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1. **The Department of Media and Communication**

Housed in the landmark Run Run Shaw Creative Media Centre, the Department offers innovative academic programmes that emphasize media convergence. Unlike traditional curricula that segregate different modes of mass communication, we aim to train professional communicators capable of working in an environment of media convergence and information integration—an environment that spans across journalism, broadcasting and TV, advertising and public relations, as well as new media. To that end, we emphasize the integral infusion of new technologies, media skills, communication theories, and creativity in our education.

The Department's teaching and research activities are supported with a state-of-the-art integrated and inter-compatible digital multimedia platform. It has invested more than $30 million into infrastructural facilities that range from digital TV shooting/ editing studios, 3-D Virtual TV/ audio recording/ advertising shooting/ designing studios, to new media and eye tracking labs. We run a high-definition CityTV system, publish iCOM-Magazine, and operate iCOM Radio. Most BA and MA students have participated in internship, study tour, or overseas exchange programmes.

The programmes are taught by a strong team of scholars and educators, who have had extensive professional and research experience in many areas related to media and communication. The Center for Communication Research galvanizes faculty research across disciplines. Ph.D. students are research-productive; many of them have won international recognition.

The Department offers the following programmes:

• **BA (Hons) in Media and Communication**

• **BA (Hons) in Digital Television and Broadcasting**

• **MA in Communication and New Media**

• **MA in Integrated Marketing Communication**

• **PhD**

2. The Staff

Academic Staff

Name/Qualification/Expertise	Tel No.	E-mail (…@cityu.edu.hk)
Head/ Chair Professor **Servaes, Jan** BA, MA, PhD (Katholieke Universiteit Leuven, Belgium) *(International and Development Communication, Globalization and Cultural Identity, Sustainability, Participation and Culture, Knowledge Societies and Online Activism, ICT & Media Policies, Intercultural Communication and Language, Participation and Social Change, Human Rights and Conflict Management)*	3442 8622	jservaes
Associate Head/Associate Professor **He, Joe** BA equivalent (Beijing Broadcasting Institute), MA (Chinese Academy of Social Sciences), PhD (Indiana, US) *(New Media Theories and Issues, On-line Journalism, Communication Theories, Media and Society, International Communication, Communication Patterns in Chinese Society)*	3442 8217	joe.he
Chair Professor/ ***Director of Center for Communication Research*** **Lee, Chin Chuan** BA (National Chengchi, Taiwan), MA (Hawaii, US), PhD (Michigan, US) *(Global Communication, Political Economy of the Media, Media Sociology, Media and Social Change, Social Theories and Media Studies)*	3442 8736	chinchuan.lee
Professors **Chang, Tsan Kuo** BA (National Kaohsiung Normal, Taiwan), MA (National Chengchi, Taiwan), PhD (Texas-Austin, US) *(Sociology of News, Media and Globalization, Cyberspace and International Communication, Comparative Research, Mass Media and Foreign Policy)*	3442 8730	tkchang
Zhu, Jonathan J H BA & MA (Fudan), PhD (Indiana, US) *(Structure, Diffusion, Use and Effect of New Media, Network Analysis of Online Communications, Web Mining, e-Social Science, Quantitative Research Methodology, Statistical Analysis, Social Computing)*	3442 7186	j.zhu
Adjunct Professor **Zhou, Bing** BA (Communication University of China), PhD (Nankai)	–	–
Associate Professors **Chia, Stella C Y** BA (National Chengchi, Taiwan), MA& PhD (Wisconsin-Madison, US) *(Media Effects, Public Opinion, Adolescent Behavior, New Technology)*	3442 8627	cychia
Li, Xigen Diploma (Fudan), MA (Chinese Academy of Social Sciences), PhD (Michigan State, US) *(Media Use and Communication Behavior on the Internet, Media Effects in the Digital Age, Social Influence on Media Content)*	3442 8602	lixigen

Lin, Wan-Ying
BA (NTU, Taiwan), MA (National Chengchi, Taiwan), MPP (Duke), MA &
PhD (University of Southern California, US)
*(New Media and Youth, Internet Campaigns, Media Effects, Social and
Economic Implications of Technologies, Transnationalism and Migration,
Media and Globalization, Health Communication)*

3442 8868   wanying

Skoric, Marko M
BSc (University College London, UK), PhD (University of Michigan, US)
*(New Media and Social Change, Political Participation and Civic
Engagement, New Technologies and Policy, IT & Innovation)*

3442 8990   mskoric

Yao, Mike Z Y
BA, MA, PhD (California, Santa Barbara, US)
*(Media Psychology, Communication Law and Policy, Internet Privacy and
Security, Quantitative Research Methods)*

3442 8611   mike.yao

Assistant Professors
Jiang, Crystal L
BA (Peking), MPhil (HKBU), PhD (Cornell, US)
*(Psychological and Interpersonal Processes in Social Media,
Health Communication, Quantitative Research Methods)*

3442 9332   crystal.jiang

Liang, Limin
BA & MA (Beijing Foreign Studies), PhD (Northwestern, US)
*(Sociological and Cultural Studies of Journalism, International
Broadcasting and Public Diplomacy, Production of Culture, Organizational
Studies of New Media Technologies, Sports Media and Culture)*

3442 9331   limliang

Lin, Fen
BA (Peking), PhD (Chicago, US)
*(Media Sociology, State-media Dynamics, Social Movements, Social
Change and Mass Media, Professionalization and International
Communication)*

3442 8691   fenlin

Shen, Fei
BA (Tongji), MA (HKBU), PhD (Ohio State, US)
*(Political Communication, Public Opinion, Quantitative Methodology, Data
Mining, New Media and Social Transformation, Sociology of News, Social
Movements)*

3442 5965   feishen

Senior Teaching Fellow
Kwan, Peter W
Dip (HKBU), MA (HKBU)
*(TV News Production & Anchoring, TV News Practicum, Radio News
Production, Broadcast Advertising)*

3442 5966   pwkwan

Instructors
Chan, Sunny S L
BA (Texas-Austin, US), MBA & MMgt (Macquarie, Australia), MSocSc
(South Australia), MA (CityU), MEd (CUHK)
*(Internet Communication, Integrated Marketing Communication,
Introduction to Advertising, e-Marketing, Crisis Communication, Integrated
Strategic Communication, Advertising Production Design, Fundamental of
Marketing)*

3442 5771   singchan

Ma, Wang Wai
PGD, MA (CityU), PGD, MSc (HKBU)
(News Reporting, News Writing, News Editing, Media and Society, Media Relationship, Media and Governance, Corporate Governance, Investor Relationship)

3442 7655   wangwai

Yeung, Sonia K Y
BSSc (HKBU), MA (Essex), PCEd (HKU)
(Writing for the Media, Fundamentals of Persuasive Communication, Crisis Communication, Introduction to Public Relations, Communication Management)

3442 8651   sonia.yeung

Senior Research Associates
Li, Yuhong
BA (Jilin Normal University), MA (Hiroshima University, Japan), MPA (Columbia, US)
(Writing for the Media)

3442 5774   yuhongli

Man, Charles C W
BA, MPhil (CityU), PhD (HKUST)

3442 6129   ccrman

Administrative Staff
Supervisory Executive Officer
Leung, Kitty Y F
BBus (Monash), MA (CityU)

3442 8860   kitty.leung

Executive Officers
Cheung, Cheryl C Y
BA (CityU), MA (CUHK)

3442 6368   cher.cheung

Leung, Phoebe S
BSc, MA (HKUST)

3442 8674   psmleung

Clerical Officers
Cheng, Du
BA (Waikato) , MA (CUHK)

3442 4459   ducheng

Ho, Jessica H Y

3442 8680   jessica.ho

Lam, Heidi C T

3442 8895   heidi.lam

Poon, Connie O L
BBAM (De Montfort)

3442 8692   mcpoon

Assistant Computer Officers
Chan, Vicky Y F
BSc (CityU), MSc (HKU)

3442 5775   ychan2

Lau, Lawrence K C
BSc (CityU), MSc (PolyU)

3442 8866   l.l

Technicians
Audio-Visual Assistants
Ma, Lu
BA (Communication University of China), MA (CityU)

3442 5969   luma23

Sun, Haosen
BA (Tianjin University of China), MA (CityU)

3442 9244   haosensun3

3. **Bachelor of Arts (Hons) in Media and Communication (BAMDCM)**
   媒體與傳播榮譽文學士

This major is designed to bring about a convergence in traditionally diverse modes of mass communication (journalism, television/radio, advertising, public relations and new media) and to equip students to work in a multimedia environment for a wide range of professional careers in both private and public sectors, such as the media, corporate communication and civil service.

