



MABCC

Master of Arts in Bilingual Corporate Communication 中英企業傳訊文學碩士學位課程

Under the MA Scheme in Chinese, Linguistics and Translation (MASCLT)
中文、語言學與翻譯文學碩士組合課程之一

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*Please visit CBS web page for the latest programme information.
*請瀏覽CBS網址以獲取最新課程資料。

 THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

 中文及雙語學系
Department of Chinese & Bilingual Studies





Programme Highlights 課程概要

Programme Code 課程編號

72017-BCF (Full-time 全日制)

72017-BCP (Part-time 兼讀制)

Normal Duration 正常修業年期

1 or 1.5 years (Full-time)

1 或 1.5 年 (全日制)

3 years (Part-time)

3 年 (兼讀制)

Tuition Fees 學費

HK\$6,500 per credit
每學分港幣6,500

No. of Credits Required 學分要求

31 Credits 學分

Note: No credit fee will be charged for the 1-credit subject "CBS5T01 Professional Ethics and Academic Integrity"

備註：修讀1學分的必修科目"CBS5T01 Professional Ethics and Academic Integrity"不需繳交學費。

Entrance Requirement 入學要求

- ◆ A Bachelor's degree from a recognised institution.
- ◆ If you are not a native speaker of English, and your Bachelor's degree or equivalent qualification is awarded by institutions where the medium of instruction is not English, you are expected to fulfil the University's minimum English language requirement.
- ◆ Applicants may be required to attend interviews to further demonstrate their language proficiency.
- ◆ 持有由有效機構頒發的學士學位。
- ◆ 若申請人的母語並非英語，且頒發學士學位或同等學歷的機構並非以英語為教學語言，申請人須符合大學最低的英語入學要求。
- ◆ 申請人或需參加面試以證明其語文能力。



Programme Aims 課程目標

MA in Bilingual Corporate Communication (MABCC) aims to draw upon the strengths of CBS in language-mediated communication (LMC), sign-mediated communication (SMC), bilingual & cross-cultural communication as well as China studies to cultivate and equip students with attributes that are essential for having a successful career in corporate communication. These attributes include sophistication in the use and interpretation of language and signs, and good communicative sense about norm-variation in cross-culture exchanges, especially in the context of Greater China.

中英企業傳訊文學碩士學位課程秉持中文及雙語學系在語言傳意、符號傳意、雙語傳意、跨文化傳意及中國研究等領域的優勢，致力培養具備雙語傳意能力的企業傳訊專才。專研項目包括大中華地區的話語及符號建構和解讀，以及跨文化傳意的規範及變化。



Characteristics 課程特色

MABCC graduates are expected to have developed:

Professional Competence

- a good understanding of the internal workings of LMC and SMC;
- a good sense of the within-culture and between-culture communicative norms and practices of the region;
- a good knowledge of corporate expressiveness and corporate communication functions such as stakeholder relations, corporate-identity building & corporate branding;

Strategic Thinking

- a good grip of the intricacies related to LMC/SMC conducted in a bilingual, cross-cultural environment, particularly in the corporate context of the region;

Lifelong Learning Capability

- the ability to develop high-quality oral and written corporate messages in both Chinese and English;
- the ability to conduct independent research using appropriate methods on a selected topic in corporate communication.

透過本課程的訓練，學生可以：

專業技能

- 理解以語言及符號主導的傳意模式；
- 領會內文化及跨文化的傳意規範及應用；
- 掌握企業的表意及傳訊功能，包括與持份者建立關係、企業身份塑造以及企業品牌推廣；

策略思考

- 掌握雙語、跨文化環境下的企業用語和符號的建構與運用；

終身學習

- 嫻熟地運用中英文進行企業傳意；
- 獨立開展企業傳訊研究。

Career Prospect 事業前景

Many in-service staff undertake MABCC and many of them reported receiving salary increment or promotions at work after their study at MABCC. Other MABCC graduates can successfully find employment in the field of corporate communication, public relations, media, journalism, language, marketing and other relevant functions. Some examples of the international and local corporates employing MABCC graduates include:

MABCC有不少在職人士報讀，大部份學生在修畢課程後於工作中獲得晉升或加薪。而非在職的學生在畢業後亦成功投身於企業傳訊、公共關係、傳媒、新聞、語言、市場營銷等行業領域，當中不乏跨國及本地大型公司，包括：

