

## Four-Year Study Plan of Digital Media Management Programme (2025 cohort)

Rev 20260120

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| Course Code                                      | Course Title  | Year One       |        |       | Year Two |       |        | Year Three |       | Year Four |       |
|--|---|----------------|--------|-------|----------|-------|--------|------------|-------|-----------|-------|
|  |   | Sem 1          | Winter | Sem 2 | Sem 1    | Sem 2 | Summer | 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     |          |       |        |            |       |           |       |
| UCAI1003   | Introduction to AI Literacy   |                |        | 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 <sup>①</sup>   |                |        |       |          |       | 2      |            |       |           |       |
| MT1003   | Military Training   |                | 2      |       |          |       |        |            |       |           |       |
| WPEX1013   | Emotional Intelligence  | 1              |        |       |          |       |        |            |       |           |       |
| WPEX2013   | Experiential Arts <sup>②</sup>  |                |        |       | 1        |       |        |            |       |           |       |
| WPEX2023/<br>WPEX2033                            | Voluntary Service <sup>③</sup> , or Environmental Awareness <sup>④</sup>  |                |        |       |          | 1     |        |            |       |           |       |
| UCHL1XX3   | Healthy Lifestyle <sup>⑤</sup>  | 1              |        | 1     | 1        |       |        |            |       |           |       |
| V. General Education Courses (18 Units)          |   |                |        |       |          |       |        |            |       |           |       |
| Level 1<br>Foundational<br>Courses               | History and Civilization <sup>⑥</sup>   |                |        |       |          | 3     |        |            |       |           |       |
|  | Quantitative Reasoning <sup>⑥</sup>   |                |        | 3     |          |       |        |            |       |           |       |
|  | Values and the Meaning of Life <sup>⑥</sup>   |                |        | 3     |          |       |        |            |       |           |       |
| Level 2<br>Interdisciplinary<br>Thematic Courses | Culture, Creativity and Innovation <sup>⑥</sup> , or Science,<br>Technology and Society <sup>⑥</sup> , or Sustainable Communities <sup>⑥</sup>  |                |        |       |          | 3     |        |            | 3     |           |       |
| Level 3<br>GE Capstone<br>Courses                | Service-Learning Course <sup>⑥</sup> , or Service Leadership<br>Education Course <sup>⑥</sup> , or Experiential Learning Course <sup>⑥</sup> ,<br>or Interdisciplinary Independent Study <sup>⑥</sup> |                |        |       |          |       |        | 3          |       |           |       |
| VI. Free Elective Courses (18 Units)             |   |                |        |       |          |       |        |            |       |           |       |
| FE01 FE02 FE03 FE04 FE05 FE06                    |   | 3 <sup>⑦</sup> |        |       | 3        | 3     |        | 3          | 3     | 3         |       |
| Total Units: 151                                 |   | 20             | 2      | 22    | 20       | 19    | 2      | 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~~ GFVM1003 Business Ethics and Corporate Social Responsibility under this category.

**ME Course List of DMM (2025 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     |