3.1 Aims of Major

- equip students with current knowledge of theories and practices of media and communication from an interdisciplinary perspective;
- develop students' critical and creative abilities in discovering understanding the processes and structure of media and communication and their everyday life;
- able to apply relevant theories and appropriate methods to analyze the interplay between media and society in various contexts and at different levels;
- train students to be well-rounded professional communicators in verbal, written and visual skills in both English and Chinese.

3.2 Intended Learning Outcomes of Major (MILOs)

Upon successful completion of this programme, students should be able to:

1. command verbal, written and visual skills and knowledge in English and Chinese to design and implement effective communication tasks in such professional fields as journalism, publishing, advertising, public relations, and new media;
2. explore, through real-world experience, the changing media and communication infrastructure and resources in the digital information age;
3. discover relevant body of knowledge and research involving the interplay among media, communication and society;
4. demonstrate the ability and knowledge to identify the issues and problems concerning the form and content of communication in the global society;
5. apply appropriate theories and research methods to conceive, analyze and evaluate solutions to practical communication problems in various public and private sectors;
6. conduct original research related to media and society in the domestic and international contexts.

3.3 BAMDCM Programme Committee

Major Leader and Chair	Professor Chang, Tsan Kuo (Email: tkchang@cityu.edu.hk, Office Tel.: 3442 8730)
Ex-officio Member	Professor Servaes, Jan
Members:	Dr He, Joe
	Dr Lin, Fen
	Dr Shen, Fei
	Student representatives, one or two from each cohort

Degree Requirement

Category	Normative 4-year Degree	Advanced Standing I (ASI)	Advanced Standing II (ASII)
Gateway Education			
- Distributional Requirements	21	6	3
- English	6	6	3 (Discipline-specific English)
- Chinese Civilisation	3	3	Not compulsory requirement
College-specified Courses	Nil	6	6
College Requirements	15	9	Fully exempted
Major Core Courses	27	27	27
Major Electives	27	27	27
Minor (optional)	15-18	15-18	15-18
Free Electives	*Reminder to fulfill the credit requirement for graduation, if necessary*		
Total no. of credit units			
Minimum	**120**	**90**	**66**
Maximum	**144**	**114**	**84**

A) Gateway Education

a) Distributional Requirements (For 4-year degree: minimum 3 credit units from each area; for ASI: choose 2 courses from the 3 areas below; for ASII: choose 1 course from the 3 areas below).

Area 1: Arts and Humanities
Area 2: Study of Societies, Social and Business Organizations
Area 3: Science and Technology
For details of the GE courses, please visit http://www6.cityu.edu.hk/ge_info/course_search_bas.aspx

b) English
GE English (1): GE 1401 University English
GE English (2): Discipline-specific English
For details of the GE English courses, please visit http://www.english.cityu.edu.hk/GE

Note: Students whose entry qualification in English falls below Level 4 in HKDSE English Language OR Grade D in HKALE AS-level Use of English are required to take 6-credit units of English for Academic Purposes (EAP) courses before enrolling in GE English. The credits earned from the EAP courses will not be counted towards cumulative grade point average (CGPA).

c) Chinese Civilisation
GE1501 Chinese Civilisation – History and Philosophy
For details of the course on Chinese Civilisation – History and Philosophy, please visit http://www.cityu.edu.hk/ug/201415/course/GE1501.htm

B) College-specified Courses

Students entering the four-year degree with Advanced Standing I & II from 2014/15 onwards are required to take two courses (total 6 credit units) of College-specified courses. Students can select one course from each of the two Categories in any semester. For details of the College-specified courses, please visit: http://www.cityu.edu.hk/ug/201415/Major/BA_MDCM-2.htm

C) College Requirements for Advanced Standing I and Transfer-in Students

Students entering the four-year degree with Advanced Standing I and students who are transferred from another College/School to CLASS from 2014/15 onwards are required to take three courses (total 9 credit units) from a list of courses approved by the College Board for fulfilment of the College Requirement. <u>The courses chosen to fulfil the College Requirement must be offered outside the students' home departments.</u>

For details of the list of courses for fulfillment of College Requirement for Advanced Standing I and Transfer-in students, please visit
http://www.cityu.edu.hk/ug/201415/catalogue/catalogue_UC.htm?page=B/col-sch_CLASS.htm

D) Major Requirement

Major Core Courses (27 Credits)

Course Code	Course Title	Level	Credits
COM2103	Communication Research Methods	B2	3
COM2105	Visual Communication	B2	3
COM2118	Media and Society	B2	3
COM2202	Writing for the Media	B2	3
COM2301	Video Production for Mass Communication	B2	3
COM2509	Interactive Digital Communication	B2	3
COM3115	Communication Law and Ethics	B3	3
COM3119	International Communication	B3	3
COM4604	Communication Practicum @	B4	3

Major Electives (27 Credits)

Part A: Choose two courses (6 credit units) from the following electives

Course Code	Course Title	Level	Credits
COM2501	Internet Communication	B2	3
COM3107	Fundamentals of Persuasive Communication	B3	3
COM3109	Media and Communication in Chinese Contexts	B3	3
COM3117	Media, Communication and Public Opinion	B3	3
COM4602	Topical Studies in Communication	B4	3
COM4603	Professional Communication Internship	B4	3

Part B: Choose seven courses (21 credit units) from the following electives

Three courses (9 credit units) must be writing related (COM2201, COM2502, COM3203, COM3412, COM3413, COM4204, COM4205, COM4208, COM4306).

At least two courses (6 credit units) must be chosen from each of the two streams. Two courses selected from the COM "Other Electives" can be taken in lieu of the stream requirements.

The same course can be used to satisfy both the writing and stream requirements.

Multimedia Journalism/Publishing Stream

Course Code	Course Title	Level	Credits
COM2201	News Writing and Reporting #	B2	3
COM2302	Video Editing for Mass Communication	B2	3
COM2502	Multimedia Authoring #	B2	3
COM3203	Digital Journalism #	B3	3
COM3209	Digital Photojournalism	B3	3
COM3412	Advertising Production Design #	B3	3
COM3413	Writing for Public Relations #	B3	3
COM4204	News Feature Writing #	B4	3

COM4205	Advanced News Reporting #	B4	3
COM4208	Magazine Writing and Production #	B4	3
COM4210	Cross-Platform Publication Design and Layout	B4	3
COM4306	Television News Reporting #	B4	3
COM4511	Social Media and Communication	B4	3

Strategic Communication Stream

Course Code	Course Title	Level	Credits
COM2401	Fundamentals of Advertising	B2	3
COM2402	Principles of Public Relations	B2	3
COM3404	Event Planning and Management	B3	3
COM3406	Strategic Media Planning	B3	3
COM3408	Integrated Strategic Communication	B3	3
COM3411	Interactive Advertising	B3	3
COM3505	Internet Communication Management	B3	3
COM3510	Digital e-Marketing Communication	B3	3
COM4114	Crisis Communication	B4	3
COM4207	Campaign Planning and Management	B4	3
COM4414	Broadcast Advertising	B4	3
COM4506	Multimedia Campaign	B4	3

Part C: Other Electives

Course Code	Course Title	Level	Credits
COM2116	Audience Analysis and Media Strategies	B2	3
COM2405	Communication and Marketing	B2	3
COM3410	Consumer Behavior Analysis	B3	3
COM4305	Current Affairs Documentary Production	B4	3
COM4307	Television News Production and Anchoring	B4	3
COM4308	Television News Practicum	B4	3
COM4309	Radio News Production	B4	3
AIS4025	Globalization and Socio-Cultural Changes	B4	3
CAH3165	Chinese for Advertising	B3	3
CAH3167	Chinese for Mass Media	B3	3
CB2601	Marketing	B2	3
CLA3100	Summer Professional Internship I	B3	3
MKT3603	Consumer Behaviour	B3	3
POL3306	Organizational Behaviour for Public Management	B3	3
POL3313	Governance in Asia	B3	3
SS2023	Basic Psychology I	B2	3

Notes:

Writing related course

@ Students can use COM4603 in lieu of COM4604

Table 1

Major in Media and Communication
Recommended Study Plan – Normative 4-year Degree

Students are suggested to undertake 5-6 courses in each semester without intermission in order to fulfill the study requirements within the normal period of registration. Students are advised to follow the below progression pattern of study. The offering of elective subjects depends on sufficient enrolment.

