

BACHELOR OF ARTS IN



SCHOOL OF
FUTURE MEDIA
The University of Hong Kong

GLOBAL CREATIVE INDUSTRIES

BA(GCIN) Curriculum Structure



Candidates are required to complete courses totalling not fewer than 240 credits, including 78 credits of GCIN courses, 54 credits of university core courses, and 108 credits of elective courses.

Year 1	Year 2	Year 3	Year 4
A. Common Core Courses (36 credits)			
B. Artificial Intelligence Literacy Courses (6 credits)			
C. Language Enhancement Courses (12 credits)			
D1. Compulsory Courses (30 credits)			
GCIN Major* D1 - D4 (78 credits)	D2. Interdisciplinary Advanced Electives (30 credits)		
	D3. Industry Experience Courses (12 credits)		
			D4. Capstone (6 credits)
E. Free Electives (108 credits)			

*A second major in Global Creative Industries is also available for non-BA(GCIN) students from 2026/27 (72 credits).



Interdisciplinary Education

Explore the global intersection of creativity and commerce and prepare for diverse careers through specialized concentrations and hands-on experiences.

BA(GCIN) offers a future-ready, interdisciplinary education that connects arts with business, culture, and technology, equipping students with industry insights for emerging creative careers. It explores how cultural, economic, social, and political forces drive the convergence of creativity and commerce.



Areas of Study

Our expertise in humanities research and cultural practice has shaped the programme's four concentrations, including **Film, XR and Interactive Media; Games, Play and Digital Cultures; Heritage, Memory and Cultural Industries;** and **Performance and Live Arts.**



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