

Project no.	ESGS/2223/APP-05
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## 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 Science (Hons) in Digital Solutions for Entertainment and Game Applications
<b>Institution:</b>	Hong Kong Shue Yan University
<b>Approved Grant (in million):</b>	19.5
<b>Round of Applications:</b>	2022/23
<b>Designated Project Period:</b>	September 2024 to August 2028
<b>Title of Programme(s) to be launched:</b>	Bachelor of Science (Hons) in Digital Solutions for Entertainment and Game Applications
<b>Part B – Project Summary</b>	
<p>The increasing complexity and specialization of the digital entertainment and gaming landscape have created a need for new talents who understand and can apply sophisticated technological and multi-dimensional concepts, strategies and solutions (e.g., Game Design, Game Programming, Artificial Intelligence, A.I. Robotics) creatively to address various socio-economic applications and real-world problems in business, education, sports, arts, healthcare, and social and community services. Thus, the Bachelor of Science (Hons) in Digital Solutions for Entertainment and Game Applications (BSc-DSEGA) programme at the Hong Kong Shue Yan University (HKSYU) offers a distinctive advantage by catering to the increasing demand for digital professionals who possess a seamless blend of (a) technical and professional abilities in entertainment and game application, (b) digital expertise in liberal studies, and (c) interdisciplinary project management and communication skills. The BSc-DESGA programme introduces a “combination” of Professional Production Courses (PPC) and Multi-dimensional Knowledge Courses (MKC) in the curriculum design to address urgent market needs.</p> <p>The expected contributions of BSc-DSEGA graduates are beyond conventional digital entertainment and gaming to a wide spectrum of serious gaming, advergaming, edutainment, health games, and human-care robotics. This programme aims to nurture new generations to provide diverse digital support to collaborative entertainment and game development, manage the entire project effectively, and create more competitive solutions to digital entertainment and games for co-design projects. The BSc-DSEGA echoes HKSYU’s strategic plan to “reinvent liberal arts</p>	

education for the Digital Era”, nurturing future talents in diverse social science and business domains for the Digital Era. It is also important to note that this programme is drawing on the existing strength of HKSYU’s liberal arts education ecology while integrating our existing digital-focused programmes.

With the support of the ESGS grant from the Education Bureau, this programme has funding available to recruit excellent faculty members and experts for teaching and research purposes. Additionally, the grant allows us to establish a state-of-the-art Game Laboratory equipped with Mac stations and body tracking systems, which is expected to significantly enhance students' learning experiences and provide them with the necessary resources to explore the digital arena.

Students are also given full support from our university departments, and the cutting-edge facilities from our newly launched iFREE GROUP Innovation and Research Centre which comprises Virtual Reality, Social Robotics & Digital Living, Big Data, and Innovation & Incubation laboratories.

**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).