

Graduate Profile
Bachelor of Arts (Honours) in Chinese Language, Literature and Communication

Qualification Title	Bachelor of Arts (Honours) in Chinese Language, Literature and Communication 中國語言文學及傳意（榮譽）文學士
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QF Level	5
Primary Area of Study and Training	Languages and Related Studies
Sub-area (Primary Area of Study and Training)	Languages and Related Studies
Programme Objectives	<p>The programme aims to</p> <ol style="list-style-type: none"> 1. develop students' mastery of the Chinese language at a high level of competence for academic and practical purposes; 2. equip students with solid intellectual, academic and practical knowledge of the Chinese language for independent study, research, and lifelong learning; 3. nurture students to become prudent and versatile global citizens who appreciate and respect cultural diversity; and 4. cultivate students' high personal integrity and ethical standards, strong values and attitudes of individual and social responsibility, and the critical and creative thinking skills to meet the challenges of the future.
Programme Intended Learning Outcomes	<p>Upon completion of the Major, students should be able to:</p> <ol style="list-style-type: none"> 1. demonstrate the writing skills and ability in using the Chinese language with a high level of competence in professional, academic and employment-related contexts; 2. critically analyse, evaluate, and synthesize the concepts and theories in core areas of Chinese language and literature from local and international perspectives; 3. apply the knowledge of literature and language in Hong Kong and Mainland China to produce literary

	<p>works or to perform various professional or academic functions;</p> <ol style="list-style-type: none"> 4. demonstrate the ability to use fluent Cantonese and Putonghua, and good English for the purpose of effective communication and collaboration in the local and regional contexts; 5. apply innovative thinking, analytical, evaluative, problem-solving, IT and multimedia skills as well as multidisciplinary knowledge to conduct relevant academic research or perform job duties; and 6. develop a sense of ethical standard, virtuous and responsible citizenship and respect for diversity in their daily life. <p>Upon completion of the General Education component, students should be able to:</p> <ol style="list-style-type: none"> 1. demonstrate intellectual and practical skills, including proficiency in written and oral communication, inquiry techniques, critical and creative thinking, quantitative reasoning and problem-solving skills; 2. increase global awareness by gaining knowledge of diverse peoples and cultures, and develop the ability to interact with others in culturally diverse settings; 3. demonstrate a broad knowledge of the natural and social world through the study of arts and humanities, science and technology, social sciences and Greater China; and 4. demonstrate the capacity and resourcefulness for lifelong learning and life management for assuming individual and social responsibilities to fulfil the needs of personal and professional lives.
<p>Education Pathways</p>	<p>Graduates of the programme can pursue further study at Master Degree level offered by local tertiary institutions, for example:</p> <ul style="list-style-type: none"> • Master of Arts in Chinese Language and Literature • Master of Arts in Chinese • Master of Arts in Chinese Literature, Language and Culture • Master of Arts in Chinese Language and Literature / Postgraduate Diploma in Chinese Language and Literature • Master of Arts in Chinese Studies (Language Education) • Master of Arts in Chinese Literature

Employment Pathways	<p>Graduates of the programme will be well-prepared for jobs that demand excellent Chinese writing and presentation skills, such as teaching assistants, editors, playwrights and managers. Coupled with their knowledge in IT and multimedia production, graduates will have a competitive edge in the digital domain where all marketing and sales are delivered and processed on our electronic devices.</p>
Minimum Admission Requirements	<p><u>Year 1</u></p> <p>(i) obtain Level 3 in Chinese Language and English Language and Level 2 in Mathematics and Liberal Studies plus one Elective/Applied Learning Subject at Level 2 (“3322+2”) in HKDSE; OR</p> <p>(ii) pass AS Use of English and AS Chinese Language and Culture plus one AL subject/two AS subjects in HKALE and Level 2 for Chinese Language and English Language plus passes in three other subjects in HKCEE; OR</p> <p>(iii) obtain equivalent qualifications.</p> <p><u>Year 3 Entry</u></p> <p>Holders of an Associate Degree or a Higher Diploma in similar or relevant discipline from a recognised tertiary institution in Hong Kong with a cumulative GPA of 2.0 or above or equivalent</p>
Operator	<p>UOW College Hong Kong 香港澳大利亞伍倫貢書院</p>