香港浸會大學

香港浸會大學(浸大)是一所由香港政府資助的綜合性高等學府。多年來，浸大一直在教育、研究及社會服務上追求卓越。作為亞洲最優秀的高等教育學府之一，浸大致力培育未來世代成為貢獻社會的英才，為他們提供廣泛多元、跨學科及具創意的教育，浸大設有八個學院，為學生提供多樣化的學科選擇，由藝術、工商管理、傳理、社會科學以至科技、中醫及體育等等。

電影學院

香港浸會大學電影學院致力提供優質的影視藝術及創意媒體教育，旨在為本地文化及藝術界培育專業人才。經過四十多年努力，電影學院已成為香港影視及媒體教育中最主要的學府之一，不論在規模設施、課程規劃、校友成就及業界聯繫方面都是香港頂尖的電影學校。

影視與新媒體製片管理文學碩士課程

影視與新媒體製片管理文學碩士課程於2013年起開辦，是一年制的全日制修課式研究生課程。

本課程致力於培育更多具高水平語文能力及對行業有深入的認知的媒體營運管理人才，讓學生接受全面及多元化的課程培訓，包括影視新媒體策劃、融資、項目開發、製片管理、行銷、宣傳、市場、戲院管理等。

課程定期舉辦不同類型的活動供同學參加，例如嘉賓講座、本地遊、海外交流團、實地考察及工作坊等，讓同學有機會向業界人士汲取經驗、與他們交流對話，增廣見聞，從而增進同學對影視及新媒體行業的專業知識，把握市場的最新狀況。

課程亦設有導師計劃，增進同學和教學人員之間的溝通，並讓課程能更有效地收集同學的反饋。導師由本課程的教學人員擔任，同學會被分成小組，每組由一名導師帶領，同學和導師可以就課堂上出現的問題，以及與影視與新媒體行業或學校生活相關的任何話題進行討論和交流。

課程結構

本課程要求最少27學分，學生需修讀5門必修課(15學分)及4門選修課 (12學分)，正常修讀年期為12個月。

教學語言以英文為主，部分科目或以中文教學。

必修課	15學分
影視與新媒體財務 (融資) 管理	3
影視與新媒體宣傳、廣告及發行	3
影視與新媒體法律	3
製片劇本分析	3
媒體藝術基礎	3

選修課	12學分
製片及市場案例研究	3
新媒體內容概覽及前景：網路電影、網路劇及短視頻	3
非主流電影製片	3
影視與新媒體全球化	3
多媒體管理	3
互動媒體設計	3
電腦繪圖理論與應用	3
數碼媒體藝術與應用	3
新浪潮電影	3
多媒體跨平臺節目製作與定位	3
無劇本 (實境節目) 創作與製作	3
導演實踐	3
數碼多媒體傳播	3
敘事技巧	3
電影節及影展策劃	3

上列的選修課會因應課程安排調整，未必於每一學年盡數開設。各選科設配額限制。學生於整個學年最多可選修 2 科 (6 學分) 由其他課程開辦的選修課。

入學申請

本課程適合持有本科學士學位，具影視或媒體相關機構的工作經驗，對影視及新媒體行業和管理有相當認識且有意加深了解，並有志於此行業發展的人士。

申請人必須：

- 持有或即將獲得認可大學或機構之學士學位；及
- 達較高英語水平；如於非全英語授課的院校就讀本科課程，則須提供以下任何一項資格證明：

  a.托福國際考試達到79分或以上；或

  b.雅思國際考試達到6.5分或以上

* 上述國際考試成績自考試日起兩年內有效。如申請人英語水平未達上述要求或考試成績已過期失效，須盡早提交有效的合資格證明。在收到相關證明前，申請將不獲審核處理。

本課程採用「先報先審」原則，從每年十月初起接受報名，至翌年六月初為止。如入學名額提早錄滿，錄取工作或有機會在截止報名日期前結束，建議申請者盡早提交申請。

申請人必須於網上報名時提交以下材料，申請將在收悉全部所需文件後審核處理。

- 護照或身份證副本
- 成績單
- 大學出具的在讀證明或已獲取學歷的畢業證書和學位證書
- 有效的托福或雅思國際考試成績
  (適用於在非全英語授課院校就讀或畢業者)
- 兩位推薦人的聯絡資料或兩封由不同推薦人撰寫並附有簽名的推薦信，推薦人須熟悉並闡明申請人的學術或專業能力
- 英語提綱(不多於500字)，說明申請人的學術興趣和發展方向

