

Journalism and Communication
Applicable to students admitted in 2024-25

Major Programme Requirement

Students are required to complete a minimum of 72 units of courses as follows:

	Units
1. Faculty Package: COMM1120 and any two courses, offered by two different Programmes/Departments/Schools, chosen from the following: ARCH1001, 1002, 1003, DSPS1001, 1003, 1004, ECON1210, 1220, 2011, GLSD1001, GPAD1020, 1076, 1077, GRMD1302, 1401, 1402, PSYC1000, 1630, SOCI1001, 1201, SOSC1001, 1002, 1003, SOWK1001, 1113, 1114, URSP1001, 1002	9
2. Required Courses:	
(a) COMM1150, 2160, 2530, 3200, 3600 or 3710, 4150 (capstone course)	18
(b) Either Chinese Journalism COMM1170, 2110, 2170 and 3140; <u>or</u> English Journalism COMM1180, 2120, 2180 and 3610; <u>or</u> Integrated Strategic Communication COMM1190, 2100, 2240 and 3400; <u>or</u> Creative Media Laboratory COMM1190, 2300, 2320 and 3310	12
3. Elective Courses (Courses that appear in more than one requirement can only be counted towards fulfillment of one requirement):	
(a) Any two of the following theory/method courses: COMM2210, 2840, 2940, 3650, 3810	6
(b) At least 27 units from the following areas:	27
(i) Advertising and Public Relations COMM2811, 2812, 2813, 2814, 2830, 2840, 2850, 3810, 3811, 3812, 3820, 3830, 3831, 3832, 3840, 3841, 3850, 3855, 3860, 3870, 3881, 3888, 4848	
(ii) Journalism COMM2210, 2440, 2600, 2601, 2610, 2620, 2740, 2741, 2910, 3620, 3630, 3640, 3650, 3660, 3670, 3680, 3681, 3682, 3740, 3750, 3760	
(iii) Creative and New Media COMM2570, 2590, 2710, 2733, 2922, 2925, 2926, 2928, 2940, 2962, 3690, 3711, 3733, 3800, 3910, 3920, 3921, 3922, 3930, 3933, 3939, 3940, 3941, 3963, 4730, 4733, 4935, 4956, 4962	
(iv) Communication Studies COMM2140, 2920, 2930, 2932, 3130, 3131, 3132, 3191, 3193, 4040, 4191	
(v) Global Communication COMM1500, 2540, 2590, 2741, 2811, 2850, 3550, 3690, 3700, 3721, 3722, 3841, 3930, 4250	

Total: 72

Explanatory Notes:

1. COMM courses at 2000 and above level will be included in the calculation of Major GPA for honours classification.
2. Students may be required to take pre-requisite courses for courses under specific areas.
3. Students may take COMM courses outside of their study schemes as their Major elective courses, and the course grades will be included in the calculation of Major GPA.
4. Any students should have taken at least 36 units of SOCI courses before making official declaration to take the Journalism and Communication as their second major.
5. Students who pursue a second Major in Sociology can complete COMM1120, SOCI1001 and one Faculty Package course offered by a Programme/Department/School other than

	SOCI and COMM to satisfy the Faculty Package course requirements of both Major Programmes.
6.	Students who pursue a second major in Sociology can be exempted from taking SOCI2003 by taking COMM2160 as the units earned can be counted towards both Major Programmes.
7.	Students who pursue a second major in Sociology can be exempted from taking SOCI1002, and are required to take another SOCI course to compensate for the units to fulfill the Sociology major requirements.
8.	Student must have taken or registered for at least 21 units of SOCI courses at the last term of attendance before making declaration to take Sociology as their second major.

	Recommended Course Pattern	Units
First Year of Attendance	1 st term	
	Faculty Package: COMM1120 and 1 Faculty Package course	6
	Major Required:	
	Major Elective(s): 1 course	3
Second Year of Attendance	2 nd term	
	Faculty Package: 1 course	3
	Major Required: COMM1150	3
	Major Elective(s): 1 course	3
Third Year of Attendance	1 st term	
	Major Required: (COMM1170 or 1180 or 1190) and COMM2530	6
	Major Elective(s): 2 courses	6
	2 nd term	
Fourth Year of Attendance	Major Required: (COMM2110 or 2120 or 2100 or 2300) and COMM2160	6
	Major Elective(s): 1 course	3
	1 st term	
	Major Required: COMM2170 or 2180 or 2240 or 2320	3
Third Year of Attendance	Major Elective(s): 2 courses	6
	2 nd term	
	Major Required: (COMM3140 or 3610 or 3400 or 3310), COMM3200 and (COMM3600 or 3710)	6-9
	Major Elective(s): 1 course	3
Fourth Year of Attendance	1 st term	
	Major Required: (COMM3140 or 3610 or 3400 or 3310) and COMM4150	3-6
	Major Elective(s): 1 course	3
	2 nd term	
	Major Required:	
	Major Elective(s): 2 courses	6
Total (including Faculty Package):		72

