

## PolyU-SPEED Award Programme 2019/20

### Bachelor of Arts (Honours) in Professional Communication 專業傳意(榮譽)文學士 Programme code: 84052

#### Programme Structure



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

Requirements		No. of Credits
<b>General University Requirements (GUR)</b>		<b>9 – 18</b>
2 Cluster Area Requirements (CAR) subjects (including 1 designated as China-related) <sup>+</sup> , 3 credits each		6
1 Service Learning (SL) 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
<b>Discipline Specific Requirements (DSR)</b> <i>(Please refer to the table below for details)</i>		<b>51 – 57 credits</b>
Foundation	Up to 2 subjects, 3 credits each <i>(for students from unrelated disciplines only)</i>	0 – 6
Compulsory	12 subjects, 3 credits each	36
Elective	5 subjects, 3 credits each	15
<b>Work-Integrated Education (WIE)</b>		
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>		<b>Nil</b>
<b>Total</b>		<b>60 – 75 credits</b>

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

\* 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)

Subject Nature	Subject Title
<b>Foundation</b> <i>(for students from unrelated disciplines only)</i>	Elementary Putonghua
	Introduction to Communication
<b>Compulsory</b> <i>(all 12 subjects)</i>	Analysing English and Chinese Discourse in Business Contexts
	Chinese Writing for Professionals
	Communication in Professional Contexts: Principles and Practice
	Effective Professional Communication in English 
	English and Chinese in Contrast
	Integrated Strategic Communications
	Intermediate Putonghua for Business Communication 
	Language and Society
	Marketing and Public Relations for Professional Practices
	Organisational Communication
	Translation for the Workplace
	Integrated Study (Professional Communication)
<b>Elective<sup>#</sup></b> <i>(any 5 subjects)</i>	Advanced Putonghua for Professional Communication
	Business and Relationship Marketing
	Chinese Writing for the Media
	Creative Online Public Relations and Internet Marketing
	English Writing for the Media
	Event Management
	Global Marketing
	Media and Society
	Multiculturalism and Communication
	Publication Design
	Research Methods for Language and Communication
	Strategic Public Relations and Crisis Management
	Translation for the Media
	Writing for Marketing and Public Relations Purposes in Chinese
	Writing for Marketing and Public Relations Purposes in English

<sup>#</sup> Offering of any elective subjects is subject to sufficient enrolment.



Subjects with this icon have been included in the list of reimbursable courses for Continuing Education Fund (CEF) purposes.

## Exit Award

Students who have completed the following requirements with satisfactory results may apply for an exit award of an ordinary degree:

Requirements		No. of Credits
<b>General University Requirements (GUR)</b>		<b>9 – 18</b>
<i>Same as honours degree requirements</i>		
<b>Discipline Specific Requirements (DSR)</b>		<b>36 – 42</b>
Foundation	Up to 2 subjects, 3 credits each <i>(for students from unrelated disciplines only)</i>	0 – 6
Compulsory	11 subjects, 3 credits each [All listed on p.2 except “Integrated Study (Professional Communication)”]	33
Elective	1 subject, 3 credits	3
<b>Work-Integrated Education (WIE)</b>		<b>Nil</b>
<i>same as honours degree requirements</i>		
<b>Total</b>		<b>45 – 60 credits</b>