Year of Study	Semester A	Semester B
Year 1	GE1401 University English CLA1001 Fundamentals of University Learning Two College Courses (CLA1201/1301/1401) and (CLA 1101/1501/1601) GE Distributional Area Requirement #1	One Discipline-specific English (www.english.cityu.edu.hk/GE/) Two College Courses (CLA1201/1301/1401) and (CLA 1101/1501/1601) GE Distributional Area Requirement #2 GE Distributional Area Requirement #3
Year 2	Major Core Courses - COM2202 Writing for the Media - COM2105 Visual Communication Major Electives #1 & #2 GE Distributional Area Requirement #4	Major Core Courses - COM2103 Communication Research Methods - COM2509 Interactive Digital Communication Major Electives #3 & #4 GE Distributional Area Requirement #5
Year 3	Major Core Courses - COM2118 Media and Society - COM2301 Video Production for Mass Communication Major Electives #5 & #6 GE1501 Chinese Civilization- History and Philosophy	Major Core Courses - COM3115 Communication Law and Ethics - COM3119 International Communication Major Electives #7 & #8 GE Distributional Area Requirement #6
Year 4	Major Core Course - COM4604 Communication Practicum GE Distributional Area Requirement #7 Major Elective #9 Free Electives #1 & #2	Free Electives #3, #4, #5, #6 & #7

Notes:

1. Student admitted on Normative 4-year Degree is required to complete at least **120 credits** in order to graduate. Please refer to the CLASS's website for major curriculum and elective requirement, http://eportal.cityu.edu.hk/bbcswebdav/institution/APPL/Major/20132014/BA_MDCM.htm

2. Students may apply for enrolling in COM4603 Professional Communication Internship during the summer semester prior to their final year.

3. The Department reserves the right to make changes on the above progression pattern.

Table 2

Major in Media and Communication
Recommended Study Plan – Advanced Standing I

Students are suggested to undertake 5-6 courses in each semester without intermission in order to fulfill the study requirements within the normal period of registration. Students are advised to follow the below progression pattern of study. The offering of elective subjects depends on sufficient enrolment.

Year of Study	Semester A	Semester B
Year 2	Major Core Courses - COM2202 Writing for the Media - COM2105 Visual Communication College-specified Course #1 College Requirement #1 GE English #1	Major Core Courses - COM2103 Communication Research Methods - COM2509 Interactive Digital Communication College-specified Course #2 GE English #2 Major Elective #1
Year 3	Major Core Courses - COM2118 Media and Society - COM2301 Video Production for Mass Communication Major Electives #2 & #3 GE1501 Chinese Civilization- History and Philosophy	Major Core Courses - COM3115 Communication Law and Ethics - COM3119 International Communication Major Electives #4 & #5 College Requirement #2
Year 4	Major Core Course - COM4604 Communication Practicum Major Electives #6 & #7 College Requirement #3 GE Distributional Area Requirement #1	Major Electives #8 & #9 GE Distributional Area Requirement #2 Free Electives #1 & #2

Notes:

1. Student admitted on Advanced Standing I is required to complete at least **90 credits** in order to graduate.

   Please refer to the ARRO's website for major curriculum and elective requirement, http://www.cityu.edu.hk/ug/201415/Major/BA_MDCM-2.htm

2. Students may apply for enrolling in COM4603 Professional Communication Internship during the summer semester prior to their final year.

3. The Department reserves the right to make changes on the above progression pattern.

Table 3

Major in Media and Communication
Recommended Study Plan – Advanced Standing II

Students are suggested to undertake 5-6 courses in each semester without intermission in order to fulfill the study requirements within the normal period of registration. Students are advised to follow the below progression pattern of study. The offering of elective subjects depends on sufficient enrolment.

Year of Study	Semester A	Semester B
Year 3	Major Core Courses - COM2202 Writing for the Media - COM2105 Visual Communication GE English #2 Major Elective #1 College-specified Course #1	Major Core Courses - COM2103 Communication Research Methods - COM2509 Interactive Digital Communication Major Electives #2, #3 & #4 College-specified Course #2
Year 4	Major Core Courses - COM2118 Media and Society - COM2301 Video Production for Mass Communication - COM4604 Communication Practicum Major Electives #5, #6 & #7	Major Core Courses - COM3115 Communication Law and Ethics - COM3119 International Communication Major Electives #8 & #9 GE Distributional Area Requirement #1

Notes:

1. Student admitted on Advanced Standing II is required to complete at least **66 credits** in order to graduate.

    Please refer to the ARRO's website for major curriculum and elective requirement,
    http://www.cityu.edu.hk/ug/201415/Major/BA_MDCM-3.htm

2. Students may apply for enrolling in COM4603 Professional Communication Internship during the summer semester prior to their final year.

3. The Department reserves the right to make changes on the above progression pattern.

4. Bachelor of Arts (Hons) in Digital Television and Broadcasting (BATVB)
數碼電視與廣播榮譽文學士

4.1 Aims of Major

The major aims to train students to be professionals in the digital television and broadcasting industry. It puts students on the forefront of broadcasting technology and enables them to learn a broad range of digital media skills, concepts, content, forms, trends and terminologies. It develops and extends students' creative potential and nurtures their entrepreneurial expertise in such a way that encourages them to explore, discover and present unique peculiarities of social realities. It prepares graduates to take up the artistic, innovative, technological and management role in the ever changing media sector such as television and broadcasting carried through various channels, such as terrestrial airwaves, satellite, cable, CCTV, the Internet, and mobile platforms.

4.2 Intended Learning Outcomes of Major (MILOs)

Upon successful completion of this programme, students should be able to:

1. explain and describe digital television and broadcasting attributes, characteristics, trends and cultural aspects;

2. collaborate in a multi-disciplinary team to perform effective programming, design and production for digital television and broadcasting;

3. create new ideas and solutions to live studio and field digital broadcasting production that discovers and presents unique peculiarities of social realities;

4. adopt and exploit emerging IT and digital broadcasting technologies, and engage in life-long learning;

5. communicate effectively, deliver and perform critical analysis of programming and content for various digital television and broadcasting applications;

6. apply mass communication theories and principles for digital televisions and broadcasting in such a way that new discoveries in both content and forms are incorporated;

7. reflect on the legal, ethical and social responsibilities of a digital television and broadcasting professional in a global society;

8. describe and analyze business and entrepreneurial aspects for digital televisions and broadcasting applications;

9. effectively use digital television and broadcasting in marketing, communication and advertisement;

10. apply specialized knowledge in selected area(s) of digital television and broadcasting that demonstrate new discoveries in both content and presentation.

4.3 BATVB Programme Committee

Major Leader and Chair	Mr Peter, Kwan (Email: pwkwan@cityu.edu.hk, Office Tel.: 3442 5966)
Ex-officio Member	Professor Servaes, Jan
Members:	Dr He, Joe Dr Liang, Limin Dr Yao, Mike
	Student representatives, one or two from each cohort

Degree Requirement

Category	Normative 4-year Degree	Advanced Standing I (ASI)	Advanced Standing II (ASII)
Gateway Education			
- Distributional Requirements	21	6	3
- English	6	6	3 (Discipline-specific English)
- Chinese Civilisation	3	3	Not compulsory requirement
College-specified Courses	Nil	6	6
College Requirements	15	9	Fully exempted
Major Core Courses	42	42	42
Major Electives	12	12	12
Minor (optional)	15-18	15-18	15-18
Free Electives	*Reminder to fulfill the credit requirement for graduation, if necessary*		
Total no. of credit units			
Minimum	**120**	**90**	**66**
Maximum	**144**	**114**	**84**

A) Gateway Education

   a) Distributional Requirements (For 4-year degree: minimum 3 credit units from each area; for ASI: choose 2 courses from the 3 areas below; for ASII: choose 1 course from the 3 areas below).
   Area 1: Arts and Humanities
   Area 2: Study of Societies, Social and Business Organizations
   Area 3: Science and Technology
   For details of the GE courses, please visit http://www6.cityu.edu.hk/ge_info/course_search_bas.aspx

   b) English
   GE English (1): GE 1401 University English
   GE English (2): Discipline-specific English
   For details of the GE English courses, please visit http://www.english.cityu.edu.hk/GE

   Note: Students whose entry qualification in English falls below Level 4 in HKDSE English Language OR Grade D in HKALE AS-level Use of English are required to take 6-credit units of English for Academic Purposes (EAP) courses before enrolling in GE English. The credits earned from the EAP courses will not be counted towards cumulative grade point average (CGPA).

   c) Chinese Civilisation
   GE1501 Chinese Civilisation – History and Philosophy
   For details of the course on Chinese Civilisation – History and Philosophy, please visit http://www.cityu.edu.hk/ug/201415/course/GE1501.htm

B) College-specified Courses

   Students entering the four-year degree with Advanced Standing I & II from 2014/15 onwards are required to take two courses (total 6 credit units) of College-specified courses. Students can select one course from each of the two Categories in any semester. For details of the College-specified courses, please visit: http://www.cityu.edu.hk/ug/201415/Major/BA_TVB-2.htm

C) College Requirements for Advanced Standing I and Transfer-in Students

Students entering the four-year degree with Advanced Standing I and students who are transferred from another College/School to CLASS from 2014/15 onwards are required to take three courses (total 9 credit units) from a list of courses approved by the College Board for fulfilment of the College Requirement. <u>The courses chosen to fulfil the College Requirement must be offered outside the students' home departments</u>.

