

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

Rev 20260120

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							
UCAII003	Introduction to AI Literacy			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					
CHI193	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 ^③						1				
UCHL1XX3	Healthy Lifestyle ^④	1		1	1						
V. General Education Courses (18 Units)											
Level 1 Foundational Courses	History and Civilization ^⑤					3					
	Quantitative Reasoning ^⑤			3							
	Values and the Meaning of Life ^⑤			3							
Level 2 Interdisciplinary Thematic Courses	Culture, Creativity and Innovation ^⑥ , or Science, Technology and Society ^⑥ , or Sustainable Communities ^⑥					3				3	
	Service-Learning Course ^⑦ , or Service Leadership Education Course ^⑦ , or Experiential Learning Course ^⑦ , or Interdisciplinary Independent Study ^⑦								3		
Level 3 GE Capstone Courses											
VI. Free Elective Courses (18 Units)											
FE01 FE02 FE03 FE04 FE05 FE06		3 ^⑧			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