Major Programme Requirement (for Associate Degree holders admitted to senior-year places)

Students are required to complete a minimum of 57 units of courses as follows:

	Units
1. Required Courses:	
(a) COMM1120, 1150, 2160, 2530, 3200, 3600 or 3710, 4150 (capstone course)	21
(b) Either Chinese Journalism COMM1170, 2110, 2170 and 3140; <u>or</u> English Journalism COMM1180, 2120, 2180 and 3610; <u>or</u> Integrated Strategic Communication COMM1190, 2100, 2240 and 3400; <u>or</u> Creative Media Laboratory COMM1190, 2300, 2320 and 3310	12
2. Elective Courses (Courses that appear in more than one requirement can only be counted towards fulfillment of one requirement):	
(a) Any two of the following theory/method courses: COMM2210, 2840, 2940, 3650, 3810	6
(b) At least 18 units from the following areas:	18
(i) Advertising and Public Relations COMM2811, 2812, 2813, 2814, 2830, 2840, 2850, 3810, 3811, 3812, 3820, 3830, 3831, 3832, 3840, 3841, 3850, 3855, 3860, 3870, 3881, 3888, 4848	
(ii) Journalism COMM2210, 2440, 2600, 2601, 2610, 2620, 2740, 2741, 2910, 3620, 3630, 3640, 3650, 3660, 3670, 3680, 3681, 3682, 3740, 3750, 3760	
(iii) Creative and New Media COMM2570, 2590, 2710, 2733, 2922, 2925, 2926, 2928, 2940, 2962, 3690, 3711, 3733, 3800, 3910, 3920, 3921, 3922, 3930, 3933, 3939, 3940, 3941, 3963, 4730, 4733, 4935, 4956, 4962	
(iv) Communication Studies COMM2140, 2920, 2930, 2932, 3130, 3131, 3132, 3191, 3193, 4040, 4191 Global Communication	
(v) COMM1500, 2540, 2590, 2741, 2811, 2850, 3550, 3690, 3700, 3721, 3722, 3841, 3930, 4250	
Total:	57

Explanatory Notes:

1. COMM courses at 2000 and above level will be included in the calculation of Major GPA for honours classification.
2. Students may be required to take pre-requisite courses for courses under specific areas.
3. Students may take COMM courses outside of their study schemes as their Major elective courses, and the course grades will be included in the calculation of Major GPA.

	Recommended Course Pattern (for Associate Degree holders admitted to senior-year places)	Units
First Year of Attendance	1 st term	
	Major Required: COMM1120, 1150, and (COMM1170 or 1180 or 1190)	9
	Major Elective(s): 2 courses	6
	2 nd term	
	Major Required: (COMM2110 or 2120 or 2100 or 2300), COMM2160 and 3200	9
	Major Elective(s): 2 courses	6

Second Year of Attendance	1 st term	
	Major Required: (COMM2170 or 2180 or 2240 or 2320), COMM2530 and (COMM3600 or 3710)	9
	Major Elective(s): 2 courses	6
	2 nd term	
	Major Required: (COMM3140 or 3610 or 3400 or 3310) and COMM4150	6
	Major Elective(s): 2 courses	6
Total:		57

Major Programme Requirement (for Higher Diploma holders admitted to senior-year places)

Students are required to complete a minimum of 54 units of courses as follows:

	Units
1. Required Courses:	
(a) COMM1120, 1150, 2160, 2530, 3200, 3600 or 3710, 4150 (capstone course)	21
(b) Either Chinese Journalism COMM1170, 2110, 2170 and 3140; <u>or</u> English Journalism COMM1180, 2120, 2180 and 3610; <u>or</u> Integrated Strategic Communication COMM1190, 2100, 2240 and 3400; <u>or</u> Creative Media Laboratory COMM1190, 2300, 2320 and 3310	12
2. Elective Courses (Courses that appear in more than one requirement can only be counted towards fulfillment of one requirement):	
(a) Any two of the following theory/method courses: COMM2210, 2840, 2940, 3650, 3810	6
(b) At least 15 units from the following areas:	15
(i) Advertising and Public Relations COMM2811, 2812, 2813, 2814, 2830, 2840, 2850, 3810, 3811, 3812, 3820, 3830, 3831, 3832, 3840, 3841, 3850, 3855, 3860, 3870, 3881, 3888, 4848	
(ii) Journalism COMM2210, 2440, 2600, 2601, 2610, 2620, 2740, 2741, 2910, 3620, 3630, 3640, 3650, 3660, 3670, 3680, 3681, 3682, 3740, 3750, 3760	
(iii) Creative and New Media COMM2570, 2590, 2710, 2733, 2922, 2925, 2926, 2928, 2940, 2962, 3690, 3711, 3733, 3800, 3910, 3920, 3921, 3922, 3930, 3933, 3939, 3940, 3941, 3963, 4730, 4733, 4935, 4956, 4962	
(iv) Communication Studies COMM2140, 2920, 2930, 2932, 3130, 3131, 3132, 3191, 3193, 4040, 4191 Global Communication	
(v) COMM1500, 2540, 2590, 2741, 2811, 2850, 3550, 3690, 3700, 3721, 3722, 3841, 3930, 4250	
Total:	54

Explanatory Notes:

1. COMM courses at 2000 and above level will be included in the calculation of Major GPA for honours classification.
2. Students may be required to take pre-requisite courses for courses under specific areas.
3. Students may take COMM courses outside of their study schemes as their Major elective courses, and the course grades will be included in the calculation of Major GPA.

