

## Enhancement and Start-up Grant Scheme for Self-financing Post-secondary Education (ESGS)

### Summary of Approved Project

<b>Part A – Basic Information</b>	
<b>Project Title:</b>	Development of Bachelor of Social Sciences (Hons) in Arts, Culture and Technology Degree Programme
<b>Institution:</b>	Hong Kong Shue Yan University
<b>Approved Grant (in \$ million):</b>	16.4
<b>Round of Applications:</b>	2020/21
<b>Designated Project Period:</b>	September 2022 to August 2026
<b>Title of Programme(s) to be Launched:</b>	Bachelor of Social Sciences (Hons) in Arts, Culture and Technology
<b>Part B – Project Summary</b>	
<p>This project introduces a new Bachelor of Social Sciences (Hons) in Arts, Culture and Technology degree programme at Hong Kong Shue Yan University (HKSYU). The new programme seeks to train graduates for the budding arts and culture sector, as well as cultural and creative industries in Hong Kong. It will impart to students domain knowledge related to the arts and culture sector while equipping them with the latest digital technology skills that can be applied innovatively to this sector. At the same time, such knowledge and skills will be built on a sociological understanding of how arts, culture and technology impact society, and vice versa, so that graduates can employ their knowledge and apply their skills with the insights afforded by sound social and cultural analysis.</p> <p>The programme is designed to produce graduates that are ready to embrace and adept at navigating the disruptive effects of digital technology in the arts and culture sector and related industries. Graduates will be provided with an understanding of the needs of the arts and culture sector and equipped to design digitally enabled solutions to meet those needs. Internships will provide students with hands-on experience and networks in related industries.</p> <p>Funds from the ESGS grant will be used to establish a Digital Imaging Laboratory with market standard equipment and develop the Library collection. At the same time, the grant will facilitate recruitment of staff with the requisite expertise and enhance the knowledge and skills of existing staff in their respective fields.</p>	

The new programme dovetails with HKSJU's strategic plan to "reinvent liberal arts education for the Digital Era", leveraging on HKSJU's strength as a liberal arts university, and at the same time capitalising on new capacities in teaching digital technology skills facilitated by new programmes and research facilities at the University. This exceptional teaching and learning ecology will enable the programme to produce sociologically informed arts and culture professionals that are adept at meeting the challenges of the digital era.

**Part C – Contact Details**

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Note: The details of the approved project are provided by the institution. The operation of the relevant programme(s) is(are) subject to the applicable legal and accreditation requirement(s).