Title of Double Degree Programme/Options
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:

1. Faculty Package:
   Any three courses, offered by three different programmes/departments/schools, chosen from the following:
   ARCH1001, 1002, ECON1210, 1220, GPAD1076, 1077, GRMD1402, 1404, PSYC1620, 1630, SOCI1201, 1202, SOWK1112, 1113, URSP1002
   Units: 9

2. Required Courses: 36
   (a) COMM1120, 2150, 2160, 3100, 3150, 3200, 3420, 4150
   (b) Either Chinese Journalism COMM1170, 2110, 2170 and 3140 or English Journalism COMM1180, 2120, 2180 and 3610 or Strategic Public Communication COMM1170, 2130, 2200 and 3300
   Units: 36

3. Elective Courses:
   (a) Any two of the following foundation courses: 6
      COMM2600, 2850, 2922
   (b) At least 15 units from the following three professional areas: 15
      (i) Advertising and Public Relations:
         COMM2812, 2813, 2814, 2830, 2840, 3553, 3811, 3812, 3831, 3832, 3840, 3850, 3855, 3881, 3888, 4820, 4848
      (ii) Journalism
         COMM2210, 2440, 2610, 2740[3720], 2910, 3670, 3680[4610], 3681, 3682, 3730, 3731, 3740[4720], 3770, 4410, 4620, 5631, 5632, 5640, 5647, 5650, 5690
      (iii) Creative and New Media
         COMM2191, 2710, 2733, 2739, 2925, 2926, 2928, 2940, 2962, 3711, 3733, 3800, 3920, 3921, 3922, 3926, 3933, 3936, 3939, 3940, 3941, 3943, 3963, 4730, 4733[4710], 4956, 4962
   (c) At least 6 units from the Communication Studies Elective Courses: 6
      COMM2140, 2910, 2920, 2921, 2930, 2932, 2940, 3110, 3131, 3132, 3191, 3193, 4140, 4191, 4410, 5110, 5111, 5130, 5515, 5775, 5944, 5948, 6210, 6420, 6942
   Total: 72

Explanatory Notes:
1. COMM courses at 2000 level and above will be included in the calculation of Major GPA for honours classification.
2. Students may choose to specialize in a maximum of two professional areas by taking at least 6 units in each professional area. Same courses taken under the two professional areas should not be double-counted.
3. Students should note the pre-requisite requirement for courses under the professional areas.
4. Students may take communication courses not listed in the study schemes as Major elective courses, these courses will be included in the calculation of Major GPA.
Requirements for admission to the 2\textsuperscript{nd} 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 in judging the suitability of the students in 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.

\textbf{2\textsuperscript{nd} Degree: Bachelor of Business Administration (Integrated BBA Programme)}

\textbf{Major Programme Requirement}

Students are required to complete a minimum of 58 units of courses as follows:

