

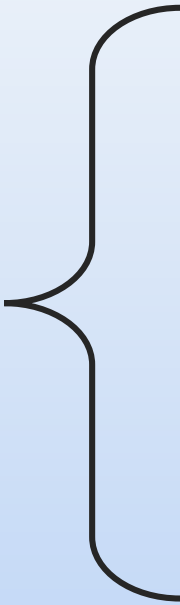
# Minor Programmes

Faculty of Humanities and Social Sciences





# Minor Programme in

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- Digital Social Science
  - Global China Studies (*to be updated*)
  - Globalisation and Sustainable Development
  - Journalism and Media Studies
  - Public Relations and Advertising
  - Translation and Interpreting

# 1 Minor Programme in Digital Social Science

**Objective:** To integrate digital technologies with the core principles of social science.

**Focus:** Understanding modern social life, interactions, and systems in the digital era.

**Designed For:** Students from all backgrounds—including science, business, and the arts—seeking to understand the social impact of technology.

| Category                                                                                   | Code     | Title                                                                      | Units | Level | PILO |   |   | Pre-requisite(s) |
|--------------------------------------------------------------------------------------------|----------|----------------------------------------------------------------------------|-------|-------|------|---|---|------------------|
|                                                                                            |          |                                                                            |       |       | 1    | 2 | 3 |                  |
| Required Courses (3 units)                                                                 | DSS1023  | Invitation to Digital Social Science                                       | 3     | 1     | X    | X | X | Nil              |
| Elective Courses – students should complete 12 units (4 to be chosen out of the 16 listed) | DSS2013  | Smart City                                                                 | 3     | 2     | X    | X | X | Nil              |
|                                                                                            | DSS2023  | Behavioral Science and the Digital World                                   | 3     | 2     | X    | X | X | Nil              |
|                                                                                            | DSS2033  | Social Policy in Digital Society                                           | 3     | 2     | X    | X | X | Nil              |
|                                                                                            | POLS2073 | Cooperation and Progress in the Guangdong-Hong Kong-Macau Greater Bay Area | 3     | 2     | X    |   | X | Nil              |
|                                                                                            | DSS3003  | Culture, Diversity and Society                                             | 3     | 3     | X    |   | X | Nil              |
|                                                                                            | DSS3013  | Education Policy and Digital Society                                       | 3     | 3     | X    | X | X | Nil              |
|                                                                                            | DSS3023  | Network Analysis for Social Planning                                       | 3     | 3     | X    | X | X | Nil              |
|                                                                                            | DSS3033  | Ethics and Legal Issues in Digital Society                                 | 3     | 3     | X    | X |   | Nil              |
|                                                                                            | DSS3043  | Digital Emergency and Disaster Risk Management                             | 3     | 3     | X    | X | X | Nil              |
|                                                                                            | DSS3053  | Learning Organizations                                                     | 3     | 3     | X    | X | X | Nil              |
|                                                                                            | DSS3063  | Social Welfare Informatics                                                 | 3     | 3     | X    | X | X | Nil              |
|                                                                                            | DSS3073  | Classical Sociological Theory and the Digital World                        | 3     | 3     | X    | X |   | Nil              |
|                                                                                            | DSS4043  | Digital Disease and Health Service Management                              | 3     | 3     | X    | X | X | Nil              |
|                                                                                            | GLD3063  | Data Analysis for Social Sciences                                          | 3     | 3     | X    | X | X | Nil              |
|                                                                                            | GLD3123  | Public Administration for the Digital Society                              | 3     | 3     | X    | X | X | Nil              |
|                                                                                            | POLS3273 | Growth, Innovation and Development: Case Studies                           | 3     | 3     | X    |   | X | Nil              |

# Minor Programme in Globalisation and Sustainable Development

- **Objective:** To equip students with a comprehensive understanding of the key drivers shaping our interconnected world.
- **Focus:** Analyzing critical global trends and governance frameworks in development, sustainability, and social inclusion.
- **Key Topics Include:**
  - The rising influence of the Global South.
  - The evolution of multilateral integration and cooperation.
  - The emergence of global and regional governance agendas

