

## Four-Year Study Plan of Culture, Creativity and Management Programme (2020 cohort)

Rev 20230911

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Course Code	Course Title	Year One			Year Two		Year Three		Year Four		
		Sem 1	Sem 2	Summer/ Winter	Sem 1	Sem 2	Sem 1	Sem 2	Sem 1	Sem 2	
I. Major Required Courses (45 Units)											
ECON2013	Principles of Microeconomics	3									
ACCT2003/ACCT2043	Principles of Accounting I <sup>⓪</sup>		3								
BUS2013/BUS2053	Principles of Law <sup>⓪</sup>				3						
CCM2093	Culture, Creativity and Management				3						
BUS2003	Organisational Behaviour					3					
CCM2113	Event Planning and Management					3					
MKT2003	Principles of Marketing Management					3					
BUS3003	Business Communications						3				
CCM3023	Cultural Policy, Economy and Development						3				
FIN2003/FIN2023	Financial Management <sup>⓪</sup>						3				
BUS3023	Business Research Methods							3			
BUS4023/BUS4093	Management Information Systems <sup>⓪</sup>							3			
CCM3033	International Cultural Trade							3			
BUS4013	Strategic Management								3		
CCM4093	Final Year Project (CCM)									3	
II. Major Elective Courses (15 Units)											
ME01 ME02 ME03 ME04 ME05							3	3	9		
III. General Education Core Courses (32 Units)											
CHI1053	University Chinese (Morality and Foundations of Law)	3									
CHI1063	Chinese Culture and Modern China				3						
CHI1073	Contemporary Chinese Society and Thoughts (Theories)		3								
CHI1083	Contemporary Chinese Society and Thoughts (Social Practice)		0								
CHI1093	Contemporary World and China <sup>⓪</sup>					0					
GCLA1903	English I	3									
GCLA1913	English II		3								
GCLA1923	English III				3						
GCLA1933	English IV					3					
GCIT1XX3	Information Management Technology <sup>⓪</sup>		3								
GCNU1XX3	Numeracy <sup>⓪</sup>	3									
GCPE1XX3	Physical Education <sup>⓪</sup>	1	1								
GCVM1023	Business Ethics					3					
IV. General Education Distribution Courses (12 Units)											
GDHS1XX3	Foundation Course in Humanities and Social Sciences <sup>⓪</sup>				3						
GDST1XX3	Foundation Course in Science and Technology <sup>⓪</sup>		3								
GDFL1XX3	Foundation Course in Foreign Language <sup>⓪</sup>					3					
GDHC1XX3	Foundation Course in World History and Civilisation <sup>⓪</sup>				3						
V. Whole Person Education Experiential Learning Modules (4 Units)											
WPEX Module I	WPEX1003 Experiential Development		1								
WPEX Module II	WPEX1013 Emotional Intelligence	1									
WPEX Module III	WPEX2003 Sports Culture <sup>⓪</sup> , or WPEX2013 Experiential Arts <sup>⓪</sup>					1					
WPEX Module IV	WPEX2023 Voluntary Service <sup>⓪</sup> , or WPEX2033 Environmental Awareness <sup>⓪</sup>				1						
VI. Free Elective Courses (24 Units)											
FE01 FE02 FE03 FE04 FE05 FE06 FE07 FE08		3 <sup>⓪</sup>		3 <sup>⓪</sup>			6 <sup>⓪</sup>	6 <sup>⓪</sup>	3	3	
Total Units: 132		17	17	3	19	19	18	18	15	6	

① 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.

② This course will take the form of lecture series. Students are required to attend and submit notes for at least 10 lectures within their first two years of study.

③ Students are highly recommended to take BUS1003 Business in A Changing World.

④ CHI1103 Introduction to Modern Social Theories will be offered under this category.

⑤ Students are required to take ECON2003 Principles of Macroeconomics.

⑥ Students are required to take ACCT2013/ACCT2053 Principles of Accounting II<sup>⑰</sup> and one FE(ENG) course under this category.

⑦ These courses have been recoded with effective from Semester 2 of AY2022/23:

ACCT2003 revised as ACCT2043; ACCT2013 revised as ACCT2053; BUS2013 revised as BUS2053;

BUS4023 revised as BUS4093; FIN2003 revised as FIN2023.

## ME Course List of CCM (2020 cohort)

Rev 20230421

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 <sup>①</sup>	3
CCM3103	Food and Beverage Management <sup>①</sup>	3
CCM3113	Introduction to Hospitality Management <sup>①</sup>	3
CCM3123	Concepts in Spatial Design <sup>②</sup>	3
CCM3133	Exhibition Design: Creative Interpretation and Management <sup>②</sup>	3
CCM3143	Public Arts and Museum Design Management in the Urban Environment <sup>②</sup>	3
CCM3153	Consumer Behaviour in Cultural Industries <sup>①②</sup>	3
CCM3163	Principles of Creative Arts Management <sup>①②</sup>	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 <sup>①②</sup>	3
CCM4053	Cultural Heritage and Tourism <sup>②</sup>	3
CCM4063	Commercial Space Planning and Facilities Management <sup>②</sup>	3
CCM4073	Industrial and Retail Design Management <sup>②</sup>	3
CCM4083	Customer Relationship Management in Cultural Industries <sup>①</sup> <sup>②</sup>	3
CCM4113	Hyper-reality and Application of Simulation skills	3

① These courses focus on Hospitality and Event Management.

② These courses focus on People, Space and Environment.