



**Faculty of Arts**  
THE UNIVERSITY OF HONG KONG



Faculty of Arts  
Development Plan  
2012 – 2017





## Dean's Message

The past five years have been momentous for our Faculty: we have successfully transitioned to a four-year undergraduate curriculum, and relocated from the iconic Main Building to the state-of-the-art Run Run Shaw Tower in the Centennial Campus. Our new home allows our Schools and Centres to be under one roof, a situation that facilitates more inter-disciplinary research and fosters a stronger sense of communal belonging and communication. It also houses specially designed classrooms and innovative venues for performances and exhibitions.

**Undergraduates** — Undergraduate education in the Faculty aims to provide a diverse and varied learning experience based on the realization that today's young graduates face an increasingly interconnected world that requires from them innovation and flexibility. There is already a wide choice of 30 programmes, including three new majors in Global Creative Industries, Hong Kong Studies and Korean Studies. The Faculty has continued to collaborate with other faculties to strengthen three double degrees: the BA&BEd (Language Education – Chinese), BA&BEd (Language Education – English), and BA (Literary Studies)&LLB. The Faculty has also been making the largest single contribution among all faculties to the Common Core Curriculum, a cornerstone of the new four-year undergraduate degree.

**Research and Postgraduates** — The Faculty has set a research direction and goals that are aligned with its role in a world-class university in a city that interfaces China and the rest of the world. We continue to develop our strategic research theme of China-West Studies. We are also committed to ensuring that our research both informs our teaching and engages with a range of stakeholders through a wider process of knowledge exchange. The Faculty has a vibrant and diverse postgraduate student body and strives to enhance the learning experience of its research and taught postgraduates through initiatives such as increased opportunities for exchange travel.

**Outreach** — The Faculty has continued to strive to extend its research and learning into the wider community. We are a significant contributor to the University's Knowledge Exchange initiatives through several key projects, including the University Artists Scheme, HKU Concert Series, Summer Institute in the Arts and Humanities, and Advanced Cultural Leadership Programme. Our new website, launched in 2013, will also help to improve communication with our stakeholders, reinforce the Faculty's visual identity, and promote our outreach activities.

In reviewing our journey over the last five years, we, in the Faculty of Arts, are proud of what we have accomplished. The next five years will be crucial in consolidating and furthering our achievements. The way forward is clearly set out in this development plan, a document developed through a comprehensive consultation exercise and a faculty-wide retreat. As we celebrate our Centenary, we look to the future with confidence and will build on what we have achieved so far to maintain our position as one of the finest humanities faculties in the region and internationally.

**Professor Kam Louie**  
Dean





## Vision

The Faculty of Arts, as an internationally renowned and leading humanities faculty, strives to attract and nurture outstanding scholars and students from around the world through excellence and innovation in teaching and learning, research, and knowledge exchange. As one of the flagship faculties of the University, the Faculty of Arts contributes to the advancement of knowledge about the arts and to the betterment of society. It nurtures leaders who are committed to making significant contributions to the development of Hong Kong, the region, and the world at large.

## Mission

The mission of the Arts Faculty is to fulfill its vision in six ways:

- ◆ Building upon its traditional strengths while pushing the boundaries of liberal arts scholarship.
- ◆ Engaging in innovative, high-impact, and leading-edge research within and across the humanities and other disciplines.
- ◆ Developing a collegial, flexible, and pluralistic intellectual environment for its staff and students that fosters creativity and enables freedom of thought and expression.
- ◆ Producing graduates with highly developed analytical, linguistic, critical and creative skills, for leadership and success in their professional and life endeavours.
- ◆ Providing a comprehensive humanistic and liberal research environment for its staff and students and lifelong learning opportunities for the Hong Kong community.
- ◆ Serving as an international gateway and forum for humanistic scholarship between China and the rest of the world.





