

PolyU-SPEED Award Programme 2020/21

Bachelor of Arts (Honours) Scheme in Language and Communication*

語文及傳意(榮譽)文學士組合課程*

(84067-BST / 84067-CLC / 84067-LPC)

* This scheme is subject to the approval by PolyU in mid-2020. The Scheme curriculum and the subjects to be offered under the Scheme is subject to change.

Scheme Structure

The Scheme comprises of the following programmes:

- ❖ Bachelor of Arts (Honours) in Bilingual Studies with Translation (84067-BST)
- ❖ Bachelor of Arts (Honours) in Chinese Language and Culture (84067-CLC)
- ❖ Bachelor of Arts (Honours) in Language and Professional Communication (84067-LPC)

Students are required to complete the following requirements with satisfactory results for an honours degree:

Award	Requirements	No. of Credits	
Bachelor of Arts (Honours) in Bilingual Studies with Translation	General University Requirements (GUR)	9 – 18	
	2 Cluster Area Requirements (CAR) subjects (including 1 designated as China-related) ⁺ , 3 credits each	6	
	1 Service Learning OR Free Elective subject [^]	3	
	Up to 3 Language and Communication Requirements (LCR) subjects (2 in English & 1 in Chinese), 3 credits each <i>(for students who have not met the equivalent standard of undergraduate degree LCR based on their prior sub-degree studies only)*</i>	0 – 9	
	Discipline Specific Requirements (DSR) <i>(Please refer to the table below for details)</i>	51 - 54	
	Foundation	1 subject of 3 credits <i>(for students from unrelated disciplines only)</i>	0 - 3
	Scheme Compulsory	6 subjects, 3 credits each	18
	Award Compulsory	6 subjects, 3 credits each	18
	Elective	5 subjects, 3 credits each <i>[For students of Bachelor of Arts (Honours) in Bilingual Studies with Translation, at least 3 elective subjects must be at Level 4. For the other, at least 2 elective subjects must be Level 4]</i>	15
	Work-Integrated Education (WIE)		Nil
	300 hours of work-based learning experience <i>(Relevant work experience accumulated during or after sub-degree studies may be considered for fulfilment of WIE. Students will be invited to submit application for consideration after programme commencement.)</i>		
	Total	60 – 72 credits	

Award	Requirements	No. of Credits	
Bachelor of Arts (Honours) in Language and Professional Communication	General University Requirements (GUR)	9 – 18	
	2 Cluster Area Requirements (CAR) subjects (including 1 designated as China-related) ⁺ , 3 credits each	6	
	1 Service Learning OR Free Elective subject [^]	3	
	Up to 3 Language and Communication Requirements (LCR) subjects (2 in English & 1 in Chinese), 3 credits each <i>(for students who have not met the equivalent standard of undergraduate degree LCR based on their prior sub-degree studies only)*</i>	0 – 9	
	Discipline Specific Requirements (DSR) <i>(Please refer to the table below for details)</i>	51 - 56	
	Foundation	Up to 2 subject, 1 of 3 credits and 1 of 2 credits <i>(for students from unrelated disciplines only)</i>	0 - 5
	Scheme Compulsory	6 subjects, 3 credits each	18
	Award Compulsory	6 subjects, 3 credits each	18
	Elective	5 subjects, 3 credits each <i>[at least 2 elective subjects must be Level 4]</i>	15
	Work-Integrated Education (WIE)		Nil
	300 hours of work-based learning experience <i>(Relevant work experience accumulated during or after sub-degree studies may be considered for fulfilment of WIE. Students will be invited to submit application for consideration after programme commencement.)</i>		
	Total	60 – 74 credits	

⁺ Within these subjects, students need to fulfil the English and Chinese reading and writing requirements.

[^] Subject to the review in early 2020, all students may be required to take a Service Learning subject.

* Students' fulfilment of LCR will be assessed based on their academic records of sub-degree studies. They will be advised if they are required to take LCR subjects on admission

Discipline Specific Requirements (DSR)

Award	Subject Nature	Subject Title
Bachelor of Arts (Honours) in Bilingual Studies with Translation	Foundation <i>(for students from unrelated disciplines only)</i>	Introduction to Administrative Studies [✧] (2 credits)
		Introduction to Communication and Language ⁺ (3 credits)
Bachelor of Arts (Honours) in Chinese Language and Culture	Scheme Compulsory (6 subjects)	Advanced Putonghua for Professional Communication
		Chinese Writing for Professionals [@]
		Effective Professional Communication in English [*]
		English and Chinese in Contrast
		Integrated Study (Language and Communication)
		Translation for the Workplace
Bachelor of Arts (Honours) in Bilingual Studies with Translation	Award-Specific Compulsory (6 subjects)	Applied Translation Studies
		Chinese Writing for the Media
		English Grammar
		Introduction to Bilingual Communication
		Introduction to Bilingual Studies
		Languages in Contemporary Societies
Bachelor of Arts (Honours) in Chinese Language and Culture	Award-Specific Compulsory (6 subjects)	Chinese Linguistics
		Chinese Rhetoric and Business Communication
		Cultural Studies and Daily Life
		English for Chinese Cultural Themes
		Language and Culture in Chinese Contexts
		The History and Culture of the Greater Bay Area
Bachelor of Arts (Honours) in Language and Professional Communication	Award-Specific Compulsory (6 subjects)	Analysing English and Chinese Discourse in Business Contexts
		Event Management
		Integrated Strategic Communications
		Language and Society
		Marketing and Public Relations for Professional Practices
		Writing for Marketing and Public Relations Purposes in English

✧ This subject is only applicable to students of Bachelor of Arts (Honours) in Language and Professional Communication who do not have sufficient business knowledge.

+ Students from related disciplines are not required to take this foundation subject.

* Discipline-Specific Language Requirement (DSLRL) (English) subject

@ Discipline-Specific Language Requirement (DSLRL) (Chinese) subject.

Discipline Specific Requirements (DSR)

Award	Subject Nature / Subject Area	Subject Title
All Awards (any 5 subjects)	Elective[#] / Bilingual Studies with Translation	Bilingual Communication Workshop
		Chinese and Bilingual Academic Inquiry
		Chinese Media in the Bilingual Context
		Interpreting for the Professions
		Translation for Business and Commerce
		Translation for the Media
	Elective[#] / Chinese Language and Culture	Chinese and Western Cultures
		Classical Chinese for Today
		Global Popular Culture and Everyday Life
		Introduction to Martial Arts Literature
		Special Topics in Chinese Literature
		World Cinema and Transnational Film Culture
	Elective[#] / Language and Professional Communication	Communication in Professional Contexts: Principles and Practice
		Creative Online Public Relations and Internet Marketing
		Multiculturalism and Communication
		Organisational Communication
		Publication Design
		Strategic Public Relations and Crisis Management
		Writing for Marketing and Public Relations Purposes in Chinese
	Elective[#] / Others	Better Pronunciation
Intermediate Japanese		
Second Language Teaching and Learning		
Text, Image and New Media		

[#] Offering of any elective subjects is subject to sufficient enrolment and resources availability.