| Code                                                                                              | Title                                                                      | Units | Level | PILO |   |   | Pre-requisite(s) |
|---------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|-------|-------|------|---|---|------------------|
|                                                                                                   |                                                                            |       |       | 1    | 2 | 3 |                  |
| Elective Courses – students should complete 15 units (5 to be chosen out of the 13 listed below): |                                                                            |       |       |      |   |   |                  |
| ENV3003                                                                                           | Resources and the Environment <sup>①</sup>                                 | 3     | 3     | X    |   | X | None             |
| ENV3013                                                                                           | Sustainable Environmental Management <sup>①</sup>                          | 3     | 3     | X    |   | X | None             |
| GLD2013                                                                                           | International Cooperation                                                  | 3     | 2     | X    | X |   | None             |
| GLD2033                                                                                           | Global Political Economy                                                   | 3     | 2     |      | X | X | None             |
| GLD2043                                                                                           | Principles of Development Economics                                        | 3     | 2     | X    | X |   | None             |
| GLD3023                                                                                           | Globalisation: Trends, Issues and Opportunities                            | 3     | 3     |      | X | X | None             |
| GLD3153                                                                                           | Transnational Migration and Development                                    | 3     | 3     |      | X | X | None             |
| POLS2073                                                                                          | Cooperation and Progress in the Guangdong-Hong Kong-Macau Greater Bay Area | 3     | 2     |      | X | X | None             |
| POLS3093                                                                                          | International Organisations                                                | 3     | 3     |      | X | X | None             |
| POLS3203                                                                                          | Introduction to Sustainable Development                                    | 3     | 2     | X    |   | X | None             |
| POLS3253                                                                                          | Global Routes of Trade and Investment                                      | 3     | 3     |      | X | X | None             |
| POLS3263                                                                                          | Global Environmental Governance                                            | 3     | 3     | X    |   | X | None             |
| POLS3273                                                                                          | Growth, Innovation and Development: Case Studies                           | 3     | 3     | X    |   | X | None             |

<sup>①</sup> These courses could not be claimed by Environmental Science Programme students

# 4 Minor Programme in Journalism and Media Studies

- **Objective:** To provide a foundational understanding of the rapidly evolving, global media landscape.
- **Focus:** Developing essential hands-on journalism skills and critical media literacy.
- **Designed For:** Students seeking to navigate and succeed in today's highly interdisciplinary media industries.

1 If both Minor Required courses are completed then the second one will count as a Minor Elective.

2 The Internship course will be open every Semester 1 for major students of Y4. For Minor students who have fulfilled all other 12 units (4 courses) under the Journalism category with a minimum GPA2.5 will be granted approval to finish his/her Minor programme with the capstone course of internship. However, the candidate will need to join the Internship Infor Session in March (Semester 2) before the registration to confirm the approval from the Department Head.

| Code                                                                                              | Title                                       | Units | Level | PILO |   |   | Pre-requisite(s)           |
|---------------------------------------------------------------------------------------------------|---------------------------------------------|-------|-------|------|---|---|----------------------------|
|                                                                                                   |                                             |       |       | 1    | 2 | 3 |                            |
| Required Courses – students should complete 3 units (1 to be chosen out of the 2 listed below): 1 |                                             |       |       |      |   |   |                            |
| MCOM1003                                                                                          | Introduction to Media Studies               | 3     | 2     |      | X | X | None                       |
| MCOM2033                                                                                          | Foundations of News and Feature Reporting   | 3     | 2     | X    | X |   | None                       |
| Elective Courses – students should complete 12 units (4 to be chosen out of the 16 listed below): |                                             |       |       |      |   |   |                            |
| I. Media Studies                                                                                  |                                             |       |       |      |   |   |                            |
| MCOM1013                                                                                          | New Media, Culture and Society              | 3     | 3     |      |   | X | None                       |
| MCOM2013                                                                                          | Communication Theories I                    | 3     | 2     |      | X | X | None                       |
| MCOM2043                                                                                          | Documentary Film Classics                   | 3     | 2     |      | X | X | None                       |
| MCOM2073                                                                                          | History of East Asian Media and Culture     | 3     | 2     |      |   | X | None                       |
| MCOM3003                                                                                          | Media in China                              | 3     | 3     |      | X | X | None                       |
| MCOM3013                                                                                          | Rhetoric of Communication and Media         | 3     | 3     |      | X | X | None                       |
| MCOM3043                                                                                          | Culture, Media and Tourism                  | 3     | 3     |      | X | X | None                       |
| MCOM3123                                                                                          | International Communication                 | 3     | 3     |      | X | X | MCOM1003<br>or<br>MCOM1013 |
| MCOM3163                                                                                          | Study on Intercultural Communication Issues | 3     | 3     |      | X | X | None                       |
| MCOM3173                                                                                          | Gender, Identity and the Media              | 3     | 3     |      | X | X | None                       |
| II. Journalism                                                                                    |                                             |       |       |      |   |   |                            |
| MCOM2053                                                                                          | Reporting Laboratory (1)                    | 3     | 2     | X    | X |   | MCOM2033                   |
| MCOM2063                                                                                          | Foundation of Photojournalism               | 3     | 2     | X    | X |   | None                       |
| MCOM2083                                                                                          | Multimedia Production I                     | 3     | 2     | X    | X |   | MCOM2033                   |
| MCOM2103                                                                                          | Entertainment Journalism                    | 3     | 3     | X    | X |   | None                       |
| MCOM3033                                                                                          | Internship (MCOM)2                          | 3     | 3     | X    | X |   | None                       |
| MCOM3133                                                                                          | Media Law and Ethics                        | 3     | 3     |      | X | X | None                       |
| MCOM3143                                                                                          | Advanced Reporting and Writing              | 3     | 3     | X    | X |   | MCOM2033                   |
| MCOM3223                                                                                          | International News                          | 3     | 3     |      | X |   | None                       |
| MCOM3243                                                                                          | News Translation                            | 3     | 3     | X    | X |   | None                       |
| MCOM4063                                                                                          | Business and Financial Reporting            | 3     | 3     | X    | X |   | None                       |

