

Four-Year Study Plan of Culture, Creativity and Management Programme (2024 cohort)

Rev 20240724

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Course Code	Course Title	Year One		Year Two		Year Three		Year Four	
		Sem 1	Sem 2	Sem 1	Sem 2	Sem 1	Sem 2	Sem 1	Sem 2
I. Major Required Courses (51 Units)									
ECON2013	Principles of Microeconomics	3							
MKT2003	Principles of Marketing Management	3							
ACCT2043	Principles of Accounting I		3						
CCM2113	Event Planning and Management		3						
BUS2003	Organisational Behaviour			3					
CCM2093	Culture, Creativity and Management			3					
FIN2023	Financial Management			3					
BUS1013	Business, Entrepreneurship and Innovation				3				
BUS2053	Principles of Law				3				
CCM3023	Cultural Policy, Economy and Development				3				
BUS3023	Business Research Methods					3			
CCM3033	International Cultural Trade					3			
BUS3003	Business Communications						3		
BUS4093	Management Information Systems						3		
BUS4013	Strategic Management							3	
CCM4103	Applied Semiotics for the Cultural Entrepreneur and Manager							3	
CCM4093	Final Year Project (CCM)								3
II. Major Elective Courses (18 Units)									
ME01 ME02 ME03 ME04 ME05 ME06						6	6	3	3
III. University Core Courses (37 Units)									
UCLC1003	University Chinese	3							
UCLC1013	English for Academic Purposes I	3							
UCLC1023	English for Academic Purposes II		3						
UCLC1033	English for Academic Purposes III			3					
CHII103	Introduction to Modern Social Theories	3							
CHII203	Morality and Foundations of Law			3					
CHII063	Chinese Culture and Modern China				3				
CHII073	Contemporary Chinese Society and Thought I		3						
CHII253	Contemporary Chinese Society and Thought II		3						
CHII193	Contemporary World and China [Ⓢ]				2				
MT1003	Military Training	2							
WPEX1013	Emotional Intelligence	1							
WPEX2013	Experiential Arts [Ⓢ]			1					
WPEX2023/ WPEX2033	Voluntary Service [Ⓢ] , or Environmental Awareness [Ⓢ]				1				
UCHL1XX3	Healthy Lifestyle [Ⓢ]	1	1	1					
IV. General Education Courses (18 Units)									
Level 1 Foundational Courses	History and Civilization [Ⓢ]				3				
	Quantitative Reasoning [Ⓢ]		3						
	Values and the Meaning of Life [Ⓢ]		3						
Level 2 Interdisciplinary Thematic Courses	Culture, Creativity and Innovation [Ⓢ] , or Science, Technology and Society [Ⓢ] , or Sustainable Communities [Ⓢ]			3			3		
Level 3 GE Capstone Courses	Service-Learning Course [Ⓢ] , or Service Leadership Education Course [Ⓢ] , or Experiential Learning Course [Ⓢ] , or Interdisciplinary Independent Study [Ⓢ]					3			
V. Free Elective Courses (24 Units)									
FE01 FE02 FE03 FE04 FE05 FE06 FE07 FE08		3			3	6	3	9	
Total Units: 148		22	22	20	21	21	18	18	6

^① This 2-unit course requires student to attend at least 10 lectures within his/her first two years of study.

^② This denotes a course category in which a list of courses may be developed for students' selection. Students are expected to refer to the Online Course Selection System for courses available under each category.

^③ Students are required to take GFVM1003 Business Ethics and Corporate Social Responsibility under this category.

ME Course List of CCM (2024 cohort)

Rev 20250317

Course Code	Course Title	Units
CCM2063	Principles of Exhibition Design	3
CCM2123	Past to Present State of Arts in Cultural Industries	3
CCM3083	Culture, Creativity and Management in Chinese Cities	3
CCM3093	Basic Studies of Cultural Tourism in China ^①	3
CCM3103	Food and Beverage Management ^①	3
CCM3113	Introduction to Hospitality Management ^①	3
CCM3123	Concepts in Spatial Design ^②	3
CCM3133	Exhibition Design: Creative Interpretation and Management ^②	3
CCM3143	Public Arts and Museum Design Management in the Urban Environment ^②	3
CCM3153	Consumer Behaviour in Cultural Industries ^{①②}	3
CCM3163	Principles of Creative Arts Management ^{①②}	3
CCM3173	Concepts of Contemporary Arts in Cultural Industries	3
CCM3203	AI-Driven Curation: Enhancing Museum Experiences	3
CCM4023	Management of Media Production	3
CCM4033	Cultural Industries Internship	3
CCM4043	Fundraising for Arts and Culture ^{①②}	3
CCM4053	Cultural Heritage and Tourism ^②	3
CCM4063	Commercial Space Planning and Facilities Management ^②	3
CCM4073	Industrial and Retail Design Management ^②	3
CCM4083	Customer Relationship Management in Cultural Industries ^① ^②	3
CCM4113	Hyper-reality and Application of Simulation Skills	3

^① This course focuses on Hospitality and Event Management.

^② This course focuses on People, Space and Environment.