	Recommended Course Pattern (for Higher Diploma holders admitted to senior-year places)	Units
First Year of Attendance	1 st term	
	Major Required: COMM1120, 1150, and (COMM1170 or 1180 or 1190)	9
	Major Elective(s): 2 courses	6
	2 nd term	
Second Year of Attendance	Major Required: (COMM2110 or 2120 or 2100 or 2300), COMM2160 and 3200	9
	Major Elective(s): 2 courses	6
	1 st term	
	Major Required: (COMM2170 or 2180 or 2240 or 2320), COMM2530 and (COMM3600 or 3710)	9
	Major Elective(s): 1 course	3
	2 nd term	
	Major Required: (COMM3140 or 3610 or 3400 or 3310) and COMM4150	6
	Major Elective(s): 2 courses	6
Total:		54

Journalism and Communication & Psychology Double Major Programme

Major Programme Requirement

Students are required to complete a minimum of 90 units of courses as follows:

	Units
1. Faculty Package: COMM1150, PSYC1000 and any one course chosen from the following: ARCH1001, 1002, 1003, DSPS1001, 1003, 1004, ECON1210, 1220, 2011, GLSD1001, GPAD1020, 1076, 1077, GRMD1302, 1401, 1402, SOCI1001, 1201, SOSOC1001, 1002, 1003, SOWK1001, 1113, 1114, URSP1001, 1002	9
2. Required Courses:	
(a) <u>1st Major: Journalism and Communication</u> COMM1190, 2160, 2300, 2926, 2940, 3200, 3310, 3690, 3710	27
(b) <u>2nd Major: Psychology</u> PSYC2010#[a], 2020#, 2050#, 2190, 2300#, 2350#, 2620#, 2650, 3430#[b]	27
3. Elective Courses:	
(a) <u>1st Major: Journalism and Communication</u> At least 6 units chosen from the following: COMM1120, 1500, 2140, 2210, 2320, 2440, 2530, 2540, 2570, 2590, 2600, 2601, 2610, 2620, 2710, 2733, 2740, 2741, 2811, 2812, 2813, 2814, 2830, 2840, 2850, 2910, 2920, 2922, 2925, 2928, 2930, 2932, 2962, 3130, 3131, 3132, 3191, 3193, 3550, 3620, 3630, 3640, 3650, 3660, 3670, 3680,	12[c] or 15[d]

3681, 3682, 3700, 3711, 3721, 3722, 3733, 3740, 3750, 3760, 3800, 3810, 3811, 3812, 3820, 3830, 3831, 3832, 3840, 3841, 3850, 3855, 3860, 3870, 3881, 3888, 3910, 3920, 3921, 3922, 3930, 3933, 3939, 3940, 3941, 3963, 4040, 4191, 4250, 4730, 4733, 4848, 4935, 4956, 4962

Remaining units chosen from the following:

ENGG1110, IERG3320, SOCI3235, 4210

(b) 2nd Major: Psychology

12[c] or 9[d]

At least 6 units of courses at 3000 or above level:

PSYC1020, 1030, 1040, 1050, 2070, 2240, 2540, 2780, 3001, 3002, 3003, 3004, 3005, 3360, 3370, 3440, 3450, 3550, 3610, 3630, 3640, 3660, 3700, 3720, 3730, 3740, 3750, 3760, 3770, 3810, 3820, 4900, 4901, 4902, 4903, 4904, 4905, 4906, 4909, 4920

4. Research Component/ Capstone Course/ Final Year Project:
COMM4150 or PSYC4910#

3

Total: 90

Explanatory Notes:

