

Associate Degree Scheme in Humanities and Communication (8C110)

Scheme Intended Learning Outcomes

Upon successful completion of the respective programmes of the **Associate Degree Scheme in Humanities and Communication**, graduates will be able to:

- S-ILO-1 **Critical Thinking and Problem Solving:** Exercise critical thinking in dealing with problems encountered in daily life and in tertiary level studies;
- S-ILO-2 **IT and Quantitative Skills:** Apply information technology and quantitative skills to carry out tasks commonly encountered in daily life, at work and in tertiary level studies;
- S-ILO-3 **Professional Responsibility and Attitude:** Articulate their professional responsibility and complete their work with a professional attitude;
- S-ILO-4 **Language and Communication:** Communicate effectively in spoken and written English and Chinese; and
- S-ILO-5 **Broad Knowledge Base:** Use knowledge and skills from a broad range of disciplines to describe and explain issues and concerns commonly encountered in daily life, at work or in tertiary level studies.

In addition to the Scheme Intended Learning Outcomes for the **Associate Degree Scheme in Humanities and Communication** as a whole, graduates of individual programmes will be able to:

Associate in Bilingual Communication (8C110-BC)

- BC-P-ILO-1 **Chinese in Professional Contexts:** Communicate effectively in written and spoken Chinese (Cantonese and Putonghua) in professional contexts;
- BC-P-ILO-2 **English in Professional Contexts:** Communicate effectively in written and spoken English in professional contexts; and
- BC-P-ILO-3 **Linguistic Analytical Skills:** Conduct linguistic analyses to deal with problems related to bilingual communication.

Associate in Chinese Language and Literature (8C110-CLL)

- CLL-P-ILO-1 **Chinese for Professional Contexts:** Apply Chinese language skills in the contexts of professional communication;
- CLL-P-ILO-2 **Chinese Language Studies:** Analyse the characteristics of Chinese Language; and
- CLL-P-ILO-3 **Chinese Literature Studies:** Analyse the characteristics and development of Chinese literature.

Associate in English for Professional Communication (8C110-EPC)

- EPC-P-ILO-1 **Professional English:** Apply knowledge in the English language in different contexts and communicate effectively, professionally, appropriately and accurately in written and spoken English;
- EPC-P-ILO-2 **Language Studies:** Analyse English and other languages as a resource for constructing meaning in daily life; and
- EPC-P-ILO-3 **Cultural and Communication Studies:** Integrate and apply relevant cultural and communication knowledge to deal with problems in professional contexts.

Associate in Language and Culture (8C110-LC)

- LC-P-ILO-1 **Humanities and Communication Knowledge:** Apply concepts and theories from humanities and communication studies to deal with problems and issues of concern;
- LC-P-ILO-2 **Japanese and Putonghua:** Communicate effectively in Japanese and/or Putonghua in daily life;
- LC-P-ILO-3 **Asian Historical/ Cultural Issues:** Explain historical/ cultural issues in relation to Hong Kong, China, East Asia and/or Southeast Asia; and
- LC-P-ILO-4 **Chinese and Western Cultures:** Compare and contrast aspects of Chinese and Western cultures.

Associate in Language and Digital Communication (8C110-LDC)

- LDC-P-ILO-1 **Language Studies:** Analyse Chinese and English as a resource for constructing meaning in daily life;
- LDC-P-ILO-2 **Linguistic Analytical Skills:** Conduct linguistic analyses to deal with problems in professional contexts and increasingly bilingual work settings; and
- LDC-P-ILO-3 **Communication in Digital Context:** Integrate and apply relevant communication knowledge to deal with problems in digital and professional contexts.

Associate in Public Relations and Communication (8C110-PR)

- PR-P-ILO-1 **PR Knowledge and Problem Solving:** Apply public relations principles and strategies to deal with problems when establishing or following a consistent corporate objective;
- PR-P-ILO-2 **Communication in PR Context:** Communicate effectively to address the internal and/or external needs of corporations; and
- PR-P-ILO-3 **Marketing Knowledge:** Apply the principles of marketing to conduct opinion research and promotion.

Associate in Translation and Interpretation (8C110-TI)

- TI-P-ILO-1 **Linguistic and Cultural Knowledge:** Apply fundamental linguistic and cultural knowledge to deal with problems related to translation; and
- TI-P-ILO-2 **Translation/ Interpretation Knowledge:** Integrate and apply relevant knowledge, strategies and skills for translation or interpretation practice.

Associate of Arts (8C110-AA)

- AA-P-ILO-1 **Arts Knowledge:** Apply concepts and theories in arts to deal with problems and issues of concern;
- AA-P-ILO-2 **Research Competence in Arts:** Use basic research skills to perform academic tasks in arts;

Graduates of a particular concentration area in 8C110-AA will also be able to achieve the respective outcomes of the selected concentration area:

Concentration Area: China Studies

- AA-P-ILO-3 **Contemporary China Issues:** Explain contemporary China issues from historical, political, social and global perspectives;

Concentration Area: Liberal Arts

- AA-P-ILO-4 **Cultural and Philosophical Knowledge:** Apply cultural knowledge and philosophical concepts and tools to analyse cases related to a variety of subject matters in a sustainable world;

Concentration Area: Applied Communication

- AA-P-ILO-5 **Applied Communication:** Apply communication skills and knowledge of arts and cultures in professional sectors; and

Concentration Area: Applied Communication in Chinese

- AA-P-ILO-6 **Applied Communication in Chinese:** Apply Chinese communication skills and knowledge of arts and cultures in professional sectors.