

Four-Year Study Plan of Culture, Creativity and Management Programme (2026 cohort)

Rev 20260722

Rev 202607/22

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. Major Required Courses (51 Units)											
ECON2013	Principles of Microeconomics	3									
MKT2003	Principles of Marketing Management	3									
CCM2113	Event Planning and Management			3							
CCM3163	Principles of Creative Arts Management			3							
BUS2003	Organisational Behaviour				3						
CCM2093	Culture, Creativity and Management				3						
CCM3183	Approaches to Creativity				3						
BUS1013	Business, Entrepreneurship and Innovation					3					
BUS3003	Business Communications					3					
CCM3033	International Cultural Trade					3					
BUS3023	Business Research Methods							3			
CCM4063	Commercial Space Planning and Facilities Management							3			
BUS4013	Strategic Management								3		
CCM3193	AI in Creative Industries								3		
CCM3153	Consumer Behaviour in Cultural Industries									3	
CCM4043	Fundraising for Arts and Culture									3	
CCM4093	Final Year Project (CCM)										3
II. Major Elective Courses (18 Units)											
ME01 ME02 ME03 ME04 ME05 ME06								3	6	6	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							
UCAI1003	Introduction to AI Literacy			3							
CHII1103	Introduction to Modern Social Theories					3					
CHII1203	Morality and Foundations of Law	3									
CHII1063	Chinese Culture and Modern China				3						
CHII1073	Contemporary Chinese Society and Thought I			3							
CHII1253	Contemporary Chinese Society and Thought II				3						
CHII1193	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 ^③	1		1	1						
IV. General Education Courses (18 Units)											
Level 1	History and Civilization ^②					3					
Foundational Courses	Quantitative Reasoning ^②			3							
	Values and the Meaning of Life ^②			3							
Level 2 Interdisciplinary Thematic Courses	Culture, Creativity and Innovation ^② , or Science, Technology and Society ^② , or Sustainable Communities ^②				3				3		
Level 3 GE Capstone Courses	Service-Learning Course ^② , or Service Leadership Education Course ^② , or Experiential Learning Course ^② , or Interdisciplinary Independent Study ^②							3			
V. Free Elective Courses (24 Units)											
FE01 FE02 FE03 FE04 FE05 FE06 FE07 FE08		3				3		6	6	6	
Total Units: 148		20	2	22	20	19	2	18	21	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.

ME Course List of CCM (2026 cohort)

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Course Code	Course Title	Units
ACCT2043	Principles of Accounting I	3
BUS2053	Principles of Law	3
BUS4093	Management Information Systems	3
CCM2063	Principles of Exhibition Design	3
CCM2123	Past to Present State of Arts in Cultural Industries	3
CCM3023	Cultural Policy, Economy and Development	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 ^②	3
CCM3133	Exhibition Design: Creative Interpretation and Management ^②	3
CCM3143	Public Arts and Museum Design Management in the Urban Environment ^②	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
CCM4053	Cultural Heritage and Tourism ^②	3
CCM4073	Industrial and Retail Design Management ^②	3
CCM4083	Customer Relationship Management in Cultural Industries ^① ^②	3
CCM4103	Applied Semiotics for the Cultural Entrepreneur and Manager	3
CCM4113	Hyper-reality and Application of Simulation Skills	3
FIN2023	Financial Management	3

^① This course focuses on Hospitality and Event Management.

^② This course focuses on People, Space and Environment.