1. COMM courses at 2000 and above level as well as those labeled as # will be included in the calculation of Major GPA for honours classification.
 2. Subject to approval by the Major Programmes concerned, students may opt out of the Double Major Programme and register for the 1st Major Programme only. The decision to opt out is irrevocable. Students who have opted out are required to complete and fulfill all graduation requirements by following the study scheme of the 1st Major Programme as a single major. Students should be aware that such decision may result in a delay in graduation because the requirements of the single major study scheme differ from those of the Double Major Programme.
- [a] Students are required to take PSYC2010. Journalism and Communication & Psychology Double Major Programme students who have taken any one of the equivalent statistics courses including DOTE2011, ECON2121, GRMD2102, LING3403, PHPC2015, SEEM2430, SOCI2004, SPED2600, STAT2001 and 2006, STAT2101 and 2102 are exempted from taking PSYC2010, and they are required to take another PSYC course listed under 3(b) Elective Courses (2000 or above level) to compensate for the units.
- [b] Students are required to take PSYC3430. Journalism and Communication & Psychology Double Major Programme students who have taken ENGE3610 or LING3202 will be exempted from taking PSYC3430, and they are required to take another PSYC course listed under 3(b) Elective Courses (2000 or above level) to compensate for the units.
- [c] Students who take 12 units from 3(a) Elective Courses are required to take at least 12 units from 3(b) Elective Courses.
- [d] Students who take 15 units from 3(a) Elective Courses are required to take at least 9 units from 3(b) Elective Courses.

	Recommended Course Pattern	Units
First Year of Attendance	1st term	
	Faculty Package: COMM1150, PSYC1000	6
	Major Required:	
	Major Elective(s): 2 courses	6
	2nd term	
	Faculty Package: 1 course	3
	Major Required: PSYC2010	3
	Major Elective(s): 1 course	3
Second Year of	1st term	

Attendance	Major Required: COMM1190, 2926, PSYC2020, 2350 Major Elective(s):	12
	2nd term Major Required: COMM2160, 2300, PSYC2050, 2300 Major Elective(s):	12
Third Year of Attendance	1st term Major Required: COMM2940, 3310, PSYC2620, 3430 Major Elective(s):	12
	2nd term Major Required: COMM3690, PSYC2190, 2650 Major Elective(s): 1-2 course(s)	9 3-6
	1st term Major Required: COMM3200, (COMM4150 or PSYC4910) Major Elective(s): 1-2 course(s)	6 3-6
	2nd term Major Required: COMM3710 Major Elective(s): 2 course(s)	3 6
Total (including Faculty Package):		90

Journalism and Communication & Sociology Double Major Programme

Major Programme Requirement

Students are required to complete a minimum of 90 units of courses as follows:

1.	Faculty Package: COMM1120, SOCI1001 and any one course chosen from the following: ARCH1001, 1002, 1003, DSPS1001, 1003, 1004, ECON1210, 1220, 2011, GLSD1001, GPAD1020, 1076, 1077, GRMD1302, 1401, 1402, PSYC1000, 1630, SOSC1001, 1002, 1003, SOWK1001, 1113, 1114, URSP1001, 1002	Units 9
2.	Required Courses:	
(a)	<u>1st Major: Journalism and Communication</u>	24
	i) COMM1150, 2530, 3200, 3600 or 3710	
	ii) Chinese Journalism COMM1170, 2110, 2170, 3140; or English Journalism COMM1180, 2120, 2180, 3610	
(b)	<u>2nd Major: Sociology</u>	21
	SOCI1002, 2003#, 2004#, 2104#, 3003#, 3223#, 3231#	
3.	Elective Courses:	
(a)	<u>1st Major: Journalism and Communication</u>	18[a] or 21[b]
	COMM1500, 2140, 2210, 2440, 2540, 2570, 2590, 2600, 2610, 2620, 2710, 2733, 2740, 2741, 2811, 2812, 2813, 2814, 2830, 2840, 2850, 2910, 2920, 2922, 2925, 2926, 2928, 2930, 2932, 2940, 2962, 3130, 3131, 3132, 3191, 3193, 3550, 3620, 3630, 3640, 3650, 3660, 3670, 3680, 3681, 3682, 3690, 3700, 3711, 3721, 3722, 3733, 3740, 3750, 3760, 3800, 3810, 3811, 3812, 3820, 3830, 3831, 3832, 3840, 3841, 3850, 3855, 3860, 3870, 3881, 3888, 3910, 3920, 3921, 3922, 3930, 3933, 3939, 3940, 3941, 3963, 4040,	

(b)	4191, 4250, 4730, 4733, 4848, 4935, 4956, 4962 <u>2nd Major: Sociology</u> SOCI2101, 2103, 2106, 2116, 2203, 2208, 2216, 2218, 2219, 2220, 3001, 3002, 3102, 3204, 3207, 3208, 3221, 3224, 3225, 3226, 3227, 3229, 3230, 3233, 3234, 3235, 3236, 3237, 3238, 3239, 3240, 3241, 3242, 3243, 3244, 3245, 3451, 3452, 3453, 4201, 4202, 4204, 4205, 4208, 4209, 4210, 4211, 4351, 4352, 4353, 4410, 4420	9[b] or 15[a]
4.	Research Component/ Capstone Course/ Final Year Project: COMM4150[a] or (SOCI4010# and 4020#)[b]	3[a] or 6[b]
		Total: 90
Explanatory Notes:		
[a]	Students who take COMM4150 for fulfillment of the Research Component/ Capstone Course/ Final Year Project are required to take 18 units from 3(a) Elective Courses and 15 units from 3(b) Elective Courses.	
[b]	Students who take SOCI4010 and SOCI4020 for fulfillment of the Research Component/ Capstone Course/ Final Year Project are required to take 21 units from 3(a) Elective Courses and 9 units from 3(b) Elective Courses.	