## A World-Class Faculty of Arts

For over a century, the Arts Faculty has been at the heart of the University of Hong Kong. It has provided innovative, high-quality research and teaching, and Arts Faculty graduates have taken up leadership roles in both the public and private sectors, making significant contributions to the development of Hong Kong, the region and the world at large.

In recent years, recognition of our achievements and standing has been gratifying. Agencies such as *The Times Higher Education Subject Rankings* have consistently rated us as a top Arts Faculty in Asia. The challenge for the Faculty in the next five years is to further improve on our outstanding achievements, so that we will reach new heights in our areas of strength not just regionally, but also globally.

We will continue to provide for core Humanities disciplines such as History, Linguistics, Literature, and Philosophy. Furthermore, we will support the University's goal to serve as the gateway between China and the rest of the world by furthering our expertise in the two major languages and the cultures of Anglophone and Sinophone countries, as well as continuing our research and teaching in over 12 other languages and their cultures, thus enhancing HKU's internationalization efforts.





# Research

The Faculty of Arts is internationally regarded for its cutting edge research across the range of its subject areas. Its reputation is built on innovation and collaboration, bringing together researchers spanning several disciplines to pioneer new research trends in the Arts and Humanities. There is a strong vision for developing successful interdisciplinary research, and a commitment to ensuring that our research effectively informs our own teaching as well as a wider process of knowledge exchange in close partnership with a range of stakeholders. Our research strives to understand the changing nature of local and global values, processes and challenges in their social, cultural, economic and historical contexts.

The Faculty's target is to maintain its leading position in Hong Kong, Asia and in the world as a premier research centre for the Arts and Humanities. This aim will be met in the next five years by prioritizing the following:

- ◆ continuing to focus on and further improve our Strategic Research Theme in China-West Studies.
- ◆ supporting other identified strategic research strengths such as Language and Culture Studies.
- ◆ developing research opportunities for external funding and knowledge exchange.
- ◆ maintaining Faculty-level support for strategic initiatives, funding bids and intra- and inter-Faculty collaborations.



## Milestones

### *New Initiatives*

- ◆ Widen the scope of refereed research outputs to new audiences through appropriate engagement in communication, dissemination and knowledge exchange activities of ongoing research. [2013-2017]
- ◆ Re-focus the Faculty's Strategic Research Theme and other areas of excellence to develop a new, creative and critical research agenda to explore and explain the challenges and opportunities for Hong Kong, China and the world in the 21st century. [2013-2017]
- ◆ Increase ratio of external research funds to on-line budget. [2013-2017]
- ◆ Develop new research to boost positive and neutral media coverage. [2013-2017]
- ◆ Support new initiatives in key established and new areas of research. [2013-2017]

### *Ongoing Developments and Programmes*

- ◆ Appointment of new staff in key research areas across the Faculty.
- ◆ Seed-funding for new research initiatives including pilot studies, workshops, and seminars.
- ◆ Mentoring early career researchers with a view to nurturing their research creativity and productivity.
- ◆ Fostering new exchange programmes and collaborative links with leading universities in China and internationally.





# Undergraduates

The expansion to a four-year undergraduate curriculum in 2012–2013 has offered special opportunities for the Faculty in terms of revamping our 22 major programmes and 30 minor programmes in light of the new degree framework. The Faculty not only houses the departments providing both the English and Chinese language enhancement programmes offering courses to all HKU undergraduates, but is also the single largest contributing Faculty to the Common Core Curriculum. Over the next five years, we will sustain our commitment to these university-wide curricular components as well as take our particular strengths further to continue to provide students with a flexible, choice-driven BA curriculum. We will:

- ◆ continue to find ways to attract high-quality students, both in Hong Kong, Mainland China and overseas.
- ◆ develop our partnerships with other Faculties in our joint programmes, such as the BA&BEd, the BA&LLB and the revamped China Studies Programme (in collaboration with the Faculty of Social Sciences) and continue to propose new BA programmes (e.g. Global Creative Industries, Hong Kong Studies and Korean Studies) to meet our goals and the community's needs.
- ◆ strive to maintain above-university SETL and HKUSLEQ results.
- ◆ continue Academic Advising and guide first-year students through orientation, course selection, the choice of majors and minors, and advanced students through programme requirements and expectations.