學費

一年全日制學費共港幣180,000元

課程設獎學金頒予修課期間表現優秀的學生

香港未來人才深造獎學金計劃

(只供本地學生申請)

本課程獲批香港未來人才深造獎學金計劃。此計劃由大學教育資助委員會(UGC)開設，為在修讀指定研究院修課課程的本地學生提供獎學金。計劃的主要目的是吸引更多優秀的本地學生於有利香港發展的優先範疇深造。

計劃資助金額

每個獎學金上限為港幣100,000元，獲獎學金的學生須支付不少於港幣47,000元學費。

甄選準則

- 此計劃只供本地學生申請。
- 計劃的甄選原則是擇優而取，大學會根據學生的學術成就、專業資格、相關工作經驗和其他方面的成就以及學生提交的計劃書進行甄選。
- 已獲得其他政府獎學金資助(學生資助計劃除外)修讀同一課程的學生將不予考慮，避免得獎者獲取政府的雙重資助。

查詢

課程申請或簽證申請查詢

教務處

(852) 3411 5127　(852) 3411 5133

hkbu_tpg@hkbu.edu.hk

https://ar.hkbu.edu.hk/tpg-studies

課程查詢

(852) 3411 8002

maproducing@hkbu.edu.hk

https://af.hkbu.edu.hk/en/ma-introduction

香港浸會大學
HONG KONG BAPTIST UNIVERSITY

影視與新媒體製片管理文學碩士

MA in Producing for Film, Television and New Media

Selected Programme under the
Hong Kong Future Talents Scholarship Scheme for Advanced Studies
(For Local Students Only)

本課程獲批香港未來人才深造獎學金計劃
(只限本地學生)

http://af.hkbu.edu.hk/en/ma-introduction

School of Creative Arts
創意藝術學院

浸大電影學院
academy of film hkbu

Hong Kong Baptist University

Hong Kong Baptist University (HKBU) is a public tertiary institution. Over the years, HKBU has remained committed to the pursuit of excellence in education, research and service to the community. As one of Asia's finest institutions of higher learning, HKBU is dedicated to nurturing future generations of civically engaged community members, and it provides them with a broad-based, transdisciplinary and creative education.

Its eight faculties/schools offer a wide array of programmes across a diverse range of disciplines, from the arts, business, communication, and social sciences to science and technology, Chinese medicine and sport.

Academy of Film

The Academy of Film is dedicated to the provision of cinematic-arts and creative media education to cultivate talented professionals capable of contributing to Hong Kong's arts and cultural industries. For the last four decades, it has been the chief provider of cinema, television and media education in Hong Kong. It is currently Hong Kong's flagship film school in terms of its size, breadth of programmes, distinguished alumni and strong industry connections.

Master of Arts in Producing for Film, Television and New Media

The Master of Arts in Producing for Film, Television and New Media is a taught postgraduate programme launched in 2013 in a one-year full-time study mode.

The programme aims to meet the escalating demand for the professionals who command high-level of language proficiency with in-depth knowledge and understanding of the film, television and new media industry by providing students with professional education in planning, finance, project development, producing, distribution, promotion, public relations & marketing and theatre management etc.

Various activities such as guest talks, local tours, overseas study tours, field visits and workshops are regularly organized to broaden students' horizons and strengthen their understanding of the developing trends in the industry.

A tutorial scheme is also set up to encourage closer communication between students and teaching staff, and to facilitate the programme to collect feedback from students. Each student will be assigned to a group led by a tutor, who is also a course instructor of the programme. Students and the tutor can discuss and exchange opinions on matters came up in class, and any topics related to the industry or school life.

Programme Structure

The programme requires a minimum of 27 units for completion. Students are required to take a total of 5 core courses (15 units) and 4 elective courses (12 units). The normal study duration is 12 months.

English is the primary medium of instruction. Some courses may be taught in Chinese. Intermediate level or above in Chinese proficiency is suggested.