	Recommended Course Pattern	Units
First Year of Attendance	1 st term	
	Faculty Package: COMM1120, SOCI1001	6
	Major Required:	
	Major Elective(s): 1 COMM course	3
	2 nd term	
	Faculty Package: 1 course	3
	Major Required:	
	Major Elective(s): 1 COMM course (and 1 SOCI course)	3-6
Second Year of Attendance	1 st term	
	Major Required: COMM1150, (COMM1170 or 1180), SOCI1002, 2003	12
	Major Elective(s): 1 COMM course	3
	2 nd term	
	Major Required: (COMM2110 or 2120), SOCI2004, 2104, 3003	12
	Major Elective(s): 1 COMM course	3
	1 st term	
	Major Required: (COMM2170 or 2180), COMM2530, SOCI3223	9
Third Year of Attendance	Major Elective(s): 1 SOCI course	3
	2 nd term	
	Major Required: (COMM3140 or 3610), (COMM3600 or 3710),	9

	SOCI3231 Major Elective(s): 1 SOCI course	3
Fourth Year of Attendance	1 st term	
	Major Required: COMM3200, (COMM4150 or SOCI4010)	6
	Major Elective(s): 1 COMM course and 1 SOCI course	6
	2 nd term	
	Major Required: SOCI4020	0-3
	Major Elective(s): 2 COMM courses or (1 COMM course and 1 SOCI course)	6
Total (including Faculty Package):		90

Bachelor of Social Science (Journalism and Communication) and Bachelor of Business Administration (Integrated BBA Programme) Double Degree Option

1st Degree: Bachelor of Social Science (Journalism and Communication)

Major Programme Requirement

Students are required to complete a minimum of 72 units of courses as follows:

	Units
1. Faculty Package: COMM1120 and any two courses, offered by two different Programmes/Departments/Schools, chosen from the following: ARCH1001, 1002, 1003, DSPS1001, 1003, 1004, ECON1210, 1220, 2011, GLSD1001, GPAD1020, 1076, 1077, GRMD1302, 1401, 1402, PSYC1000, 1630, SOCI1001, 1201, SOSC1001, 1002, 1003, SOWK1001, 1113, 1114, URSP1001, 1002	9
2. Required Courses:	
(a) COMM1150, 2160, 2530, 3200, 3600 or 3710, 4150 (capstone course)	18
(b) Either Chinese Journalism COMM1170, 2110, 2170 and 3140; <u>or</u> English Journalism COMM1180, 2120, 2180 and 3610; <u>or</u> Integrated Strategic Communication COMM1190, 2100, 2240 and 3400; <u>or</u> Creative Media Laboratory COMM1190, 2300, 2320 and 3310	12
3. Elective Courses (Courses that appear in more than one requirement can only be counted towards fulfillment of one requirement):	
(a) Any two of the following theory/method courses: COMM2210, 2840, 2940, 3650, 3810	6
(b) At least 27 units from the following areas:	27
(i) Advertising and Public Relations COMM2811, 2812, 2813, 2814, 2830, 2840, 2850, 3810, 3811, 3812, 3820, 3830, 3831, 3832, 3840, 3841, 3850, 3855, 3860, 3870, 3881, 3888, 4848	
(ii) Journalism COMM2210, 2440, 2600, 2601, 2610, 2620, 2740, 2741, 2910, 3620, 3630, 3640, 3650, 3660, 3670, 3680, 3681, 3682, 3740, 3750, 3760	
(iii) Creative and New Media COMM2570, 2590, 2710, 2733, 2922, 2925, 2926, 2928, 2940, 2962, 3690, 3711, 3733, 3800, 3910, 3920, 3921, 3922, 3930, 3933, 3939, 3940, 3941, 3963, 4730, 4733, 4935, 4956, 4962	

- | | |
|------|---|
| (iv) | Communication Studies
COMM2140, 2920, 2930, 2932, 3130, 3131, 3132, 3191, 3193, 4040, 4191
Global Communication |
| (v) | COMM1500, 2540, 2590, 2741, 2811, 2850, 3550, 3690, 3700, 3721, 3722,
3841, 3930, 4250 |

Total: 72

Explanatory Notes:

1. COMM courses at 2000 and above level will be included in the calculation of Major GPA for honours classification.
2. Students may be required to take pre-requisite courses for courses under specific areas.
3. Students may take COMM courses outside of their study schemes as their Major elective courses, and the course grades will be included in the calculation of Major GPA.

