion of arts and industry globally, encouraging students to assess the evolving roles of culture in today's society. The programme offers four pathways - Film and Media Communications, Gaming and Digital Humanities, Visual Arts, Heritage and Museum Studies, and Music and Performing Arts.

Students will study political, economic, and social influences on the creative industries through courses on media, art, museums, and gaming. All students will participate in supervised industry experiences, including internships and overseas field trips to Japan, South Korea, Europe, and China. Graduates will be in high demand across various industries, including film, design, tourism, marketing, and customer relations, with opportunities to expand their professional networks and gain global perspectives.

Curriculum Structure

Common Core Courses	36 Credits
Language Courses	12 Credits
Artificial Intelligence Literacy Courses	6 Credits
Major in Global Creative Industries	66 Credits
Industry Experience Courses	12 Credits
Free Electives	108 Credits
Total	240 Credits