

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

Rev 20250516

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			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		3					
UCAI1003	Introduction to AI Literacy			3							
CHII103	Introduction to Modern Social Theories					3			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					
UCLH1XX3	Healthy Lifestyle ^⑤	1		1	1						
V. General Education Courses (18 Units)											
Level 1 Foundational Courses	History and Civilization ^②					3					
	Quantitative Reasoning ^④ - GFQRxxxx Probability Theory with AI-aided Business Applications			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 - GTSCxxxx Artificial Intelligence (AI) in Business - GTSCxxxx Machine Learning for Business					3		3 ^⑥	3		
Level 3 GE Capstone Courses	Service-Learning Course ^⑦ , or Service Leadership Education Course ^⑦ , or Experiential Learning Course ^⑦ , or Interdisciplinary Independent Study ^⑦ - GCAPxxxx Artificial Intelligence in Business Interdisciplinary Projects							3	3		
VI. Free Elective Courses (18 Units)											
FE01 FE02 FE03 FE04 FE05 FE06		3 ^⑧		3 ^⑧	3 ^⑨	3		3 ^⑩	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

③ Students are required to take ECON3123 Calculus for Economics and Finance under FE (Compulsory).

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 under this category.

⑦ Students are required to take GTSU2013 Social Entrepreneurship under this category.

⑧ Students are required to take ECON3113 Linear Algebra for Economics and Finance under FE (Compulsory).

⑨ Students are required to take EBIS3033 Programming for Business Applications under FE (Compulsory).

⑩ Students are required to take BA2003 Artificial Intelligence and Deep Learning under FE (Compulsory).

SAI 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