Requirements for admission to the 2nd degree programme

1. For admission to the second degree programme, students should have:
 - i. obtained admission scores not lower than a score mutually agreed by both the School of Journalism and Communication and the Faculty of Business Administration, and this score should not be lower than the lowest admission scores of the Integrated BBA programme;
 - ii. fulfilled all graduation requirements of the first degree programme;
 - iii. obtained a Major GPA of at least 3.0 upon completion of studies of the first degree programme;
 - iv. taken at least a reasonable number of units (27 units as mutually agreed by both the School of Journalism and Communication and the Faculty of Business Administration) of courses prescribed by the second degree programme while pursuing the first degree programme; and
 - v. achieved a GPA of at least 3.0 in these second degree programme courses. These second degree programme courses include the mutually recognized courses of the double degree option.

Interviews will be arranged for all shortlisted candidates. Students who do not satisfy the above requirements may still apply for admission to the second degree programme which has discretion to judge the suitability of the students for studying for the second degree programme through assessments like conducting interview, considering the recommendation from the first degree programme, etc.

Upon fulfillment of the requirements of the first degree programme, students of this double degree option can choose to or not to pursue the second degree programme. If a student decides not to pursue the second degree programme but has fulfilled the requirements of the Business minor programme, the student may declare minor in Business in accordance with prevailing procedures.

2nd Degree: Bachelor of Business Administration (Integrated BBA Programme)

Major Programme Requirement

Students are required to complete a minimum of 56 units of courses as follows:

- | | Units |
|---|-------|
| 1. Faculty Package:
DOTE1030, 1040, MGNT1020 | 9 |
| 2. Required Courses: | 32-33 |

ACCT2111, 2121, 2151 or 3151[a], DOTE2011, 2030, 2051, FINA2010, IBBA3040, MGNT2511, 2512, 2611, 4010, MKTG2010

- | | | |
|-----|---|-------|
| 3. | <p>Elective Courses (Concentration):</p> <p>Students must choose at least one concentration and take five or six courses among the courses prescribed under respective concentration area as follows:</p> | 15-18 |
| (a) | <p>Business Economics</p> <p>(i) DOTE2021, 4110;</p> <p>(ii) two courses selected from: DOTE3000, 3011, 3030, 3050, 3080, 3090, 4040, 4080; and</p> <p>(iii) one DOTE course at 3000 or above level, excluding the courses taken for fulfillment of requirement (i) or (ii)</p> | |
| (b) | <p>Business Analytics</p> <p>(i) DOTE2021, 2040, 4020;</p> <p>(ii) one course selected from: DOTE4070, 4240, 4260; and</p> <p>(iii) one course selected from: DOTE3030, 4030, 4110, 4220, 4280, MKTG4120</p> | |
| (c) | <p>Finance</p> <p>(i) DOTE2021 or FINA2020; and</p> <p>(ii) 15 units of FINA courses at 3000 or above level, with no more than three 1-unit FINA courses</p> | |
| (d) | <p>Entrepreneurship</p> <p>(i) MGNT1070, 2070; and</p> <p>(ii) four courses selected from: MGNT3080, 4070, 4090, 4130, 4160, 4170, 4270, 4570, 4711, 4712, 4713</p> | |
| (e) | <p>Management of International Business</p> <p>(i) MGNT3580, 4150; and</p> <p>(ii) four courses selected from: MGNT3010, 3080, 3100, 4080, 4090, 4110, 4130, 4140, 4510, 4530, 4540, 4550, 4570</p> | |
| (f) | <p>Human Resource Management</p> <p>(i) MGNT2040, 3010; and</p> <p>(ii) four courses selected from: MGNT3040, 3060, 3090, 3100, 4050, 4060, 4080, 4110, 4130, 4140</p> | |
| (g) | <p>Marketing</p> <p>(i) MKTG3010, 3020, 3030, 4040; and</p> <p>(ii) two courses selected from: MKTG3040, 3050, 4010, 4020, 4030, 4050, 4070, 4080, 4090, 4110, 4160, 4200</p> | |
| (h) | <p>Big Data and Quantitative Marketing</p> <p>(i) MKTG3010, 3060, 4080, 4090; and</p> <p>(ii) two courses selected from: MKTG3020, 4030, 4050, 4120, 4150, 4160, 4170, 4180, 4190, 4200</p> | |
| (i) | <p>General Business</p> <p>(i) 3 units of DOTE/FINA/MGNT/MKTG courses at 2000 or above level; and</p> <p>(ii) 12 units of DOTE/FINA/MGNT/MKTG courses at 3000 or above level, excluding the courses taken for fulfillment of requirement (i), with no more than three 1-unit FINA courses</p> | |

Total: 56-60

Explanatory Notes:

1. ACCT/DOTE/FINA/IBBA/MGNT/MKTG courses at 2000 and above level (excluding ACCT2111, 2121, IBBA3040, MGNT2511 and 2512) will be included in the calculation of Major GPA for honours classification.
2. Double concentrations in Marketing and Big Data and Quantitative Marketing are not

