

Four-Year Study Plan of Digital Media Management Programme (2024 cohort)

Rev 20241217

REV 20241217

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. BBA (Hons) Core Courses (42 Units)									
ECON2013	Principles of Microeconomics	3							
MKT2003	Principles of Marketing Management	3							
ACCT2063	Fundamental Accounting Principles		3						
BUS1013	Business, Entrepreneurship, and Innovation		3						
BUS2053	Principles of Law			3					
FIN2023	Financial Management			3					
BUS3003	Business Communications					3			
BUS3023	Business Research Methods					3			
EBIS2023	Business Analytics					3			
BUS2003	Organisational Behaviour						3		
BUS4093	Management Information Systems						3		
BUS4013	Strategic Management							3	
BUS4073	BBA Project I							3	
BUS4083	BBA Project II								3
II. Major Required Courses (30 Units)									
DMM2023	Media and Culture			3					
DMM2003	Digital Design Thinking				3				
DMM2013	Digital Media Technologies				3				
DMM3033	Media Psychology					3			
DMM3073	Social Media Management					3			
DMM3003	AI, Data Science and Management						3		
DMM3013	Data-Driven Media Management						3		
DMM3023	Digital Storytelling						3		
DMM4013	Digital Transformation							3	
DMM4023	Low Coding and Data Science							3	
III. Major Elective Courses (6 Units)									
ME01 ME02								6	
IV. 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					
CHI1103	Introduction to Modern Social Theories	3							
CHI1203	Morality and Foundations of Law			3					
CHI1063	Chinese Culture and Modern China				3				
CHI1073	Contemporary Chinese Society and Thought I		3						
CHI1253	Contemporary Chinese Society and Thought II		3						
CHI1193	Contemporary World and China ^①				2				
MT1003	Military Training	2							
WPEX1013	Emotional Intelligence	1							
WPEX2013	Experiential Arts ^②			1					
WPEX2023/ WPEX2033	Voluntary Service ^③ , or Environmental Awareness ^④				1				
UCLH1XX3	Healthy Lifestyle ^⑤	1	1	1					
V. General Education Courses (18 Units)									
Level 1	History and Civilization ^⑥				3				
Foundational Courses	Quantitative Reasoning ^⑦		3						
	Values and the Meaning of Life ^⑧		3						
Level 2 Interdisciplinary Thematic Courses	Culture, Creativity and Innovation ^⑨ , or Science, Technology and Society ^⑩ , or Sustainable Communities ^⑪				3		3 ^⑫		
Level 3 GE Capstone Courses	Service-Learning Course ^⑬ , or Service Leadership Education Course ^⑭ , or Experiential Learning Course ^⑮ , or Interdisciplinary Independent Study ^⑯					3			
VI. Free Elective Courses (18 Units)									
FE01 FE02 FE03 FE04 FE05 FE06		3 ^⑰		3	3	3	3	3	
Total Units: 151		22	22	20	21	21	21	21	3

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 MATH1113 Fundamental Mathematics and MATH1103 Calculus will be offered under this course category.

④ Students are required to take GFHC1203 Creative and Media Industries under this category.

⑤ Students are required to take GFQR1023 Data Analytics for Business under this category.

⑥ Students are required to take GFVM1063 Media Ethics under this category.

⑦ Students are required to take GTSU2013 Social Entrepreneurship under this category.

ME Course List of DMM (2024 cohort)*Rev 20250508*

Course Code	Course Title	Units
AIM3093	Digital Cultures and Visual Thinking	3
AIM3123	Interactive Video Production	3
CCM4023	Management of Media Production	3
CTV4013	Production and Media Management	3
CTV4173	Multiple Media Narrative Writing	3
CTV4203	Media Programming and Planning	3
DMM3043	Project I: Media Technologies	3
DMM3053	Project II: Digital Business Models	3
DMM3063	Project III: Trend and Future Research	3
DMM4003	Digital Media Management Internship	3
DMM4033	Management and Control	3
MAD3093	Web Design and Hypermedia	3
MAD3153	UX & UI Design Foundation	3
MAD4053	Digital Image Manipulation	3
MKT3103	Digital Content Production and Management	3