<table>
<thead>
<tr>
<th>Units</th>
</tr>
</thead>
</table>
| 1. Faculty Package:  
DSME1030, 1040, MGMT1020 | 9 |
| 2. Required Courses:  
ACCT2111, 2121, 3151, DSME2011, 2030, 2051, FINA2010, MGMT2510, 3010, 4010, MKTG2010 | 34 |
| 3. Elective Courses (Concentration):  
Students must choose at least one concentration and take five courses among the courses prescribed under each concentration area as follows:  
(a) Business Economics  
DSME2021, one from any concentration area and three courses selected from: DSME3030, 3040, 3050, 3070, 3080, 3090, 4040, 4050, 4080, 4090, 4110 | 15 |
| (b) | Management Information Systems  
    | DSME2021, and four courses selected from: DSME4020, 4030, 4070, 4120, 4140, 4160, 4180, 4200, 4220, 4230, 4240, 4280 |
| (c) | Supply Chain and Logistics Management  
    | DSME2021, one from any concentration area and three courses selected from: DSME4020, 4070, 4170, 4180, 4190, 4240, 4260, 4270 |
| (d) | General Decision Sciences and Managerial Economics  
    | DSME2021, one from any concentration area and three courses selected from: DSME3010, 3020, 3030, 3040, 3050, 3060, 3070, 3080, 3090, 4020, 4030, 4040, 4050, 4060, 4070, 4080, 4090, 4100, 4110, 4120, 4130, 4140, 4150, 4160, 4170, 4180, 4190, 4200, 4210, 4220, 4230, 4240, 4250, 4260, 4270, 4280 |
| (e) | General Finance  
    | DSME2021, and 12 units of FINA courses at 3000 level or above, with no more than three 1-unit FINA courses |
| (f) | Financial Engineering  
    | DSME2021, and four courses selected from: FINA3220, 4110, 4120, 4130, 4140, 4150, 4160, 4190, 4210, 4220, 4250, 4260, 4370, 4380 |
| (g) | Insurance and Risk Management  
    | DSME2021, FINA3210 and three courses selected from: FINA2210, 3080, 3230, 3240, 4230, 4240 |
| (h) | Management of International Business  
    | MKTG3010, MGNT3580 and three courses selected from: MGNT4120, 4140, 4150, 4510, 4520, 4530, 4540, 4550, 4570, 4600, 4610, 4620, 4630 |
| (i) | Human Resource Management  
    | MKTG3010, MGNT2040 and three courses selected from: MGNT3040, 3060, 4050, 4060, 4080, 4110, 4130, 4140, 4620, 4630 |
| (j) | Marketing  
    | MKTG3010, 4040 and three courses selected from: MKTG3020, 3030, 3040, 3050, 4010, 4020, 4030, 4050, 4070, 4080, 4090, 4100, 4110 |
| (k) | Quantitative Marketing  
    | MKTG3010, 4090, 4120 and two courses selected from: MKTG4030, 4070, 4080, 4130 |
| (l) | General Business  
    | DSME2021/MKTG3010 and 12 units of DSME/FINA/MGNT/MKTG courses at 3000 level or above, with no more than three 1-unit FINA courses |

**Total:** 58

**Explanatory Notes:**

1. Students can choose to graduate with double concentrations. In that case, they will have to take 15 more units of courses (five courses) to fulfill the requirement of another concentration in addition to the Major Programme Requirement of 58 units.

2. ACCT/DSME/FINA/IBBA/MGNT/MKTG courses at 2000 level and above (excluding ACCT2111 and 2121) will be included in the calculation of Major GPA for honours classification.

3. DSME2021 and the associated units can be used to satisfy concentration requirements of double concentrations within (a) to (g) and (l).
MKTG3010 and the associated units can be used to satisfy concentration requirements of double concentrations within (h) to (l).

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

<table>
<thead>
<tr>
<th>First Year of Attendance</th>
<th>1st degree: Bachelor of Social Science (Journalism and Communication)</th>
<th>Units</th>
<th>2nd degree: Bachelor of Business Administration (Integrated BBA Programme)</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st term</td>
<td>Faculty Package: 1 Faculty Package course</td>
<td>3</td>
<td>Faculty Package:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Major Required: COMM1120</td>
<td>3</td>
<td>Major Required:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Major Elective(s): COMM2600 or 2850 or 2922</td>
<td>3</td>
<td>Major Elective(s):</td>
<td></td>
</tr>
<tr>
<td>2nd term</td>
<td>Faculty Package: 2 Faculty Package courses</td>
<td>6</td>
<td>Faculty Package:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Major Required:</td>
<td></td>
<td>Major Required:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Major Elective(s): COMM2600 or 2850 or 2922</td>
<td>3</td>
<td>Major Elective(s):</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Second Year of Attendance</th>
<th>1st term</th>
<th>Faculty Package:</th>
<th>Major Required: (COMM1170 or 1180) and COMM2150</th>
<th>Major Elective(s): 1 course</th>
<th>3-6</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st term</td>
<td></td>
<td>Major Required:</td>
<td>6</td>
<td>Major Elective(s):</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>(COMM1170 or 1180) and COMM2150</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Major Elective(s): 1 course</td>
<td></td>
<td></td>
<td>3-6</td>
</tr>
<tr>
<td>2nd term</td>
<td></td>
<td>Faculty Package:</td>
<td></td>
<td>Major Required:</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Major Required:</td>
<td></td>
<td>6</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>(COMM2110 or 2120 or 2130), and COMM2160</td>
<td></td>
<td>Major Required:</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Major Elective(s): 1 course</td>
<td></td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Third Year</th>
<th>1st term</th>
<th>1st term</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st term</td>
<td></td>
<td></td>
</tr>
<tr>
<td>of Attendance</td>
<td>Major Required:</td>
<td>Elective(s):</td>
</tr>
<tr>
<td>--------------</td>
<td>----------------</td>
<td>-------------</td>
</tr>
<tr>
<td>1st term</td>
<td>(COMM2170 or 2180 or 2200), COMM3100 and 3150</td>
<td></td>
</tr>
<tr>
<td>2nd term</td>
<td>(COMM3140 or 3610 or 3300), COMM3200 and 3420</td>
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</tr>
<tr>
<td>3rd term</td>
<td>Major Elective(s): 1 course</td>
<td>3</td>
</tr>
<tr>
<td>4th term</td>
<td>Major Required:</td>
<td>Elective(s):</td>
</tr>
<tr>
<td>1st term</td>
<td>(COMM3140 or 3610 or 3300), and COMM4150</td>
<td></td>
</tr>
<tr>
<td>2nd term</td>
<td>Major Elective(s): 1 course</td>
<td>3</td>
</tr>
<tr>
<td>5th term</td>
<td>Major Required:</td>
<td>Elective(s):</td>
</tr>
<tr>
<td>1st term</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2nd term</td>
<td>Major Elective(s): 3 courses</td>
<td>9</td>
</tr>
<tr>
<td>6th term</td>
<td>Major Required:</td>
<td>Elective(s):</td>
</tr>
<tr>
<td>1st term</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2nd term</td>
<td>Major Elective(s): 4 courses</td>
<td>12</td>
</tr>
</tbody>
</table>

