

Journalism and Communication
Applicable to students admitted in 2017-18

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, ECON1210, 1220, 2011, GLSD1001, GPAD1020, 1076, 1077, GRMD1401, 1402, 1404, PSYC1000, 1630, SOCI1001, 1201, SOWK1001, 1113, 1114, URSP1001, 1002 | 9 |
| 2. Required Courses: | |
| (a) COMM2150, 2160, 3100, 3200, 3600, 4150 | 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: | |
| (a) Any two of the following foundation courses: COMM2600, 2850, 2922 | 6 |
| (b) At least 21 units from the following three professional areas: | 21 |
| (i) Advertising and Public Relations COMM2812, 2813, 2814, 2830, 2840, 3810, 3811, 3812, 3820, 3831, 3832, 3840, 3850, 3855, 3881, 3888, 4848 | |
| (ii) Journalism COMM2210, 2440, 2610, 2740, 2910, 3630, 3640, 3650, 3670, 3680, 3681, 3682, 3730, 3731, 3740, 3750, 5631, 5632, 5647, 5650, 5690 | |
| (iii) Creative and New Media COMM2191, 2710, 2733, 2925, 2926, 2928, 2940, 2962, 3711, 3733, 3800, 3920, 3921, 3922, 3930, 3933, 3939, 3940, 3941, 3963, 4730, 4733, 4935, 4956, 4962 | |
| (c) At least 6 units from the Communication Studies Elective Courses: COMM2140, 2500, 2520, 2910, 2920, 2930, 2932, 2940, 3131, 3132, 3191, 3193, 3700, 4040, 4140, 4191, 5110, 5111, 5775, 5944, 6210, 6420 | 6 |
| 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 who take at least 6 units in one professional area will be given a designation to specialize in that area. Students may specialize in a maximum of two professional areas, but the courses taken in the two areas should not be double-counted.
3. Students may be required to take pre-requisite courses for courses under the professional areas.
4. 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 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 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 Integrated BBA minor programme, a minor of the programme would be awarded.

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

Major Programme Requirement

Students are required to complete a minimum of 55 units of courses as follows:

| | Units |
|---------------------|-------|
| 1. Faculty Package: | 9 |

DSME1030, 1040, MGNT1020

- | | | |
|-----|--|-------|
| 2. | Required Courses: ACCT2111, 2121, DSME2011, 2030, 2051, FINA2010, MGNT2510, 2610, 4010, MKTG2010 | 31 |
| 3. | Elective Courses (Concentration): Students must choose at least one concentration and take five or six courses among the courses prescribed under respective concentration area as follows: | 15-18 |
| (a) | Business Economics (i) DSME2021, 4110; (ii) two courses selected from: DSME3030, 3050, 3080, 3090, 4040, 4080; and (iii) one DSME course at 3000 or above level, excluding the courses taken for fulfillment of requirement (i) or (ii) | |
| (b) | Business Analytics (i) DSME2021, 2040, 4020; (ii) one course selected from: DSME4070, 4240, 4260; and (iii) one course selected from: DSME3030, 4030, 4110, 4220, 4280, MKTG4120 | |
| (c) | General Finance (i) DSME2021 or FINA2020; (ii) 12 units of FINA courses at 3000 or above level, excluding the courses taken for fulfillment of requirement (iii), with no more than three 1-unit FINA courses; and (iii) one course from FINA3070, 3080, 4040, 4130, 4140, 4390 | |
| (d) | Financial Engineering (i) DSME2021 or FINA2020; (ii) four courses selected from: FINA3080, 3220, 4110, 4120, 4150, 4160, 4190, 4210, 4220, 4250, 4260, 4370, 4380; and (iii) one course from FINA4040, 4130, 4140, 4390 | |
| (e) | Insurance and Risk Management (i) DSME2021 or FINA2020, and FINA3210; (ii) three courses selected from: FINA2210, 3080, 3230, 3240, 3280, 4230, 4240; and (iii) one course from FINA4040, 4130, 4140, 4270, 4291, 4390 | |
| (f) | Management of International Business (i) MGNT3580, 4150, MKTG3010; and (ii) three courses selected from: MGNT3010, 3080, 4080, 4090, 4130, 4140, 4510, 4530, 4540, 4550, 4570, 4600, 4620 | |
| (g) | Human Resource Management (i) MGNT2040, 3010, MKTG3010; and (ii) three courses selected from: MGNT3040, 3060, 3090, 4050, 4060, 4080, 4110, 4130, 4140, 4620 | |
| (h) | Marketing | |

