

Four-Year Study Plan of Culture, Creativity and Management Programme (2021 cohort)

Rev 20230406

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Course Code	Course Title	Year One				Year Two		Year Three		Year Four	
		Sem 1	Winter	Sem 2	Summer	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									
ACCT2003/ACCT2043	Principles of Accounting I ^⓪			3							
CCM2113	Event Planning and Management			3							
BUS2003	Organisational Behaviour					3					
CCM2093	Culture, Creativity and Management					3					
FIN2003/FIN2023	Financial Management ^⓪					3					
BUS1013	Business, Entrepreneurship and Innovation						3				
BUS2013/BUS2053	Principles of Law ^⓪						3				
CCM3023	Cultural Policy, Economy and Development						3				
BUS3023	Business Research Methods							3			
CCM3033	International Cultural Trade							3			
BUS3003	Business Communications								3		
BUS4023/BUS4093	Management Information Systems ^⓪								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 (36 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 Thoughts (Theories)			3							
CHII183	Contemporary Chinese Society and Thoughts (Social Practice)				2						
CHII193	Contemporary World and China ^⓪						2				
MT1003	Military Training		2								
WPEX1013	Emotional Intelligence	1									
WPEX2013	Experiential Arts ^⓪					1					
WPEX2023/ WPEX2033	Voluntary Service ^⓪ , or Environmental Awareness ^⓪						1				
UCLH1XX3	Healthy Lifestyle ^⓪	1		1		1					
IV. General Education Courses (18 Units)											
Level 1 Foundational Courses	History and Civilization ^⓪						3				
	Quantitative Reasoning ^⓪			3							
	Values and the Meaning of Life ^⓪			3							
Level 2 Interdisciplinary Thematic Courses	Culture, Creativity and Innovation ^⓪ , or Science, Technology and Society ^⓪ , or Sustainable Communities ^⓪					3			3		
Level 3 GE Capstone Courses	Service-Learning Course ^⓪ , or Service Leadership Education Course ^⓪ , or Experiential Learning Course ^⓪ , or Interdisciplinary Independent Study ^⓪							3			
V. Free Elective Courses (24 Units)											
FE01 FE02 FE03 FE04 FE05 FE06 FE07 FE08		3					3	6	3	9	
Total Units: 147		17	5	19	2	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.

^④ These courses have been recoded with effective from Semester 2 of AY2022/23:

ACCT2003 revised as ACCT2043; BUS2013 revised as BUS2053;

BUS4023 revised as BUS4093; FIN2003 revised as FIN2023.

ME Course List of CCM (2021 cohort)

Rev 20230223

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
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 ^{①②}	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.