For details of the list of courses for fulfillment of College Requirement for Advanced Standing I and Transfer-in students, please visit
http://www.cityu.edu.hk/ug/201415/catalogue/catalogue_UC.htm?page=B/col-sch_CLASS.htm

D) Major Requirement

Major Core Courses (42 credit units)

Course Code	Course Title	Level	Credits
SM1014	Sound Basics and Design	B2	3
COM2105	Visual Communication	B2	3
COM2116	Audience Analysis and Media Strategies	B2	3
COM2118	Media and Society	B2	3
COM2202	Writing for the Media	B2	3
COM2302	Video Editing for Mass Communication	B2	3
COM3115	Communication Laws and Ethics	B3	3
COM3119	International Communication	B3	3
COM3209	Digital Photojournalism	B3	3
COM4305	Current Affairs Documentary Production	B4	3
COM4306	Television News Reporting	B4	3
COM4307	Television News Production and Anchoring	B4	3
COM4308	Television News Practicum	B4	3
COM4309	Radio News Production	B4	3

Major Electives (12 credit units)

Course Code	Course Title	Level	Credits
COM2201	News Writing and Reporting	B2	3
COM2301	Video Production for Mass Communication	B2	3
COM2401	Fundamentals of Advertising	B2	3
COM2402	Principles of Public Relations	B2	3
COM2407	Integrated Marketing Communication Principles and Practices	B2	3
COM2501	Internet Communication	B2	3
COM2509	Interactive Digital Communication	B2	3
COM3203	Digital Journalism	B3	3
COM3406	Strategic Media Planning	B3	3
COM3408	Integrated Strategic Communication	B3	3
COM3411	Interactive Advertising	B3	3
COM3412	Advertising Production Design	B3	3
COM3413	Writing for Public Relations	B3	3
COM3507	Digital Arts and Communication	B3	3
COM4114	Crisis Communication	B4	3
COM4403	Communication Management	B4	3
COM4414	Broadcast Advertising	B4	3
COM4504	Communication Design	B4	3
COM4603	Professional Communication Internship	B4	3
MGT3424	Principles of Entrepreneurship	B3	3
MKT4628	e-Marketing	B4	3
SM3506	Studio Lighting and Cinematography	B3	3
SM4125	Computer Animation for Interactive Content	B3	3
SM4129	Digital Visual Effects	B4	3

Table 4

Major in Digital Television and Broadcasting
Recommended Study Plan – Normative 4-year Degree

Students are suggested to undertake 5-6 courses in each semester without intermission in order to fulfill the study requirements within the normal period of registration. Students are advised to follow the below progression pattern of study. The offering of elective subjects depends on sufficient enrolment.

Year of Study	Semester A	Semester B
Year 1	GE1401 University English CLA1001 Fundamentals of University Learning Two College Courses (CLA1201/1301/1401) and (CLA 1101/1501/1601) GE Distributional Area Requirement #1	One Discipline-specific English (www.english.cityu.edu.hk/GE/) Two College Courses (CLA1201/1301/1401) and (CLA 1101/1501/1601) GE Distributional Area Requirement #2 GE Distributional Area Requirement #3
Year 2	Major Core Courses - COM2105 Visual Communication - COM2118 Media and Society - COM2302 Video Editing for Mass Communication Major Elective #1 GE Distributional Area Requirement #4	Major Core Courses - COM3115 Communication Law and Ethics - COM3119 International Communication - COM4306 Television News Reporting Major Elective #2 GE Distributional Area Requirement #5
Year 3	Major Core Courses - COM2202 Writing for the Media - COM3209 Digital Photojournalism - SM1014 Sound Basics and Design GE1501 Chinese Civilization- History and Philosophy Free Elective #1	Major Core Courses - COM2116 Audience Analysis and Media Strategies - COM4305 Current Affairs Documentary Production - COM4307 Television News Production and Anchoring Major Electives #3 Free Electives #2 & #3
Year 4	Major Core Courses - COM4308 Television News Practicum - COM4309 Radio News Production Major Electives #4 GE Distributional Area Requirement #6 Free Elective #4	GE Distributional Area Requirement #7 Free Electives #5, #6 & #7

Notes:

1. Student admitted on Normative 4-year Degree is required to complete at least **120 credits** in order to graduate. Please refer to the CLASS's website for major curriculum and elective requirement, http://eportal.cityu.edu.hk/bbcswebdav/institution/APPL/Major/20132014/BA_TVB.htm

2. Students may apply for enrolling in COM4603 Professional Communication Internship during the summer semester prior to their final year.

3. The Department reserves the right to make changes on the above progression pattern.

Table 5

Major in Digital Television and Broadcasting
Recommended Study Plan – Advanced Standing I

Students are suggested to undertake 5-6 courses in each semester without intermission in order to fulfill the study requirements within the normal period of registration. Students are strongly advised to follow the below progression pattern of study. The offering of elective subjects depends on sufficient enrolment.

Year of Study	Semester A	Semester B
Year 2	Major Core Courses - COM2105 Visual Communication - COM2118 Media and Society - COM2302 Video Editing for Mass Communication College-specific Course #1 GE English #1	Major Core Courses - COM3115 Communication Law and Ethics - COM3119 International Communication - COM4306 Television News Reporting GE1501 Chinese Civilization- History and Philosophy College Requirement #1
Year 3	Major Core Courses - COM2202 Writing for the Media - COM3209 Digital Photojournalism - SM1014 Sound Basics and Design College Requirement #2 GE English #2	Major Core Courses - COM2116 Audience Analysis and Media Strategies - COM4305 Current Affairs Documentary Production - COM4307 Television News Production and Anchoring College Requirement #3 Major Elective #1
Year 4	Major Core Courses - COM4308 Television News Practicum - COM4309 Radio News Production College-specific Course #2 Major Elective #2 GE Distributional Area Requirement #1	Major Electives #3 & #4 Free Electives #1 & #2 GE Distributional Area Requirement #2

Notes:

1. Student admitted on Advanced Standing I is required to complete at least **90 credits** in order to graduate.

   Please refer to the ARRO's website for major curriculum and elective requirement, http://www.cityu.edu.hk/ug/201415/Major/BA_TVB-2.htm

2. Students may apply for enrolling in COM4603 Professional Communication Internship during the summer semester prior to their final year.

3. The Department reserves the right to make changes on the above progression pattern.

Table 6

Major in Digital Television and Broadcasting
Recommended Study Plan – Advanced Standing II

Students are suggested to undertake 5-6 courses in each semester without intermission in order to fulfill the study requirements within the normal period of registration. Students are strongly advised to follow the below progression pattern of study. The offering of elective subjects depends on sufficient enrolment.

Year of Study	Semester A	Semester B
Year 3	Major Core Courses - SM1014 Sound Basics and Design - COM2105 Visual Communication - COM2118 Media and Society - COM2302 Video Editing for Mass Communication GE English #2 Major Electives #1	Major Core Courses - COM3115 Communication Law and Ethics - COM3119 International Communication - COM4306 Television News Reporting College-specified Course #1 Major Electives #2 & #3
Year 4	Major Core Courses - COM2202 Writing for the Media - COM3209 Digital Photojournalism - COM4308 Television News Practicum - COM4309 Radio News Production College-specified Course #2	Major Core Courses - COM2116 Audience Analysis and Media Strategies - COM4305 Current Affairs Documentary Production - COM4307 Television News Production and Anchoring GE Distributional Area Requirement #1 Major Elective #4

Notes:

1. Student admitted on Advanced Standing II is required to complete at least **66 credits** in order to graduate.

   Please refer to the ARRO's website for major curriculum and elective requirement, http://www.cityu.edu.hk/ug/201415/Major/BA_TVB-3.htm

2. Students may apply for enrolling in COM4603 Professional Communication Internship during the summer semester prior to their final year.

3. The Department reserves the right to make changes on the above progression pattern.

5. **Master of Arts in Communication and New Media (MACNM)**
    傳播與新媒體文學碩士

    ### 5.1 Programme Aims:

    This programme aims to provide advanced training on human communication theories and cutting-edge media technologies for professionals working in the following fields: mass media, advertising, public relations, marketing, corporate communication, governmental or non-profit organizational communication, web and multimedia production and communication, mobile media and other communication-related sectors. Graduates from the programme are expected to become knowledgeable, skillful and innovative in planning, designing, producing, and evaluating communication projects embedded with new media technology.

    ### 5.2 Programme Intended Learning Outcomes (PILOs):

    Upon successful completion of this programme, students should be able to:

    1. discover conceptual underpinnings and empirical bases of major schools of thoughts in communication and new media;

    2. compare and explain similarities and differences in policy and regulations of traditional and new media across societies within and outside Greater China;

    3. analyse key issues in the contemporary debates on the globalization of local and national media and communication industries;

    4. design and implement innovative communication projects involving the Internet, multimedia and/or other new technologies;

    5. evaluate the effectiveness of innovative technology-embedded communication projects;

    6. apply the learned conceptual, technical, creative and managerial skills in communication practices.

