

2027-2028 : ADMISSION BROCHURE  
招 生 简 章



# 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

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具有卓越的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。
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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

Medium of Instruction is Chinese

### 课程修读模式

#### MODE OF STUDY

一年全日制

One-year full-time Programme



## 课程结构 PROGRAMME STRUCTURE

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

| B. 选修科目 (可选择以下四门课程)<br>B. Elective courses (Choose any four of the following courses) |                                                               | 学分 Credit |
|---------------------------------------------------------------------------------------|---------------------------------------------------------------|-----------|
| 沉浸技术应用                                                                                | Application of Immersion Technology for Creative Industries   | 3         |
| 大数据创新商业模式                                                                             | Business Model Innovation through Big Data                    | 3         |
| 文化制作之未来语境                                                                             | Future Context for Cultural Production                        | 3         |
| 创新映画制作                                                                                | Innovative Motion Pictures Making                             | 3         |
| 艺术与文化创意技术                                                                             | Innovative Tools for Art and Culture                          | 3         |
| 资讯娱乐产业之多媒体市场营销                                                                        | Multi-channel Marketing Strategy for Infotainment Business    | 3         |
| 新媒体创意企业                                                                               | New Media Creative Entrepreneurship                           | 3         |
| 数码技术转型之挑战与机遇                                                                          | Challenges and Opportunities in Digital Transformation        | 3         |
| 创意产业之关键议题                                                                             | Critical Issues in Creative Entrepreneurship                  | 3         |
| 大中华创意经济及文化生态                                                                          | Creative Economy and Cultural Ecosystems of the Greater China | 3         |
| 创意产业风险管理综论                                                                            | Risk Synthesis of Creative Industries                         | 3         |
| 总计:4                                                                                  | Total:4                                                       | Total:12  |

- 持有认可学士学位或同等学历。  
A recognized Bachelor degree, or an equivalent qualification
- 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:  
Proficiency/knowledge of the Chinese language at one of the following levels:
  - 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
  - Level 3 in Chinese Language of HKDSE;
  - Level 5 at Hanyu Shuiping Kaoshi (HSK);
  - Level 2-B at Putonghua Shuiping Ceshi (PSC), State Language Affairs Commission ; or
  - Bachelor' s degree from a university or institution in which the medium of instruction and/or examination is Chinese; and

\*我们鼓励申请人在报读本课程前, 仔细考虑自己的资格背景。我们建议报读人士拥有相关专业的本科学位或在相关领域的丰富工作经验, 因为本课程要求严格, 需要扎实的基础知识。满足这些先决条件, 将有助于确保您为成功学习做好充分准备。

\*We encourage prospective students to carefully consider their qualifications before applying. A cognate undergraduate degree or significant work experience in the relevant field is strongly recommended, as this Programme is rigorous and demands a solid foundational understanding. Meeting these prerequisites will help ensure you are well prepared for success.



申请人士可于网上报名, 并上传以下文件副本至入学申请系统  
(面试时需缴验下列文件正本或经相关单位发出的核证副本):

**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

最近护照相片一张 One recent passport-size photo

2

身份证／护照副本 Photocopy of Identity Card / Passport

3

成绩单正本或经院校注册处发出的核证副本。成绩单需以密封形式由发出院校直接邮寄至下列地址：  
**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 :**

香港珠海学院入学组 (创意产业应用科技文学硕士)

香港新界屯门青山公路青山湾段80号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

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学历证明副本 Photocopy of Degree Certificates

申请人如持有内地学历, 需提交:

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

- 由相关院校发出的「学位证书」及「毕业证书」的核证副本; 及
- 由「学信网」或「学位网」发出最新的「教育部学历证书电子注册备案表」;
- a certified copy of Degree Certificate (学位证书) and Graduation Diploma (毕业证书) 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 (教育部学历证书电子注册备案表) issued by the CHESICC (学信网) or CDGDC (学位网).

申请人如持有外国学历, 需提交:

Applicants with degrees from overseas universities are required to provide:

- 由相关院校发出的「毕业证书」的核证副本; 及
- 由中国教育部留学服务中心发出的国外学历学位认证书
- a certified copy of Graduation Diploma (毕业证书) issued by a central unit (e.g. Registry or equivalent) of your home institution; and
- Overseas Credential Evaluation Reports (国外学历学位认证书) issued by the Chinese Service Center for Scholarly Exchange (教育部留学服务中心);

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如有需要, 学院会要求申请人提交由香港学术及职业资历评审局发出的学历评估报告

**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.**

合适的申请人须接受面试, 有关面试日期及时间之安排会以电邮方式通知。

**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.



## 学费

TUITION FEE

### 一年全日制课程

One-year full-time programme

港币 \$165,000元, 分两期缴交

HK\$165,000 per year for 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 Periods

#### 秋季入学

2027/2028 学年

[ 本地生及非本地生 ]

2026年10月12日至2027年4月30日(额满即止)

#### For Fall Intake

2027/2028 Academic Year

[ Local applicants and Non-local applicants ]

12 October 2026 to 30 April 2027

(The admission will be closed when the enrollment is full)

报名查询  
Application Enquiries

香港珠海学院入学组  
Admissions Unit

电话 Tel : (852) 2972 7200

电邮 Email : chmaiaci@chuhai.edu.hk



报名方法  
How to Apply



更多资讯  
Additional Information