- (i) MKTG3010, 3020, 3030, 4040; and
- (ii) two courses selected from: MKTG3040, 3050, 3060, 4010, 4020, 4030, 4050, 4070, 4080, 4090, 4100, 4110, 4160
- (i) Quantitative Marketing
 - (i) MKTG3010, 4080, 4090, 4120; and
 - (ii) two courses selected from: MKTG3020, 3030, 3060, 4030, 4040, 4070, 4130, 4150, 4160
- (j) General Business
 - (i) DSME2021/FINA2020/MKTG3010; and
 - (ii) 12 units of DSME/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

Total: 55-58

Explanatory Notes:

1. ACCT/DSME/FINA/IBBA/MGNT/MKTG courses at 2000 and above level (excluding ACCT2111 and 2121) will be included in the calculation of Major GPA for honours classification.
2. Double concentrations (i) among the finance-related concentration areas (i.e. any combination of General Finance, Financial Engineering, Insurance and Risk Management), and (ii) in Marketing and Quantitative Marketing are not allowed.
3. DSME2021 and the associated units can be used to satisfy concentration requirements of double concentrations within (a) to (e) and (j), except for the impermissible combination of concentrations as stipulated in Note 2 above.
 MKTG3010 and the associated units can be used to satisfy concentration requirements of double concentrations within (f) to (j), except for the impermissible combination of concentrations as stipulated in Note 2 above.
 FINA2020 and the associated units can be used to satisfy concentration requirements of double concentrations within (c) to (e) and (j), except for the impermissible combination of concentrations as stipulated in Note 2 above.
 MGNT3010 and the associated units can be used to satisfy concentration requirements of double concentrations within (f) and (g).

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 | | | | |
|-----------------------------------|--|--------------|---|--------------|
| | 1st degree: <u>Bachelor of Social Science (Journalism and Communication)</u> | Units | 2nd degree: <u>Bachelor of Business Administration (Integrated BBA Programme)</u> | Units |
| | 1 st term | | 1 st term | |

| | | | | |
|----------------------------------|--|------------|--|-----|
| First Year of Attendance | Faculty Package: COMM1120 and 1 Faculty Package course Major Required: Major Elective(s): COMM2600 or 2850 or 2922 | 6 3 | Faculty Package: Major Required: Major Elective(s): | |
| | 2 nd term Faculty Package: 1 course Major Required: Major Elective(s): 1 course and any one course from COMM2600, 2850, 2922 | 3 6 | 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 COMM2150 Major Elective(s): | 6 | 1 st term Faculty Package: DSME1030, MGNT1020 Major Required: Major Elective(s): | 3-6 |
| | 2 nd term Faculty Package: Major Required: (COMM2110 or 2120 or 2100 or 2300), and COMM2160 Major Elective(s): 1 course | 6 3 | 2 nd term Faculty Package: DSME1040, MGNT1020 Major Required: Major Elective(s): | 3-6 |
| Third Year of Attendance | 1 st term Major Required: (COMM2170 or 2180 or 2240 or 2320), and COMM3100 Major Elective(s): 1 course | 6 3 | 1 st term Major Required: ACCT2111, DSME2011 Major Elective(s): | 7 |
| | 2 nd term Major Required: (COMM3140 or 3610 or 3400 | 6-9 | 2 nd term Major Required: ACCT2121 | 3 |

| | | | | |
|----------------------------------|---|-----------|---|--------------|
| | or 3310), COMM3200 and 3600 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 Major Elective(s): 2 courses | 3-6 6 | 1 st term Major Required: FINA2010, MKTG2010 Major Elective(s): | 6 |
| | 2 nd term Major Required: Major Elective(s): 3 courses | 9 | 2 nd term Major Required: DSME2030, 2051 Major Elective(s): | 6 |
| Fifth Year of Attendance | | | 1 st term Major Required: MGNT2510, 2610, 4010 Major Elective(s): 1 course | 9 3 |
| | | | 2 nd term Major Required: Major Elective(s): 3-4 courses | 9-12 |
| | Total (including Faculty Package): | 72 | Total (including Faculty Package): | 55-58 |