3.	allowed. DOTE2021 and the associated units can be used to satisfy concentration requirements of double concentrations within (a) to (c). MGNT3010 and the associated units can be used to satisfy concentration requirements of double concentrations within (e) and (f).
4.	Courses taken for the concentration requirements of General Business Concentration cannot be counted towards the requirements of concentrations (a) to (h).
5.	Students claiming Entrepreneurship Concentration are not allowed to declare Minor in Entrepreneurship and Innovation.
[a]	ACCT2151 and ACCT3151 are mutually exclusive. Students who would like to pursue a career in accounting profession are advised to take ACCT3151 instead of ACCT2151.
Explanatory Notes on mutual recognition or exclusion:	
1.	MKTG3010 can be exempted from the requirement of the second degree programme by successfully completing COMM2160.
2.	MKTG3030 can be exempted from the requirement of the second degree programme by successfully completing COMM2850.

	Recommended Course Pattern			
	1 st degree: <u>Bachelor of Social Science (Journalism and Communication)</u>	Units	2 nd degree: <u>Bachelor of Business Administration (Integrated BBA Programme)</u>	Units
First Year of Attendance	1 st term Faculty Package: COMM1120 and 1 Faculty Package course Major Required: Major Elective(s): 1 course	6 3	1 st term Faculty Package: Major Required: Major Elective(s):	
	2 nd term Faculty Package: 1 course Major Required: COMM1150 Major Elective(s): 1 course	3 3 3	2 nd term Faculty Package: Major Required: Major Elective(s):	
Second Year of Attendance	1 st term Faculty Package: Major Required: (COMM1170 or 1180 or 1190) and COMM2530 Major Elective(s):	6	1 st term Faculty Package: DOTE1030, 0-1 course from MGNT1020 Major Required: 0-1 course from MGNT2511 Major Elective(s):	3-6 0-1
	2 nd term Faculty Package: Major Required: (COMM2110 or 2120 or 2100 or 2300) and COMM2160	6	2 nd term Faculty Package: DOTE1040, MGNT1020 (if not taken) Major Required: MGNT2511 (if not taken)	3-6 0-1

	Major Elective(s): 1 course	3	Major Elective(s):	
Third Year of Attendance	1 st term Major Required: COMM2170 or 2180 or 2240 or 2320	3	1 st term Major Required: ACCT2111, DOTE2011	7
	Major Elective(s): 2 courses	6	Major Elective(s):	
	2 nd term Major Required: (COMM3140 or 3610 or 3400 or 3310), COMM3200 and (COMM3600 or 3710)	6-9	2 nd term Major Required: ACCT2121	3
	Major Elective(s): 1 course	3	Major Elective(s): 1 course	3
Fourth Year of Attendance	1 st term Major Required: (COMM3140 or 3610 or 3400 or 3310) and COMM4150	3-6	1 st term Major Required: FINA2010, MKTG2010	6
	Major Elective(s): 2 courses	6	Major Elective(s):	
	2 nd term Major Required:		2 nd term Major Required: DOTE2030, 2051	6
	Major Elective(s): 3 courses	9	Major Elective(s):	
Fifth Year of Attendance			1 st term Major Required: ACCT2151 or 3151, IBBA3040, MGNT2611, 4010	8-9
			Major Elective(s): 1 course	3
			2 nd term Major Required: MGNT2512	1
			Major Elective(s): 3-4 courses	9-12
	Total (including Faculty Package):	72	Total (including Faculty Package):	56-60

Minor Programme Title Journalism and Communication	
Minor Programme Requirement	
Students are required to complete a minimum of 18 units of courses as follows:	
1. Required Courses: COMM1110	Units 3
2. Elective Courses: 15 units of COMM courses, with at least 6 units of courses at 3000 or above level	15
Total:	18

Explanatory Notes:

1. Requirement for declaration in Minors: Students should have obtained a pass or above in COMM1110 for declaration of a Minor in Journalism and Communication.
2. Declaration of a Minor in Journalism and Communication in no way guarantees enrolment in courses with quotas due to limited facilities and manpower.