    ### 5.3 MACNM Programme Committee:

Programme Leader and Chair	Dr Li, Xigen (Email: lixigen@cityu.edu.hk, Office Tel.: 3442 8602)
Ex-officio Member	Professor Servaes, Jan
Members:	Professor Zhu, Jonathan J H Dr He, Joe Dr Shen, Fei Dr Yao, Mike
	Student representatives, one or two from each cohort

MACNM Programme Structure

Programme Core (15 credit units)

Course Code	Course Title	Level	Credits
COM5101	Communication Fundamentals	P5	3
COM5102	Global Communication	P5	3
COM5103	Policy and Regulations of New Media	P5	3
COM5501	Internet Communication	P5	3
COM5502	Multimedia Communication	P5	3

Programme Electives (15 credit units)

Choose five from the following:

Course Code	Course Title	Level	Credits
COM5104	Research Methods for Communication and New Media	P5	3
COM5105	Media Economics and Management	P5	3
COM5106	Integrated Marketing Communication	P5	3
COM5107	Professional Communication Skills	P5	3
COM5108	Psychological Processing of New Media	P5	3
COM5110	Public Communication Campaign Management	P5	3
COM5112	Communication Research Seminar	P5	3
COM5401	Advertising Production and Management	P5	3
COM5402	Public Relations Strategies	P5	3
COM5403	Crisis Communication and Management	P5	3
COM5503	Dynamic Web Communication	P5	3
COM5504	Advanced Multimedia Communication	P5	3
COM5505	Digital Media for E-Marketing	P5	3
COM5506	Social Network Analysis for Communication	P5	3
COM5602	Directed Studies	P5	3
COM5603	Dissertation	P5	3
COM5604	Professional Internship	P5	3
COM5605	Multimedia Practicum	P5	3

Programme Requirement

	Credits
Programme Core	15
Programme Electives	15
Total No. of Credit Units for MACNM	**30**

6. Master of Arts in Integrated Marketing Communication (MAIMC)
整合營銷傳播文學碩士

6.1 Programme Aims:

This programme aims to provide quality education to students in integrated marketing communication, blending seamlessly traditionally separated communication modes of advertising, public relations, marketing and new media communication. It furnishes students with the knowledge of theories and principles on integrated marketing communication as well as skills of applying the state-of-the-art technologies in discovering, exploring and presenting unique peculiarities of social realities. This programme, thus, prepares students who are equipped with the knowledge and skills to work as communication professionals in a converged media/communication environment for a wide range of careers in such sectors as the media, public and corporate communication, advertising and public relations, and civil service.

6.2 Programme Intended Learning Outcomes (PILOs):

Upon successful completion of this programme, students should be able to:

1. command the relevant body of knowledge and critical abilities in analyzing and discovering the complexities involving the interplay among media, integrated marketing communication and society;

2. demonstrate the ability and knowledge to design and implement effective communication tasks using integrated marketing communication skills in advertising, public relations, marketing and new media;

3. adopt emerging new communication technologies to generate creative ideas in practice of integrated marketing communication;

4. apply relevant theories/principles and conduct appropriate research to conceive, analyze and develop ethical solutions to practical communication problems in various public and private sectors, domestic and international alike.

6.3 MAIMC Programme Committee:

Programme Leader and Chair	Dr He, Joe (Email:joe.he@cityu.edu.hk, Office Tel.: 3442 8217)
Ex-officio Member	Professor Servaes, Jan
Members:	Professor Zhu, Jonathan J H Dr Li, Xigen Dr Jiang, Crystal Dr Yao, Mike
	Student representatives, one or two from each cohort

MAIMC Programme Structure

Programme Core (21 credit units)

Course Code	Course Title	Level	Credits
COM5104	Research Methods for Communication and New Media	P5	3
COM5106	Integrated Marketing Communication	P5	3
COM5111	Fundamentals of Marketing Communication	P5	3
COM5401	Advertising Production and Management	P5	3
COM5402	Public Relations Strategies	P5	3
COM5403	Crisis Communication and Management	P5	3
COM5405	Consumer Behavior Insight	P5	3

Programme Electives (9 credit units)

Choose three from the following:

Course Code	Course Title	Level	Credits
COM5102	Global Communication	P5	3
COM5108	Psychological Processing of New Media	P5	3
COM5110	Public Communication Campaign Management	P5	3
COM5112	Communication Research Seminar	P5	3
COM5404	Stakeholders Relationship Management	P5	3
COM5406	Strategic Retail Communication Management	P5	3
COM5407	Financial Communication and Promotion	P5	3
COM5408	Global Promotion and Branding	P5	3
COM5502	Multimedia Communication	P5	3
COM5503	Dynamic Web Communication	P5	3
COM5505	Digital Media for E-marketing	P5	3
COM5506	Social Network Analysis for Communication	P5	3
COM5602	Directed Studies	P5	3
COM5603	Dissertation	P5	3
COM5604	Professional Internship	P5	3

Programme Requirement

	Credits
Programme Core	21
Programme Electives	9
Total No. of Credit Units for MAIMC	**30**

7. PhD Research Degree

The Department of Media and Communication at the City University of Hong Kong has an outstanding international faculty, including world-renowned scholars in the field of communications. We invite students with strong promise and commitment to apply for our **Doctor of Philosophy (PhD)** degrees in Communications. Successful candidates will receive generous studentships covering tuition and a stipend (about HK$15,000 per month) and additional funding for research and conferences.

We investigate the structures, processes, and effects of various modes of media communications in relation to their larger political, economic, cultural and technological implications. Our research is focused on broad relevance to Chinese societies, but situated in global and comparative contexts. Among the research topics conducted are:

- the role of the media in the process of globalization, democratization, decolonization, social transformation, and sustainable social development;
- media professions, institutions, and technologies;
- the diffusion, use, and effects of new media;
- social psychology of video games;
- policy regulations and management of new media;
- formation and change of public opinion;
- popular culture and everyday life;
- management of crisis communication in government and corporations;
- cross-cultural interpretation of media texts;
- media discourses and social communication;
- network analysis of online communities;
- advertising effects;
- computational social science and big data methodology

Details on admissions requirements and application procedures are available from the School of Graduate Studies, City University of Hong Kong (www.cityu.edu.hk/sgs).

For enquiries, please contact Prof Jonathan Zhu, Coordinator of Research Degree Studies, Tel.: 3442 8677 Email: com@cityu.edu.hk.

8. Learning Experience for BA and MA Students

8.1 International Exchange Programmes

Students are strongly encouraged to participate in international exchange programmes. Typically, students can participate in the exchange programmes at three different levels: 1) institutional, 2) college and 3) departmental. Students must have studied at CityU in a BA programme for at least a year and with a CGPA of 2.5 or above to be eligible.

There are two rounds of applications. The first and main round of application takes place in Semester B every year. The main round has more spots and most students would apply. Students can choose to go exchange in the coming Sem A or Sem B. They also have the entire summer to prepare for their exchange. The second and clearing round of application takes place in September. In the clearing round, students compete for the leftover quotas. Usually only a few spots would be left. Students wishing to participate in exchange programmes overseas are advised to take TOEFL/IELTS in advance and get test score before they apply.

With a commitment to bringing professional work experience and global perspectives to students, the Department has established exchange programmes with a number of prominent institutions, including Tsinghua University, Fudan University, Tongji University, Huazhong University of Science and Technology, Shanghai Jiaotong University, Nanjing University, National Chiao Tung University in Taiwan, and Ryerson University in Canada.

8.2 Study Tour

To enhance the learning experience and personal development of students, the Department will sponsor study tours to various places as deemed appropriate.

In March 2014, a group of 25 BAISC students joined the Singapore City Branding and Tourism Promotion Study Tour. Guided by two course instructors, these students learned about Singapore's place branding and tourism promotion strategies from multiple angles. The goal of this study tour was to give student's international exposure and integrate knowledge and insights from classroom learning with real world practice.

Two other groups of master students have travelled to the United States and Europe. On these tours, students have taken up various roles related to their expertise areas. Some have shot documentaries, some have done journalistic reporting and published magazines, while others have studied the operation of public relations and promotional communication.

8.3 Internship

The Department recognizes the importance in higher education to connect students' academic training with professional work experience. To facilitate students' effort and to establish a long term working relationship with our industry partners, the university and the Department have allocated funding to sponsor the best students to participate in various professional internships. Given the Department's educational emphasis in media and professional communication, the internship programme focuses on positions in media production, PR and advertising, and marketing communication.