- ◆ further diversify learning experiences by offering more internships and fieldwork courses, expand our student exchange network and simplify our credit transfer policy.

- ◆ serve the entire undergraduate community by providing high-quality language training in our redesigned Chinese Language and English Language Enhancement courses and our new “English in the Discipline” courses.



## Milestones

### *New Initiatives*

- ◆ Global Creative Industries major and minor. [2012–2013]
- ◆ Hong Kong Studies and Korean Studies majors and minors. [2012–2013]
- ◆ BA&BEd in Language Education – Chinese. [2012–2013]
- ◆ Offer 8 different levels of “Chinese as a Foreign Language” courses to cater for widely varying needs of international undergraduate students. [2012–2013]
- ◆ New BA credit-bearing internship course (subject to approval). [2013–2014]
- ◆ Revamped China Studies major/ minor, in collaboration with the Faculty of Social Sciences. [2013–2014]
- ◆ Develop a University-wide benchmarking test in written Chinese for general recognition and currency in the tertiary education sector in Hong Kong and beyond. [2013–2017]

### *Ongoing Developments and Programmes*

- ◆ Provide a high-quality, choice-driven Liberal Arts education, with 22 majors and 30 minors, as well as 3 inter-faculty joint programmes (BA&BEd in Language Education – Chinese, BA&BEd in Language Education – English and BA(Literary Studies)&LLB.
- ◆ Maintain and expand the Faculty's exchange opportunities and develop further a transparent credit-transfer policy.
- ◆ Provide an Academic Advising framework through trained and well-informed Academic Advisors.
- ◆ Maintain contributions to the Common Core Curriculum with over 30 courses delivered in 40 or above sections.
- ◆ Provide expert Chinese and English language learning for the entire HKU undergraduate community.





# Postgraduates

Postgraduate education is a key component of the Faculty's mission to foster new generations of world-class humanities researchers. Through its Research Postgraduate (RPG) and Taught Postgraduate (TPG) programmes, the Faculty serves the needs of students and new researchers from Hong Kong, China, and the world. The Faculty has identified several key areas of development to enhance and expand this provision in the next five years.

- ◆ The total number of RPG places available will be increased through a mix of initiatives, including increasing our competitiveness in schemes such as HKPF and identifying additional funding sources (GRF, etc).
- ◆ The overall RPG student experience will be enhanced through a variety of initiatives (including: increased opportunity for international travel and exchange; and improved relevance and fit in compulsory coursework). This enhancement will lead, among other things, to improved completion rates for our RPG students.
- ◆ Our range of TPG programmes will be reviewed, consolidated, and expanded in areas of high client demand. As the premier Arts Faculty in Hong Kong, there is much room for growth in this area.

## Milestones

### *New Initiatives*

- ◆ Increase the number of RPG places through a mix of competitive bids and securing additional funding sources. [2013–2017]
- ◆ Return key compulsory courses for RPGs back to the Faculty, to improve relevance and fit. [2014–2015]
- ◆ Improve RPG completion rates to above University mean. [2014–2017]
- ◆ Develop new TPG programmes in areas of high demand. [2014–2017]

### *Ongoing the Developments and Programmes*

- ◆ Improve the RPG experience through increased opportunities for exchange and research travel.
- ◆ Continue to internationalise RPG enrollment, through high profile recruitment (aiming for Local 50–55%, non-Local (China) 25–30%, non-Local (Other) 20–25%).
- ◆ Maintain a high standard of quality control of TPG programmes, especially focusing on students' learning experience.