Course List

<i>Course Code</i>	<i>Course Title</i>	<i>Unit(s)</i>
COMM1110	Media and Everyday Life	3
COMM1120	Development of Media and Communication	3
COMM1150	Introduction to Media Industries and Practices	3
COMM1170	Chinese News Reporting and Writing	3
COMM1180	English News Reporting and Writing	3
COMM1190	Media Writing	3
COMM1500	Perspectives in Global Communication	3
COMM2100	Audience Analysis and Strategy	3
COMM2110	Chinese News Production (Writing)	3
COMM2120	English News Production I	3
COMM2140	Media and Social Development in Mainland China	3
COMM2160	Communication Research Methods	3
COMM2170	Chinese News Production (Multimedia)	3
COMM2180	English News Production II	3
COMM2210	News and Society	3
COMM2240	Integrated Strategic Campaign I	3
COMM2300	Sound and Creative Media	3
COMM2320	Creative Media Curation and Management	3
COMM2440	Photojournalism	3
COMM2530	Critical Studies in Media and Communication	3
COMM2540	Public Sphere and Global Media	3
COMM2570	Hong Kong Cinema	3
COMM2590	Global Cinema	3
COMM2600	Introduction to Chinese Journalism	3
COMM2601	Introduction to English Journalism	3
COMM2610	Foreign News Desk Practice	3
COMM2620	Feature Writing	3
COMM2710	Fundamentals in Visual Media	3
COMM2733	Radio and Podcast Production	3
COMM2740	Chinese Broadcast News	3
COMM2741	English Broadcast News	3
COMM2811	English Writing for Public Relations	3
COMM2812	Chinese Writing for Public Relations	3
COMM2813	Social Media and Crisis Communication	3
COMM2814	Integrated Public Relations Campaign and Event Management	3
COMM2820	Principles of Advertising	3
COMM2830	Account Planning and Management	3
COMM2840	Advertising and Society	3
COMM2850	Introduction to Integrated Marketing Communications	3
COMM2910	News Analysis	3
COMM2920	Media, Sex and Violence	3
COMM2922	Introduction to Creative and New Media	3

COMM2925	Principles of Editing in Creative Media	3
COMM2926	Creative Design and Layout	3
COMM2928	Art Direction	3
COMM2930	Understanding Movies	3
COMM2932	Film Genres: Love, Death and Laughs	3
COMM2940	Internet, Digital Media and Information Society	3
COMM2962	Photography	3
COMM3130	Media and Cultural Criticism	3
COMM3131	Special Topic in Communication Studies I	3
COMM3132	Special Topic in Communication Studies II	3
COMM3140	Chinese News Editing and Content Management	3
COMM3191	Film, Television and Hong Kong Culture	3
COMM3193	Media and Gender	3
COMM3200	Communication Professional Internship	3
COMM3310	Images and Creative Media	3
COMM3400	Integrated Strategic Campaign II	3
COMM3550	Global Finance for Communication Professionals	3
COMM3600	Laws and Ethics for Communication	3
COMM3610	English News Content Management	3
COMM3620	Investigative Reporting	3
COMM3630	Digital Journalism	3
COMM3640	China News Reporting	3
COMM3650	Social Media Analytics for Communication Professionals	3
COMM3660	Infographics and Data Visualization	3
COMM3670	Issues in Current Affairs	3
COMM3680	Business and Financial Reporting	3
COMM3681	Special Topic in Journalism I	3
COMM3682	Special Topic in Journalism II	3
COMM3690	User Interface Design: Socio-cultural Perspectives and Practices	3
COMM3700	Diversity Issues in Communication	3
COMM3710	Legal and Ethical Issues in Digital Media	3
COMM3711	Script Writing and Screenplay	3
COMM3721	Special Topic in Global Communication I	3
COMM3722	Special Topic in Global Communication II	3
COMM3733	Television Studio Production	3
COMM3740	Advanced Broadcast News	3
COMM3750	Visual Storytelling in Journalism	3
COMM3760	Health and Environmental Journalism	3
COMM3800	Digital Media Design and Application	3
COMM3810	Public Relations and Social Theory	3
COMM3811	Special Topic in Public Relations I	3
COMM3812	Special Topic in Public Relations II	3
COMM3820	Media Management for Public Relations	3
COMM3830	Legal Issues in Public Relations and Advertising	3
COMM3831	Special Topic in Advertising I	3
COMM3832	Special Topic in Advertising II	3
COMM3840	Chinese Copywriting for Advertising	3
COMM3841	English Copywriting for Advertising	3
COMM3850	Advertising Art Direction	3
COMM3855	Media Investment and Performance Marketing	3
COMM3860	Strategic Communication for Entrepreneurs	3

COMM3870	Social Responsibility and Sustainability Communication	3
COMM3881	Public Relations Case Analysis and Campaigns	3
COMM3888	Financial Public Relations	3
COMM3910	Sound Production	3
COMM3920	Creative Writing in Media	3
COMM3921	Special Topic in Creative and New Media I	3
COMM3922	Special Topic in Creative and New Media II	3
COMM3930	Digital Video Production	3
COMM3933	Music Industry, Production and Marketing	3
COMM3939	Film Directors	3
COMM3940	Immersive Storytelling	3
COMM3941	New Media and Entertainment Business	3
COMM3963	Entertainment Business	3
COMM4040	Directed Studies in Communication	3
COMM4150	Senior Research Project	3
COMM4191	Cultural Studies and Popular Culture	3
COMM4250	Global Digital Platforms: Culture, Power and Politics	3
COMM4730	Documentary	3
COMM4733	Advanced Television Studio Production	3
COMM4848	New Media Advertising	3
COMM4935	Cinematography	3
COMM4956	Fundamentals of Computer Animation	3
COMM4962	Advanced Photography	3