# 5 Minor Programme in Public Relations and Advertising

- **Objective:** To equip non-PRA majors with core PR and advertising competencies, enhancing their career readiness and job market competitiveness.
- **Curriculum:** Focuses on fundamental concepts, campaign processes, and the skills to create and disseminate integrated communication materials.
- **Value:** Provides students with versatile expertise that adds significant value to businesses, non-profit organizations, and government agencies.
- **Benefit:** Allows students to develop a complementary academic interest that diversifies their skill set beyond their primary major.

| Code                                                                                         | Title                                                                           | Units | Level | PILO |   |   | Pre-requisite(s)   |
|----------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|-------|-------|------|---|---|--------------------|
|                                                                                              |                                                                                 |       |       | 1    | 2 | 3 |                    |
| Required Courses – students should complete 6 units of the following two courses:            |                                                                                 |       |       |      |   |   |                    |
| PRA2003                                                                                      | Principles of Public Relations                                                  | 3     | 2     | X    | X |   | None               |
| PRA2013                                                                                      | Principles of Advertising                                                       | 3     | 2     | X    | X |   | None               |
| Elective Courses – students should complete 9 units (any 3 courses from the following list): |                                                                                 |       |       |      |   |   |                    |
| COMM2033                                                                                     | Persuasion and Social Influence                                                 | 3     | 3     | X    | X |   | None               |
| PRA2053                                                                                      | Cases Studies in Public Relations and Advertising                               | 3     | 3     |      | X | X | None               |
| PRA3003                                                                                      | Consumer Behaviour                                                              | 3     | 3     | X    |   | X | PRA2013            |
| PRA3063                                                                                      | Digital Media and Strategic Communication                                       | 3     | 3     | X    |   | X | None               |
| PRA3073                                                                                      | Branding in Advertising                                                         | 3     | 3     | X    |   | X | None               |
| PRA3083                                                                                      | Crisis Management and Risk Communication                                        | 3     | 3     | X    |   | X | PRA2003            |
| PRA3093                                                                                      | Media and Event Planning                                                        | 3     | 3     |      | X | X | PRA2003 or PRA2013 |
| PRA4003                                                                                      | Advertising and Society                                                         | 3     | 4     | X    |   | X | None               |
| PRA4013                                                                                      | Special Topics in Public Relations and Advertising                              | 3     | 4     | X    |   | X | None               |
| PRA4663                                                                                      | Public Relations and Advertising Strategic Campaigns (for Minor Programme Only) | 3     | 4     | X    | X |   | PRA2003 or PRA2013 |

# 6 Minor Programme in Translation and Interpreting

- **Objective:** To develop advanced bilingual and bicultural competencies in both spoken and written communication.
- **Focus:** Building the practical skills to act as an effective intermediary across languages and cultures.
- **Outcome:** Prepares students to bridge communication gaps for texts and speakers in professional and cultural contexts.

| Code                                                                                             | Title                                             | Units | Level | PILO |   |   | Pre-requisite(s) |
|--------------------------------------------------------------------------------------------------|---------------------------------------------------|-------|-------|------|---|---|------------------|
|                                                                                                  |                                                   |       |       | 1    | 2 | 3 |                  |
| Required Courses – students should complete 6 units:                                             |                                                   |       |       |      |   |   |                  |
| TRA1003                                                                                          | Principles and Methods of Translation             | 3     | 1     | X    | X |   | None             |
| TRA3003                                                                                          | Introductory Interpreting                         | 3     | 3     | X    |   | X | None             |
| Elective Courses – students should complete 9 units (3 to be chosen out of the 11 listed below): |                                                   |       |       |      |   |   |                  |
| TRA2003                                                                                          | General Translation I                             | 3     | 2     | X    | X |   | None             |
| TRA2023                                                                                          | Contrastive Language Studies: English and Chinese | 3     | 2     | X    | X |   | None             |
| TRA2033                                                                                          | Communication and Translation                     | 3     | 2     | X    |   | X | None             |
| TRA3033                                                                                          | Culture and Translation                           | 3     | 3     |      | X | X | None             |
| TRA3043                                                                                          | Translation in Workplace                          | 3     | 3     |      | X | X | None             |
| TRA3063                                                                                          | Media Translation                                 | 3     | 3     | X    |   | X | None             |
| TRA3083                                                                                          | General Interpreting                              | 3     | 3     | X    |   | X | TRA3003          |
| TRA3093                                                                                          | Translation of Scientific and Technological Texts | 3     | 3     | X    |   | X | None             |
| TRA3103                                                                                          | Translation of Legal and Government Document      | 3     | 3     | X    |   | X | None             |
| TRA3113                                                                                          | Commercial Translation                            | 3     | 3     | X    |   | X | None             |
| TRA4063                                                                                          | Simultaneous Interpreting                         | 3     | 4     | X    |   | X | TRA3003          |

**Thank you**

