

GLOBAL ENTERTAINMENT

Bachelor of Arts (Hons) in Business
Administration (Global Entertainment)

工商管理文學士（榮譽）（全球娛樂）

JS2930



Enquiries 查詢

3411 2105 bage_sca@hkbu.edu.hk

<https://transdisciplinary.hkbu.edu.hk/bage/>



Programme
Website
課程專頁



Instagram:
@hkbubage

Entertainment business covers a broad coverage of film, music, theatre, media, gaming, museum, arts and cultural events and performances. It has been rapidly developing in Hong Kong, the Mainland and across the globe in recent years. Technologies and new forms of monetization are also changing the viewer experience drastically. Global entertainment businesses need specialists who can perform a wide range of duties, support and champion the fast-evolving new forms of audience engagement and industry development.

This transdisciplinary programme is open to students from all academic backgrounds. Business-minded students who wish to pursue a career in the entertainment business and/or arts, cultural and creative industries should apply.

Curriculum Framework 課程概覽

The BA (Hons) in Business Administration (Global Entertainment) programme aims to nurture collaborative and impactful business leaders who are well-versed in both creative industries and entertainment business. It adopts a highly flexible structure and takes students through a series of transdisciplinary common core courses and knowledge specific common core courses in the first two years and allows students the flexibility and free options to explore the range of theory and research across the disciplines of arts and business in the senior years. Students will have an option to study elective courses related to content development, finance, marketing, administration, circulation, audience development, public engagement, education, curation and beyond.

近年，不單香港政府大力推動創意娛樂工業，產業在內地及全球亦迅速發展。由於科技正大幅改變觀眾體驗，未來娛樂市場需要不同範疇的專才，作出不同的商業營運決定，對應瞬息萬變的觀眾互動和產業發展。

本課程歡迎來自不同學術背景的學生報讀，尤其適合具商業思維並有意投身創意娛樂產業和藝術文化行業的學生。

工商管理文學士（榮譽）（全球娛樂）課程致力培育精通於創意及娛樂業務，兼具合作性和影響力的商業領袖。課程架構靈活，首兩個學年涵蓋一系列跨學科和特定知識的核心課程，同時給予同學選科的靈活度，在高年級可以跨越藝術及商業的範疇界限，探索不同理論和研究。同學可自由選修有關內容開發、金融、市場營銷、行政、發行、觀眾拓展、公眾參與、教育、策展等課程。

“Go-Beyond” - Programme Features 課程特色



Transdisciplinary Collaboration Studio
跨學科協助項目



Global Field Trip
海外考察



Industry Internship
企業實習



Company-based Project
企業專案研習



Industry Seminars
業界講座



Overseas Exchange Programme
海外交流計劃

Curriculum 課程架構



Career Prospects 就業前景

Graduates will develop transdisciplinary skills, creativity, intercultural awareness and entrepreneurial mindset that enable them to facilitate creative content creation and delivery and/or take up business positions in administration, marketing, distribution, project and event management for entertainment, arts, culture and creative industries. Their employers include entertainment businesses, creative industries, cultural venues, museums, exhibition spaces, performing venues, art groups, NGOs and the Government.

學生在學期間建立跨學科技能、創意、跨文化意識及創業頭腦，有助學生畢業後投身娛樂、藝術、文化和創意產業，擔任行政、市場營銷、發行、項目及活動統籌等工作。畢業生有機會受聘於娛樂事業機構、文化場地、博物館、展覽及表演場地、文化或政府機構等。

Admission Requirements 入學要求*

The programme will follow the general admission requirements. Candidates will be required to submit a portfolio and may be required to attend an interview. Applicants are expected to demonstrate interests and passion in the entertainment, arts, culture and creative industries. For details, please refer to the Programme Website.

申請人必須達到大學的基本入學要求，並需要遞交個人作品集，或需參加面試。學生需展現對娛樂、藝術、文化或創意產業的興趣和熱情。有關詳情，請瀏覽課程專頁。

* Special consideration / admission schemes are available:

* 院校提供特別考慮/入學計劃：



For JUPAS applicants
聯招申請人



For other applicants
其他申請人