Since the launch of the first internship programme in 2008/2009, over 50 leading companies from media, design, and PR/Advertising industries have hosted our student interns, include companies/public organizations include TVB, ATV, i-Cable, Phoenix TV, RTHK, Metro Broadcast, Hong Kong Economic Times, Sing Tao, McCANN Worldgroup Hong Kong, Publicis and Hong Kong Federation of Youth Groups etc.

Internship opportunities will be announced via email and on the internship website.

Summer Internship Programme

Partial list of internship employers participated in the programme:

Broadcasting & News

PR & Advertising

Government & NGOs

9. Faculty Research

The Department is very active in research. Faculty members are currently engaged in a wide spectrum of individual and project-based research, ranging from computer mediated communication, media globalization, political economy of communication, public opinion, media law and privacy, Internet advertising, to the relationship between mass media and foreign policy. The research results are published in top-ranked journals and books.

The Center for Communication Research was established by the Faculty in 2005. The Center is conducting two major comparative research projects: (a) a large-scale survey investigation on the relationship between media and globalization in six Chinese cities, and (b) elite media discourses on globalization from China, India, the United States, and the United Kingdom. The Center also holds conferences and seminars, hosts visiting scholars, and produces publications.

10. Progression through the Programmes

A. <u>Assessment and Examinations</u>

The award of any degree qualification shall be based on a student's performance in such examinations or other tests of learning or ability which have been approved by the University for the courses constituting the degree and award concerned.

B. <u>Course Grades</u>

Course grades are approved by Assessment Panels set up by the teaching academic unit. Approved grades will then be sent to the Academic Regulations and Records Office (UG students)/ School of Graduate Studies (PG students) for updating in the student's academic record.

No grade is official until it is published in the student's grade record in AIMS.

Courses are graded according to the following schedule:

Grade	Grade Point	Grade Definitions	
A+ A A-	4.3 4.0 3.7	Excellent	Strong evidence of original thinking; good organization, capacity to analyze and synthesize; superior grasp of subject matter; evidence of extensive knowledge base.
B+ B B-	3.3 3.0 2.7	Good	Evidence of grasp of subject, some evidence of critical capacity and analytic ability; reasonable understanding of issues; evidence of familiarity with literature.
C+ C C-	2.3 2.0 1.7	Adequate	Student who is profiting from the university experience; understanding of the subject; ability to develop solutions to simple problems in the material.
D	1.0	Marginal	Sufficient familiarity with the subject matter to enable the student to progress without repeating the course.
F	0.0	Failure	Little evidence of familiarity with the subject matter; weakness in critical and analytic skills; limited, or irrelevant use of literature.
P		Pass	"Pass" in a pass-fail course. Courses to be graded on a pass-fail basis are specifically identified in the course catalogue.

[Note: For UG students, a grade with an asterisk (e.g. B+*) is excluded in the calculation of GPA. The credits earned will not be counted toward the minimum credit requirement for graduation but will be counted toward the maximum number of credit units permitted.]

The following grades are used for operational purposes:

Grade	Grade Descriptions	
IP	In Progress	An IP grade is shown where students will register for the same course in subsequent semesters to complete the assessment of the course.
I	Incomplete	A grade of incomplete may be granted (i) where there are extenuating circumstances that have prevented a student from completing required work, or attending the examination; (ii) at the discretion of the Assessment Panel. Where an "I" grade is assigned, the Assessment Panel will approve a schedule for the completion of work, or a supplementary examination. An alternative grade should be assigned no later than four weeks after the "I" grade is first reported or as soon as practicable thereafter.
TR	Credit Transfer	Assigned when a student is granted transfer credits for the course.
Z	Exemption	Assigned when a student is exempted from the course.
S	Dissertation* Submitted	In a dissertation-type course, an S grade is assigned by the Course Leader when a student's dissertation has been submitted for assessment.
AU	Audit	An audited grade is assigned when an auditing student has completed the conditions established at registration as an auditor. No assessment is made or grade awarded for auditing.
X	Late Drop	Assigned when a student is permitted to drop the course after the add/drop deadline.
WD	Withdrawn	Assigned when a student has registered for the course in a semester/term and subsequently submitted a notification of withdrawal from the University.

* for PG students only

Students assigned a grade of D or better, or a Pass grade in a pass-fail course, earn credit units for the course. Grades of F, IP, I, S*, Z, AU, X and WD do not earn credit units.

Grades of P, IP, I, S*, TR, Z, AU, X and WD are not counted in the calculation of a student's CGPA. Grades of F are counted, unless the fail is recovered under AR14.4 (Academic Regulation for 4-year Undergraduate Degrees) /AR12.4 (Academic Regulation for Taught Postgraduate Degrees).

Grades of P, IP, I, S*, TR, Z, AU, X and WD are not counted in the calculation of a student's SGPA.

UG Students should refer to the "Academic Regulations for 4-year Undergraduate Degrees" for detailed information: http://www6.cityu.edu.hk/arro/content.asp?cid=405

PG Students should refer to the "Academic Regulations for Taught Postgraduate Degrees" for detailed information: http://www.sgs.cityu.edu.hk/student/tpg/regulations/acadreg

C. Students' Academic Progress and Academic Standing

Academic standing provides an indicator of the student's academic progress and identifies students in academic difficulty needing academic advising and extra help. The four levels of academic standing are defined as follows:

Standing	Definitions
Good Standing	Students are making satisfactory academic progress.
Academic Warning	Students' most recent academic performance has been unsatisfactory, or their overall academic average is below minimum requirements. Students on warning should seek advice from their academic advisor.
Academic Probation	Students' most recent academic performance has been extremely unsatisfactory, or their overall academic average has continued to be below the minimum requirements for graduation. Students on Academic Probation may be required to take a reduced study load and/or to fulfil specific conditions such as GPA attainments in the following semester.
Academic Suspension	Students who cannot benefit from course registration in the next semester may be suspended for an approved period of not less than one semester. Academic Suspension is designed to provide students with an opportunity to resolve the problems that are preventing them from making academic progress.
Operational Standing	
Review	A temporary status indicating that a student's performance is unsatisfactory and has been referred to the student's home academic unit for making a decision on the academic standing.

In accordance with the following rules approved by Senate, a decision on academic standing is made for all students who have taken courses to a total of more than three credit units at the end of Semester A and Semester B respectively. The decision on academic standing is made on the basis of the students' last academic standing and the GPAs attained at the time when the decision is made:

For Undergraduate Students:

From	To	SGPA		CGPA
Good standing	Good standing	1.70 or above	and	1.70 or above
	Academic warning	1.00 or above but below 1.70	and	1.00 or above
	Review	Below 1.00	or	Below 1.00
Academic warning	Good standing	1.70 or above	and	1.70 or above
	Academic warning	1.70 or above	and	Below 1.70
	Review	Below 1.70	and	Any
Academic probation/ Academic suspension	Good standing	1.70 or above	and	1.70 or above
	Review	Below 1.70	or	Below 1.70

For Taught Postgraduate Students:

From	To	CGPA
Good standing	Good standing	2.00 or above
	Academic warning	1.00 or above but below 2.00
	Review	Below 1.00
Academic warning	Good standing	2.00 or above
	Review	Below 2.00
Academic probation/ Academic suspension	Good standing	2.00 or above
	Review	Below 2.00

In making decisions on students' academic standing, the Examination Board has the right, upon the recommendation of the students' home academic unit, to make exceptions from the above rules.

D. Course Repeat Rules

Students who fail a required course in their study programme must repeat the course to retrieve the failure. Students can repeat a failed course twice. Failing a required course the third time may result in termination of studies. Students are however not permitted to repeat a dissertation-type course.

Unless otherwise specified, students may repeat a course, or an equivalent course, to recover a failure or to improve a course grade of D (UG students)/ C or below (PG students). After the first attempt, only two repeat attempts are permitted. Course grades for all attempts will appear on the student's transcript, but only the final grade earned will be included in the calculation of the student's CGPA.

E. Illness or Other Circumstances Related to Assessment

A student who believes that his/her ability to attend an examination, or in-course assessment with a weighting of 20% or above, has been adversely affected by circumstances beyond his/her control must submit the case, with documentary evidence, to his/her home academic unit following the procedures stated on the University website, as soon as possible and no later than 5 working days of the scheduled date for completing the affected examination or assessment.

The home academic unit of the student will investigate the case, in consultation with the course-offering academic unit. Only compelling reasons such as illness, hospitalization, accident, family bereavement or other unforeseeable serious personal or emotional circumstances will be considered. The decision of the home academic unit is final. If the case is justified and substantiated, the decision will be conveyed to the Assessment Panel which will determine whether to offer the student a make-up examination, or coursework or other alternative assessment. Where assessments for more than one course are affected, it is the responsibility of the home academic unit to inform all relevant Assessment Panels. The Assessment Panel may also adjust the grade of the student if deemed appropriate. The course-offering academic unit will convey the Assessment Panel's decision on the make-up arrangements to the student in writing as soon as possible.

