

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							
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 ^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					
UCHL1XX3	Healthy Lifestyle ^⑤	1		1	1						
V. General Education Courses (18 Units)											
Level 1 Foundational Courses	History and Civilization ^⑥					3					
	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		
Level 3 GE Capstone Courses	Service-Learning Course ^⑫ , or Service Leadership Education Course ^⑬ , or Experiential Learning Course ^⑭ , or Interdisciplinary Independent Study ^⑮							3			
VI. Free Elective Courses (18 Units)											
FE01 FE02 FE03 FE04 FE05 FE06		3 ^⑯			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.

Four-Year Study Plan of Intelligent Business Leadership plus Digital Media Management Programme (2025 cohort)

Rev 20260121

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		
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 [Ⓞ]				1						
WPEX2023/ WPEX2033	Voluntary Service [Ⓞ] , or Environmental Awareness [Ⓞ]					1					
UCHL1XX3	Healthy Lifestyle [Ⓞ]	1		1	1						
V. General Education Courses (18 Units)											
Level 1 Foundational Courses	History and Civilization [Ⓞ]					3					
	Quantitative Reasoning [Ⓞ]			3							
	Values and the Meaning of Life [Ⓞ]			3							
Level 2 Interdisciplinary Thematic Courses	Culture, Creativity and Innovation, or Science, Technology and Society, or Sustainable Communities [Ⓞ]					3		3			
Level 3 GE Capstone Courses	Service-Learning Course, or Service Leadership Education Course, or Experiential Learning Course, or Interdisciplinary Independent Study [Ⓞ]								3		
VI. Free Elective Courses (18 Units)											
FE01 FE02 FE03 FE04 FE05 FE06		3 ^{Ⓞ*}		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 Students are required to take GFHC1203 Creative and Media Industries under this category.

④ Students are required to take GFQR1053 Probability Theory with AI-aided Business Applications under this category.

⑤ Students are required to take **GFVM1063 Media Ethics**, **GFVM1003 Business Ethics** and **Corporate Social Responsibility** under this category.

⑥ Students are required to take GTSC2133 Artificial Intelligence (AI) in Business and GTSC2143 Machine Learning for Business under this category.

⑦ Students are required to take GCAPxxxx Artificial Intelligence in Business Interdisciplinary Projects under this category.

* **Common Core Courses (Required) - CCR**

⑧ Students are required to take DMM3003 AI, Data Science and Management under MR.

⑨ Students are required to take ECON3123 Calculus for Economics and Finance under FE.

⑩ Students are required to take ECON3113 Linear Algebra for Economics and Finance under FE.

⑪ Students are required to take EBIS3033 Programming for Business Applications under FE.

⑫ Students are required to take BA2003 Artificial Intelligence and Deep Learning under FE.

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