Core Courses	15 units
Financial Management for Film, Television and New Media	3
Promotion, Advertising and Distribution for Film, Television and New Media	3
Law, and Film, Television and New Media	3
Script Analysis for the Producer	3
Fundamentals of Media Arts	3

Elective Courses	12 units
Case Studies in Production and the Market	3
Overview of New Media Contents and its Future: Internet Movie, Drama Series and Short Video	3
Seminar on Non-Mainstream Producing	3
Film, Television, New Media and Globalization	3
Multimedia Management	3
Interactive Media Design	3
Principles and Applications of Computer Graphics	3
The Art and Practice of Digital Media	3
Graduate Seminar on Chinese New Waves Cinema	3
Multimedia Platform Programming Positioning and Branding	3
Non-Scripted (Reality Show) Creation and Production	3
Graduate Seminar on a Director's Palette	3
Digital Multimedia Communication	3
Narrative Storytelling	3
Film Festival and Film Programme Curation	3

Elective courses listed are subject to the programme's arrangement and will not be necessarily offered in every academic year. Students can only take a maximum of 6 units (TWO elective courses) offered by other programmes during the entire study period.

Admission

The programme will be of interest to the following students: Bachelor's Degree holders with some working experiences in the film/TV/media industry, or who aspire to such positions, and who see the in-depth understanding of film/TV/media industry and management as contributory to executive leadership in their career and in the society.

Applicants should

- Possess a Bachelor's Degree from a recognized university or institution; AND
- Be able to communicate in English at an advanced level, possessing one or more of the following qualifications if the first degree is obtained from an institution where the medium of instruction is not English:

  A. a minimum score of 79 in TOEFL; or

  B. a minimum score of 6.5 in IELTS

* The test results of the above examinations are valid for two years only. If the English test result submitted does not meet the English requirements listed or is no longer valid, applicants should submit a valid test result which meets the minimum requirement as soon as possible. The application will not be processed/reviewed until all relevant documents are received.

We adopt a rolling admission policy and open a window for application from early-October to early-June. It may be to your advantage to apply as early as possible, as the window may close earlier when all spots are filled.

The programme assessment panel will proceed with the assessment and recommendation for admission after all the following documents are submitted through the online application system.

- Personal particulars: copy of passport or identity document issued by the applicant's home country
- Transcript
- Certificate of studies issued by the university you are studying in or diploma and certificate of Bachelor's Degree
- English proficiency test results: valid IELTS or TOFEL test result (if English is not the medium of instruction for your bachelor degree)
- References: contact information of 2 referees or 2 reference letters written by 2 referees (with referee's signature); referees must be familiar with applicant's academic or professional capability
- Personal statement in English (no more than 500 words): outline of academic interest and development orientation

Tuition Fee

HK$180,000 (per year for one-year full-time study)

Merit-based scholarships will be awarded to students with outstanding academic performance

Approved Programme under UGC's Hong Kong Future Talents Scholarship Scheme for Advanced Studies
(For Local Students Only)

The programme has been selected for sponsorship under the Hong Kong Future Talents Scholarship Scheme for Advanced Studies. This Scheme, offered by the University Grants Committee (UGC), provides fellowships for local students pursuing designated taught postgraduate programmes. The main objective of the scheme is to attract more meritorious local students to pursue further studies in priority areas conducive to the development of Hong Kong.

Fellowship Entitlement

Selected Scholarship recipients are required to pay a minimum tuition fee of HK$47,000. The outstanding balance of the tuition fee will be subsidised by the Scholarship, subject to a cap of HK$100,000.

Eligibility

- Applications are open to local students only;
- The award of the fellowships will be based on merits taking into account the students' academic achievements, professional qualifications, relevant working experience and achievements in other areas as well as the personal statement/proposal submitted by the students; and
- To avoid double subsidy, applications from students who are receiving other forms of government scholarship (except student financial assistance) for pursuing the same programme will not be considered.a

Enquiries

Application Enquiry and Visa Application Enquiry for Non-local Students

Academic Registry
(852) 3411 5127 (852) 3411 5133
hkbu_tpg@hkbu.edu.hk
https://ar.hkbu.edu.hk/tpg-studies

Programme Enquiry

(852) 3411 8002
maproducing@hkbu.edu.hk
https://af.hkbu.edu.hk/en/ma-introduction