



香港浸會大學
HONG KONG BAPTIST UNIVERSITY

Trans-
disciplinary
Programmes

JS2930

Bachelor of Arts (Hons) in
Business Administration

GLOBAL ENTERTAINMENT

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 including content development, licensing, finance, marketing, administration, circulation, audience development, public education and more importantly, who can support and champion the fast-evolving new forms of audience engagement.



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

Students will be given options to explore the range of theory and research across the disciplines of arts and business while mandating the completion of core units in creativity, cultural understanding, ethics, and communication. Students will collaborate on projects from the industries and undergo an array of experiential learning activities as such industry seminars and roundtable discussions. They will work on company-based projects to provide solutions to real-life problems in the creative and cultural industries under the supervision of renowned professors and experts in and outside Hong Kong. They will complete multiple learning experiences such as field trips and internships in the Mainland particularly the Greater Bay Area and overseas. By the time of graduation, students will have a strong portfolio documenting their achievements. There will be portfolio and project-based assessment based on constant problem solving. Skills such as teamwork and communication will also be cultivated and assessed.



Facilities



Students will study in the existing facilities of HKBU and the state-of-the-art facilities in the Jockey Club Campus of Creativity to be opened in 2023/24.

Career Prospects

Graduates of the programme 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. Graduates will be effective in running business operations, engaging the public audiences, enhancing customer services and front-stage experiences. Their employers include entertainment businesses, creative industries, cultural venues, museums, exhibition spaces, performing venues, art groups, NGOs and foundations, art traders, event organisers' and the Government.



Admission

The programme will follow the general admission requirements. Candidates will be required to submit a portfolio and may be required to attend an interview. The intake quota will be 15.