- | | |
|----------------------------------|---------------------------------|
| · Alibaba 阿里巴巴 | · UNICEF Hong Kong 聯合國兒童基金香港委員會 |
| · China Mobile Limited 中國移動 | · Unilever China 聯合利華中國 |
| · China Ping An Insurance 中國平安保險 | · Fleishman Hillard |
| · Tencent 騰訊 | · Hill+Knowlton Strategies |
| · PCCW 電訊盈科 | · Ketchum |

Scholarships 獎學金

CBS Postgraduate Scholarship is an entry scholarship, which offers a 50% tuition waiver to applicants with outstanding intellectual potential to complete an MA thesis and have achieved excellent academic results in the qualifications already obtained.

CBS Distinguished Postgraduate Scholarship is a graduation scholarship, which is worth 50% of the tuition fee for graduates who have completed their MA thesis and graduated with excellent academic achievements.

No separate application is required for the scholarships. Applicants who have submitted their application will be automatically considered for the Entry Scholarship.

CBS reserves the right to change or withdraw the scholarships when necessary. For details, please visit: www.polyu.edu.hk/cbs

“中文及雙語學系碩士生獎學金”是一項半免學費入學獎學金，將頒予數名人學成績優異，並具備學術潛質完成碩士論文的申請人。

“中文及雙語學系優異碩士生獎學金”則為半免學費畢業獎學金，將頒予數名在學成績優異，並撰寫了學術論文的畢業生。

獎學金不須要額外遞交申請表格，遞交入學申請的申請人會自動被考慮。

本系保留隨時修改或撤回獎學金的權利。有關獎學金的詳情，請瀏覽本系網站(www.polyu.edu.hk/cbs)。



Alumni Sharing 校友分享

MABCC is one of the leading master's programmes in corporate communications in Hong Kong. Students can understand and explore further in the industry in a good learning atmosphere. Lecturers are passionate about actively engaging with students, professionals and practitioners in the field. No doubt you will find this programme wonderful!

MABCC課程是香港領先的企業傳訊碩士課程之一。在優良的學習氣氛中，同學能更明白及了解業界。教授均充滿熱誠，主動與學生、專業人士及業界工作者互動。毫無疑問，你會發覺此課程的學習歷程非常棒！



Suetlin Lo, Class of 2018 年畢業生

Marketing & Communication Manager at Hongkong Land
Visiting Lecturer of MABCC Programme
市場推廣及傳訊經理（置地公司）
MABCC課程訪問講師



Geoffrey Yu, Class of 2016 年畢業生

Brand Specialist at Alibaba
品牌營銷專家（阿里巴巴）

I'm so glad about making the decision to join MABCC in 2015 where I've met and learnt from inspiring and caring teachers, surrounded by friendly and creative peers, and studied in a convenient and well-designed campus. The knowledge and skills acquired in MABCC have helped me open career doors in global brands like Ogilvy, Tencent, Tik Tok, Alibaba, and most importantly, paved my way in becoming a communication expert in the world leading technology corporations.

我很慶幸在2015年決定報讀MABCC，在地理位置優越且優美的校園環境中學習，認識了優秀及友善的老師和同儕，使我獲益良多。在MABCC學習到的知識和技能幫助我打開了職業生涯的大門，成功加入各個國際知名品牌公司，如奧美，騰訊、抖音和阿里巴巴。最重要的是，MABCC為我鋪路，讓我成為世界頂尖科技企業中的傳訊專才。

Enquiries 查詢

For academic matters, please contact:
如有學術查詢，請聯絡：

Programme Leader 課程主任：
Dr LIU Ming 劉明博士
Email 電郵：ming1.liu@polyu.edu.hk

For general information, please contact:
如有其他查詢，請聯絡：

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Tel 電話：(852) 2766 7454
Email 電郵：cbs.tpg@polyu.edu.hk

CBS Website
中文及雙語學系網址
<http://www.cbs.polyu.edu.hk>

Programme Details
課程內容
<https://polyu.hk/ZkVnW>

Application
申請報讀課程
<https://polyu.hk/pVlfa>

