

## 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
<b>I. BBA (Hons) Core Courses (42 Units)</b>											
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
<b>II. Major Required Courses (30 Units)</b>											
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
<b>III. Major Elective Courses (6 Units)</b>											
ME01 ME02										6	
<b>IV. University Core Courses (37 Units)</b>											
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					
CHI1193	Contemporary World and China <sup>①</sup>							2			
MT1003	Military Training		2								
WPEX1013	Emotional Intelligence	1									
WPEX2013	Experiential Arts <sup>②</sup>				1						
WPEX2023/ WPEX2033	Voluntary Service <sup>③</sup> , or Environmental Awareness <sup>③</sup>						1				
UCHL1XX3	Healthy Lifestyle <sup>④</sup>	1		1	1						
<b>V. General Education Courses (18 Units)</b>											
Level 1 Foundational Courses	History and Civilization <sup>⑤</sup>					3					
	Quantitative Reasoning <sup>⑤</sup>				3						
	Values and the Meaning of Life <sup>⑤</sup>			3							
Level 2 Interdisciplinary Thematic Courses	Culture, Creativity and Innovation <sup>⑥</sup> , or Science, Technology and Society <sup>⑥</sup> , or Sustainable Communities <sup>⑥</sup>						3			3	
	Service-Learning Course <sup>⑦</sup> , or Service Leadership Education Course <sup>⑦</sup> , or Experiential Learning Course <sup>⑦</sup> , or Interdisciplinary Independent Study <sup>⑦</sup>								3		
Level 3 GE Capstone Courses											
<b>VI. Free Elective Courses (18 Units)</b>											
FE01 FE02 FE03 FE04 FE05 FE06		3 <sup>⑧</sup>			3	3		3	3	3	
<b>Total Units: 151</b>		<b>20</b>	<b>2</b>	<b>22</b>	<b>20</b>	<b>19</b>	<b>2</b>	<b>21</b>	<b>21</b>	<b>21</b>	<b>3</b>

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