

ADMISSION BROCHURE

招生簡章 2025 - 2026



**MASTER OF ARTS
IN INNOVATIVE APPLICATION
FOR CREATIVE INDUSTRIES**

创意产业应用科技文学硕士

一年全日制 One-Year Full-Time



课程简介 Programme Overview

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。

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.

本课程旨在培养学生 The Programme aims to nurture students to:

1. 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;
 2. 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;
 3. 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;
 4. 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。
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.



授课语言 Medium of Instruction

中文(普通话辅以粤语),部分讲义及专门用语为英文,视乎个别的专修范畴作决定。

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



课程修读模式 Mode of Study

一年全日制课程

One-year full-time programmes



课程结构

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(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。学生必须在正常学习期间内完成所有核心课程(15 学分)和至少四门选修课程(12 学分)以获得毕业资格。

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	学分	Core courses	Credit
创意产业应用科技研究项目	6	Research Project in Innovation and Application for Creative Industries	6
人工智能理论及应用	3	AI Theories and Application for Creative Industries	3
多媒体科技应用	3	Applications of Multimedia Technology	3
创意产业研究方法	3	Research Method for Creative Industries	3
总计:4	总计:15	Total:4	Total:15

B. 选修科目 (任选下列四个科目)	学分	B. Elective courses (Choose any four of the following courses)	Credit
沉浸技术应用	3	Application of Immersion Technology for Creative Industries	3
大数据创新商业模式	3	Business Model Innovation through Big Data	3
文化制作之未来语境	3	Future Context for Cultural Production	3
创新映画制作	3	Innovative Motion Pictures Making	3
艺术与文化创意技术	3	Innovative Tools for Art and Culture	3
资讯娱乐产业 之多媒体市场营销	3	Multi-channel Marketing Strategy for Infotainment Business	3
新媒体创意企业	3	New Media Creative Entrepreneurship	3
数码技术转型之挑战与机遇	3	Challenges and Opportunities in Digital Transformation	3
创意产业之关键议题	3	Critical Issues in Creative Entrepreneurship	3
大中华创意经济 及文化生态	3	Creative Economy and Cultural Ecosystems of the Greater China	3
创意产业风险管理综论	3	Risk Synthesis of Creative Industries	3
总计:4	总计:12	Total:4	总计:12



入学要求 Entry Requirements

- 持有认可学士学位或同等学历。
- 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:
 - 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
 - 汉语水平考试达第5级或以上成绩; 或
 - 国家语言文字工作委员会普通话水平测试二级乙等; 或
 - 其他中国语文能力证明及
- 英国语文能力要求;
以下任何一项公开试必须达标:
 - 中华人民共和国之大学英语考试 CET-6 430分或以上成绩; 或
 - 以英语为教学语言和/或考试语言的大学的学士学位; 或
 - 相当于以上的同等水平。
- **A recognized Bachelor degree, or an equivalent qualification**
- **Proficiency/knowledge of the Chinese language at one of the following levels:**
 - Level 3 in Chinese Language of HKDSE;
 - Level 5 at Hanyu Shuiping Kaoshi (HSK) (漢語水平考試第五級);
 - 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); or
 - Bachelor's degree from a university or institution in which the medium of instruction and/or examination is Chinese; and
- **Proficiency/knowledge of the English language at one of the following levels:**
 - overall score of 430 in level 6 of the College English Test (CET);
 - Bachelor's degree from a university or institution in which the medium of instruction and/or examination is English; or
 - Level equivalent.



申請程序 Application Procedures

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)：

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:

1 最近護照相片一張 One recent passport-size photo

2 身份證／護照副本 Photocopy of Identity Card / Passport

**3 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：
An official transcript or a certified copy sent directly to the Admissions Unit in a sealed envelop by the issuing university to the following address :**

香港珠海學院入學組(創意產業應用科技文學碩士)
香港新界屯門青山公路青山灣段80號E102室
Admissions Unit [MA in Innovative Application for Creative Industries]
Hong Kong Chu Hai College,
E102, 80 Castle Peak Road, Castle Peak Bay, Tuen Mun, N.T., Hong Kong

4 學歷證明副本 Photocopy of Degree Certificates

• **申請人如持有內地學歷, 需提交:**

Applicants with degrees from universities in Mainland China are required to provide :

- 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」;
- 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).

• **申請人如持有外國學歷, 需提交:**

Applicants with degrees from overseas universities are required to provide:

- 由相關院校發出的「畢業證書」的核證副本; 及
- 由中國教育部留學服務中心發出的國外學歷學位認證書
- a certified copy of Graduation Diploma (畢業證書) issued by a central unit (e.g. Registry or equivalent) of your home institution; and
- Overseas Credential Evaluation Reports (國外學歷學位認證書) issued by the Chinese Service Center for Scholarly Exchange (教育部留學服務中心);

5 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

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.

合適的申請人須接受面試, 有關面試日期及時間之安排會以電郵方式通知。

Selected applicants will receive an interview invitation by email.

报名费 Application Fee

本地生港币\$300或非本地生港币\$600, 录取与否概不退还。
凡透过电子付款途径产生的银行手续费将由支付者承担。
有关缴费方法, 可参阅财务处网页。

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

For payment methods, please visit the Finance Office webpage.

Bank transaction fees incurred through electronic payment channels will be borne by the payer.

2025/26 学年度学费 Tuition Fee for 2025/26AY

一年全日制课程
One-years full-time programme

港币十六万五千元正, 分二期缴交。
HK\$165,000 payable in two installments.

本地生及非本地生学费相同, 如延期毕业则须另缴学分费用。

凡透过电子付款途径产生的银行手续费将由支付者承担。已缴交之费用不设退款机制 (付款方式详情请参阅财务处网页)。

Bank transaction fees incurred through electronic payment channels will be borne by the payer. The paid tuition fee cannot be refund or transferable. For payment methods, please visit the Finance Office webpage.

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.

报名日期 Application Date

2025/26 学年秋季入学 :

[本地生及非本地生]

第一轮 :2024年11月1日至2025年1月24日

第二轮 :2025年2月10日至2025年4月30日(额满即止)

For Fall Intake, 2025/26 Academic Year:

[Local applicants and Non-local applicants]

First Round: 1 November 2024 to 24 January 2025

Second Round: 10 February 2025 to 30 April 2025 (The admission will be closed when the enrolment is full)



报名查询 Application Enquiries:

**香港珠海学院入学组
Admissions Unit**

电话 Tel: 2972 7200

电邮 Email: chmaiaci@chuhai.edu.hk



**报名方法
How to Apply**



**更多资讯
Additional Information**