

Four-Year Study Plan of Culture, Creativity and Management Programme (2022 cohort)

Rev 20230407

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							
ACCT2003/ACCT2043	Principles of Accounting I [®]		3						
CCM2113	Event Planning and Management		3						
BUS2003	Organisational Behaviour			3					
CCM2093	Culture, Creativity and Management			3					
FIN2003/FIN2023	Financial Management [®]			3					
BUS1013	Business, Entrepreneurship and Innovation				3				
BUS2013/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		
BUS4023/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				
UCLH1XX3	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.

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 (2022 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 ^①	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.