# Outreach

The Faculty recognizes that higher education institutions have an important role to play in a modern knowledge society, contributing not only to social, economic and technological development, but also to the broadening of artistic and cultural perspectives. Over the next five years, the Faculty will strive to extend its research and learning into the wider community through several key initiatives, which include:

- ♦ appointing five new, highly-respected University Artists in the fields of music, film, visual arts, and literature for 2013–2015, so that they may share their experience with students, staff, and the community, and inspire a lifelong appreciation of the arts.
- ♦ capitalizing on the development of the West Kowloon Cultural District to enhance the Faculty's dialogue with the local and international arts communities and foster internship and graduate work opportunities.
- ♦ making the most of new Knowledge Exchange funding opportunities to support projects that promote engagement with external partners, provide learning opportunities for students, and benefit a wider audience.
- ♦ redesigning the Faculty website to improve communication with our alumni and the public, reinforce the Faculty's identity, and ensure that its knowledge exchange activities are accessible to all.



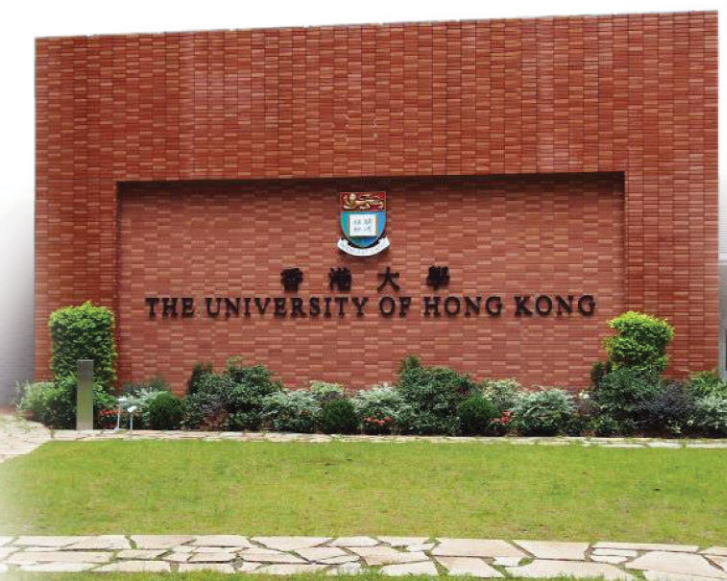
## Milestones

### New Initiatives

- ♦ Celebrate the Faculty's Centenary through a series of events that highlight its contributions to Hong Kong and beyond. [2012–2013]
- ♦ Capitalize on the development of the West Kowloon Cultural District to enhance the Faculty's dialogue with the local and international arts communities and foster internship and graduate work opportunities. [2012–2015]
- ♦ Maximize utilization of the new facilities in the Centennial Campus to host public concerts, exhibitions, and talks, including events held as part of the HKU Concert Series. [2013–2014]
- ♦ Make the most of new Knowledge Exchange funding opportunities – including the Faculty KE Award, KE Impact Project and Student KE Project Grant Schemes – to promote engagement with the community. [2012–2013]
- ♦ Redesign the Faculty's website to create a stronger identity, facilitate access to information, and better promote the Faculty's activities to students, staff, alumni and the general public. [2013–2014]
- ♦ Launch an annual Alumni Day to foster closer ties with graduates and alumni groups. [2013–2014]

### Ongoing the Developments and Programmes

- ♦ Build on the success of the existing University Artists Scheme by identifying award-winning artists for the 2013–2015 cycle.
- ♦ Maintain the School of Chinese's Writer-in-Residence Scheme.
- ♦ Further enhance the courses offered to secondary and visiting students under the Summer Institute in the Arts and Humanities and ensure the self-funding of the programme.
- ♦ Aim at having 20% of eligible Arts students take part in a study abroad programme each academic year. Expand the list of partner institutions worldwide and raise funds to provide much-needed scholarships and travel grants to outgoing Arts students.
- ♦ Continue to publish the bi-annual Faculty Newsletter.







# Faculty of Arts

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