F. Review of Course Grade

Students with concerns on course grades should resolve the matter via the procedures outlined below. If a student believes that there was an administrative error in recording or calculating the mark or result, or other circumstances that impact the course grade awarded, the student should contact the Course Leader within 5 working days of the announcement of grades by the University with a view to resolving the matter informally.

If the student's concerns regarding course grades cannot be resolved by informal means, the student may seek resolution via the formal procedures outlined below. However, informal review is not a pre-requisite for the formal procedure.

For formal review of course grades, only requests with the following grounds will be considered:

i. there has been a procedural irregularity in the assessment process; for example, the assessment was not conducted in accordance with the Academic Regulations or with the arrangement prescribed for the course;

ii. there exist circumstances that impact the course grade awarded and that the student was unable to bring them to the attention of the Course Leader prior to the assessment for valid reasons.

Any request for review of course grades must be made in writing to the Dean of the college/school offering the course within 22 working days of the announcement of grades by the University. For courses offered by the English Language Centre, the request for formal review should be submitted to the Head of the centre. The written application must:

 i. state the grounds on which the request for review is made;
 ii. include a description of the relevant facts; and
 iii. provide supporting evidence.

Upon receipt of the formal request for review, the Dean of the college/school or the Head of the centre will determine whether or not a *prima facie* case for review has been established. If, in the view of the Dean of the college/school or the Head of the centre, there is no *prima facie* case, then the request will be dismissed and the decision conveyed to the student no later than 32 working days following the announcement of grades by the University.

If, in the view of the Dean of the college/school or the Head of the centre, there is a *prima facie* case, then he/she will refer the matter to the College/School/Centre Grade Review Committee for consideration. The Committee may interview the student and staff members concerned. If the student does not show up for the interview, the Committee will consider the student's request for formal review of course grade on the basis of the information and documents provided by the student and other information available to the Committee. The Committee will record its proceedings and resolutions.

The decision on the formal review will be communicated in writing to the student by the Dean of the college/school or the Head of the centre with a brief statement of the reasons for the decision. The decision should be conveyed to the student no later than 54 working days following the announcement of grades by the University.

G. <u>Dean's List (UG students)</u>

At the end of Semester A and Semester B, or for part-time students on the completion of the second of these two semesters, students' GPAs are calculated. Where a student over that period has (i) earned 12 credit units or more from courses taken at the University, (ii) achieved a GPA of 3.70 or above, and (iii) not failed any course, and (iv) subject to the Dean's endorsement, the student is placed on the Dean's List.

H. <u>Conferment and Classification of Awards</u>

1. Undergraduate Students

Application for Graduation and Requirements for Awards

Students under the 4-year structure may enroll in more than one major, one minor or opt to take more free electives provided that they have not yet reached the maximum credit limit or maximum period of study permitted. Therefore, it is the student's responsibility to notify the University of their intention to graduate. The University will not process their graduation if they do not apply for graduation. Omission in submitting the application in the semester they wish to graduate will cause delay in their graduation date.

Students are advised to submit their application during the specified period **in the semester/term** that they will have all of their requirements completed (subject to passing all currently registered courses) and plan to graduate. If they have submitted an application, upon announcement of course grades in that semester/term, the College/School Examination Board will evaluate their record; and they will be awarded the degree(s) if all the requirements are met. Please submit an application for graduation through AIMS no later than the deadlines specified in the Academic Regulations and Records Office's webpage: <u>http://www6.cityu.edu.hk/arro/content.asp?cid=345</u>.

Students who have applied for graduation but do not successfully complete all their academic requirements by the end of the intended graduation semester/term must reapply for graduation.

In order to be awarded a degree, a student shall:

(i) complete the minimum credit unit requirements for the degree;

(ii) achieve a CGPA of 1.70 or above; and

(iii) fulfil other requirements stipulated in the University's regulations and procedures.

The University grants bachelor's degree awards with the following classifications based on the CGPAs. The general guidelines are as follows:

Classification of Award	CGPA
First Class Honours	3.50 or above
Upper Second Class Honours	3.00 – 3.49
Lower Second Class Honours	2.50 – 2.99
Third Class Honours	2.00 – 2.49
Pass	1.70 – 1.99

The above guidelines also apply in determining the classification of awards for a double degree, and the classifications to be awarded should be endorsed by both the College/School Examination Boards concerned.

In all cases of classification of awards, the CGPAs cited above are indicative. The Examination Board has the right, upon the recommendation of the respective academic unit, to make exceptions in the application of the indicative GPAs.

2. Taught Postgraduate Students

Requirements for University Awards

To be granted an award of the University, students must successfully complete a programme of the University, including specific requirements of the named award for which they are registered, general University requirements, and college/school requirements, if any. The requirements for awards are set out on the University website.

Credit units earned for courses at a level below the postgraduate programme level are not normally counted toward requirements for an award.

Students may be granted a taught postgraduate award only if they have achieved a CGPA of 2.00 or above.

Students completing the requirements for an award graduate on the following graduation date.

The University grants Master's Degree awards with the following classifications based on the CGPAs. The general guidelines are as follows:

Classification of Award	CGPA
Distinction	3.50 or above
Credit	3.2 – 3.49
Pass	2.00 – 3.19

In all cases of classification of awards, the CGPAs cited above are indicative. The Examination Board has the right, upon the recommendation of the respective academic unit, to make exceptions in the application of the indicative GPAs.

College/School Examination Boards classify awards with regard to, but not necessarily in strict conformity with, a student's CGPA.

I. <u>Code of Student Conduct and Disciplinary</u>

City University of Hong Kong aims to provide a harmonious and supportive environment for teaching and learning. Students are expected to treat all other students and members of the University community with honesty, respect and maintain good conduct in student discipline. Students need to observe the Code of Student Conduct and other rules and regulations which are crucial in making the University an excellent place for learning.

The following acts, behaviours and/or conduct are considered and are deemed to constitute improper/inappropriate behaviour amounting to Misconduct:

1. obstruction or disruption of any academic activity or of the management, administration or operation of the University;
2. theft or any other criminal offence committed on the University premises, misappropriation of University funds or assets, misuse or falsification of any records or data or documents belonging to or in the possession of the University, its staff, Students or visitors;
3. any deliberate, reckless, negligent or careless act which causes, or is likely to cause, loss, damage or injury, or puts others at risk or which threatens the safety of the University premises or its occupants;
4. damage to, defacement or wrongful treatment of, the property of the University, its staff, Students or visitors;
5. assault (including sexual assault);
6. sexual, racial or other harassment, or behaviour which causes fear or distress to others; threatening, abusive, disorderly or unreasonable behaviour;
7. failure to comply with any ruling made as a result of disciplinary proceedings;
8. failure to behave in accordance with the provisions of any professional code of conduct or equivalent which may be applicable to the Students concerned, e.g. during internships or other work-based learning activity;
9. victimisation (including any unfair treatment, retaliation or punishment) of a person;
10. failure to respect or honour any decisions, findings, recommendations and/or reports made under any applicable Rules & Regulations including this Code;
11. breach of any Rules & Regulations including the regulations for the use of the library and computing facilities, whether in the University or accessed through the University and the regulations under the CityU Campus Display Policy, Student Complaints Procedure, the regulations for Student residences, hall rules, and regulations about common facilities and services in halls of residence;
12. breach or contravention of any applicable laws including those governing and/or regulating the use, storage and security of personal data under the Personal Data (Privacy) Ordinance, Cap. 486 of the laws of Hong Kong SAR ("the Privacy Ordinance");
13. failure to act and conduct themselves in accordance with any one or more of the obligations/expectations set out in Section 2 above;
14. any act which the President or any of the authorized officers listed in Section 3.1 above has reason to believe is a breach of good discipline of the University;
15. for the avoidance of doubt, any students:
    (a) who aid, abet, counsel or procure the contravention by another person of; or
    (b) who conspire or attempt to commit a breach of
    any terms or provisions of this Code shall be considered as a violation of such terms or provisions of this Code to the same extent.
16. provide false information to the University during investigation.

For more and latest information on the code of student conduct and disciplinary procedure, please refer the webpage of the Office of the Vice-President (Student Affairs):
http://www.cityu.edu.hk/vpsa/cscdp/index.htm.

J. Rules on Academic Honesty

Academic honesty is central to the conduct of academic work. Students are expected to present their own work, give proper acknowledgement of other's work, and honestly report findings obtained.

Academic honesty includes but is not restricted to the following behaviors:

1. Plagiarism, e.g., the failure to properly acknowledge the use of another person's work or submission for assessment material that is not the student's own work;

2. Misrepresentation of a piece of group work as the student's own individual work;

3. Collusion, i.e., allowing another person to gain advantage by copying one's work;

4. Unauthorized access to an examination/test paper;

5. Use of unauthorized material in assessment;

6. Unauthorized communication during assessment;

7. Use of fabricated data claimed to be obtained by experimental work, or data copied or obtained by unfair means;

8. Impersonating another student at a test or an examination or allowing oneself to be impersonated.

Students are required to complete an online tutorial, take an online quiz and fill out an online declaration in their first semester of enrollment. Please refer to the University announcements and the Office of the Provost website:
http://www.cityu.edu.hk/provost/academic_honesty/university_requirment_on_academic_honesty.htm

K. Student Advising Scheme

The 4-year undergraduate degree curriculum provides students with increased flexibility and diverse academic options. The Student Advising Scheme is aimed to facilitate students' transition from secondary school to university and to offer students timely advice and guidance on selection of courses that suit their academic, professional and personal development.

Students under the 4-year degree curriculum will be assigned a faculty advisor and a student mentor. Students are required to meet with their advisor at least once a semester during each academic year. Advisee/Mentee is expected to:

•   Understand and adhere to University academic policies and procedures;
•   Be familiar with the undergraduate degree curriculum;
•   Develop the study plan and establish academic goal;
•   Explore the co-curricular activity opportunity;
•   Take an active part in the meeting;
•   Build and maintain positive relationship with the Advisor/Mentor;
•   Be open-minded, willing to accept advice and make responsible decision;
•   Take final responsibility for all academic decisions that they make;

DegreeWorks is a new web-based academic advising and degree audit tool primary introduced for undergraduate students under the 4-year degree curriculum which matches a student's academic record against the curriculum requirements. It offers a user-friendly interface that helps students learn easily what courses. They still need to take to fulfill the requirements of College/School, GE, major, minor, etc. It also facilitates communication between students and the advisors. For details, please refer to the Academic Regulations and Records Office website
http://www6.cityu.edu.hk/arro/content.asp?cid=248

L. Student Complaints Procedure

City University of Hong Kong is committed to providing the best possible environment for study. Things may go wrong occasionally, and when this happens, we believe that you should be able to raise any issue that is causing you to be dissatisfied.

Students should feel that they can make a complaint as the University will:

- Take the complaint seriously
- Investigate the complaint fairly
- Treat the complaint with confidentiality
- Deal with the complaint quickly
- Take reasonable action to put right a situation, if the complaint is upheld

CityU will not:

- Penalize you for making a genuine complaint
- Accept anonymous complaints

There are a number of regulations and procedures at CityU designed to deal with different issues. If you wish to make a complaint, you should be sure you use the correct regulation or procedure. Please refer to the webpage for the detailed information,
http://www6.cityu.edu.hk/stdcomplaint/gnfs.htm

The complaint procedure is divided into four stages:

Informal Complaint process- Many Complaints can be handled through the informal process. This process should normally be used in the first instance. The Complainant should raise the Complaint initially with the most appropriate person in the relevant department/office/unit. For example, if the Complaint concerns the service quality provided by an office/unit of the University, then the Complainant should discuss the matter with an appropriate member of staff from that office/unit directly. If the Complaint concerns the content of a course, then the Complainant should discuss the matter with the relevant course leader, the programme leader or the Head of department concerned.

Formal Complaint process- If attempts at informal resolution are not successful to the Complainant's satisfaction, the Complainant may initiate the formal complaint process. Formal complaints should be made in writing to the Office of the Vice-President (Student Affairs).

Appeal Process- If the Complainant/Respondent is not satisfied with the outcome after the conclusion of the formal process, he/she may submit an appeal in writing to the President within 10 days of receipt of notification of outcome under the formal process.

Recordkeeping and Reporting Process- The Office of the Vice-President (Student Affairs) will report annually to the Quality Assurance Committee (QAC) on all formal complaints raised during the year, including those which have been dismissed. These reports form part of the University's quality assurance process and may be made available to other Committees or officers for reference, such as the Senate, the Management Board or the Council.

For more information on student complaints procedure, please refer the following webpage http://www.cityu.edu.hk/vpsa/cscdp/index.htm for the detailed and the latest information.

11. Academic Calendar 2014/2015

Semester A 2014/15

Week	S	M	T	W	T	F	S	Events	Public Holidays
	September 2014							**Semester A 2014/2015**	
WK 1		1	2	3	4	5	6	1 Sep - 29 Nov Teaching Period	
WK 2	**7**	8	**9**	10	11	12	13		**9** Day following Mid-Autumn Festival
WK 3	**14**	15	16	17	18	19	20		
WK 4	**21**	22	23	24	25	26	27		
WK 5	**28**	29	30						
	October 2014								
				1	**2**	3	4	3 Graduation Date	**1** National Day
WK 6	**5**	6	7	8	9	10	11		**2** Chung Yeung Festival
WK 7	**12**	13	14	15	16	17	18		
WK 8	**19**	20	21	22	23	24	25		
WK 9	**26**	27	28	29	30	31			
	November 2014								
							1		
WK 10	**2**	3	4	5	6	7	8		
WK 11	**9**	10	11	12	13	14	15		
WK 12	**16**	17	18	19	20	21	22		
WK 13	**23**	24	25	26	27	28	29	29 Last Day of Teaching	
	30								
	December 2014							1 - 6 Student Revision Period	
		1	2	3	4	5	6	8 - 20 **Examination Period**	
	7	8	9	10	11	12	13		
	14	15	16	17	18	19	20		
	21	22	23	24	**25**	**26**	27	22 Dec - 10 Jan Semester Break	**25** Christmas Day
	28	29	30	31					**26** Day following Christmas Day

Semester B 2014/15

Week	S	M	T	W	T	F	S	Events	Public Holidays
	January 2015							**Semester B 2014/2015**	
					1	2	3		**1** First day of January
	4	5	6	7	8	9	10		
WK 1	**11**	12	13	14	15	16	17	12 Jan - 25 Apr Teaching Period	
WK 2	**18**	19	20	21	22	23	24		
WK 3	**25**	26	27	28	29	30	31		
	February 2015								
WK 4	**1**	2	3	4	5	6	7		
WK 5	**8**	9	10	11	12	13	14		
WK 6	**15**	16	17	18	**19**	**20**	**21**	16 Graduation Date	**19 - 21** Lunar New Year Holidays
	22	23	24	25	26	27	28	18 - 24 Lunar New Year Break	
	March 2015								
WK 7	**1**	2	3	4	5	6	7		
WK 8	**8**	9	10	11	12	13	14		
WK 9	**15**	16	17	18	19	20	21		
WK 10	**22**	23	24	25	26	27	28		
WK 11	**29**	30	31						
	April 2015								
				1	2	**3**	**4**	3 - 9 Easter Break	**3** Good Friday
	5	**6**	**7**	8	9	10	11		**4** Day following Good Friday
WK 12	**12**	13	14	15	16	17	18		**6** Day following Ching Ming Festival
WK 13	**19**	20	21	22	23	24	25	25 Last Day of Teaching	**7** Day following Easter Monday
	26	27	28	29	30			27 Apr - 2 May Student Revision Period	
	May 2015								
					1	2			**1** Labour Day
	3	4	5	6	7	8	9	4 - 16 **Examination Period**	
	10	11	12	13	14	15	16		
	17	18	19	20	21	22	23	18 May - 6 Jun Semester Break	
	24	**25**	26	27	28	29	30		**25** Buddha's Birthday
	31								

Summer Term 2015

Week	S	M	T	W	T	F	S	Events	Public Holidays
	June 2015							**Summer Term 2015**	
		1	2	3	4	5	6		
WK 1	7	8	9	10	11	12	13	8 Jun - 25 Jul Teaching Period	
WK 2	14	15	16	17	18	19	20		**20** Tuen Ng Festival
WK 3	21	22	23	24	25	26	27		
WK 4	28	29	30						
	July 2015								
				1	2	3	4		**1** HK SAR Establishment Day
WK 5	5	6	7	8	9	10	11		
WK 6	12	13	14	15	16	17	18	15 Graduation Date	
WK 7	19	20	21	22	23	24	25	25 Last Day of Teaching	
	26	27	28	29	30	31		27 Jul - 1 Aug Student Revision Period	
	August 2015								
							1		
	2	3	4	5	6	7	8	3 - 8 **Examination Period**	
	9	10	11	12	13	14	15	10 - 29 Term Break	
	16	17	18	19	20	21	22		
	23	24	25	26	27	28	29		
	30	31							

Acknowledgement

A number of references have been made in the preparation of this handbook:

- Academic Regulation for 4-year Undergraduate Degrees
- Academic Regulation for Taught Postgraduate Degrees
- Code of Student Conduct and Disciplinary
- Rule on Academic Honesty
- Student Complaints Procedure

In the event of any discrepancy between the information on the University website and the contents of this handbook, the former shall prevail.