Total (including Faculty Package): 72

Total (including Faculty Package): 58
雙學位課程

社會科學學士（新聞與傳播學）及工商管理學士（工商管理學士綜合課程）雙學位課程選擇

第一學位：社會科學學士（新聞與傳播學）

主修課程要求

學生須至少修畢以下科目共 72 學分：

<table>
<thead>
<tr>
<th>學分</th>
<th>學分</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>9</td>
</tr>
<tr>
<td>2.</td>
<td>36</td>
</tr>
<tr>
<td>3.</td>
<td>15</td>
</tr>
</tbody>
</table>

1. 學院課程：
選修下列三科由三個不同課程／學系／專業學院提供的科目：
ARCH1001, 1002, ECON1210, 1220, GPAD1076, 1077, GRMD1402, 1404, PSYC1620, 1630, SOCI1201, 1202, SOWK1112, 1113, URSP1002

2. 必修科目：
（甲）COMM1120, 2150, 2160, 3100, 3150, 3200, 3420, 4150
（乙）選修中文新聞 COMM1170, 2110, 2170 及 3140 或 英文新聞 COMM1180, 2120, 2180 及 3610 或 策略公共傳播 COMM1170, 2130, 2200 及 3300

3. 選修科目：
（甲）選修下列兩科基礎科目：
COMM2600, 2850, 2922

（乙）選修下列三個專業範疇科目至少 15 學分：
(i) 廣告與公關
COMM2812, 2813, 2814, 2830, 2840, 3553, 3811, 3812, 3831, 3832, 3840, 3850, 3855, 3881, 3888, 4820, 4848
(ii) 新聞
COMM2210, 2440, 2610, 2740[3720], 2910, 3670, 3680[4610], 3681, 3682, 3730, 3731, 3740[4720], 3770, 4410, 4620, 5631, 5632, 5640, 5647, 5650, 5690
(iii) 創意媒體與新媒體
COMM2191, 2710, 2733, 2739, 2925, 2926, 2928, 2940, 2962, 3711, 3733, 3800, 3920, 3921, 3922, 3926, 3933, 3936, 3939, 3940, 3941, 3943, 3963, 4730, 4733[4710], 4956, 4962

（丙）選修傳播研究科目至少 6 學分：
COMM2140, 2910, 2920, 2921, 2930, 2932, 2940, 3110, 3131, 3132, 3191, 3193, 4140, 4191, 4410, 5110, 5111, 5130, 5515, 5775, 5944, 5948, 6210, 6420, 6942

共： 72

註：
1. COMM 2000 及以上程度的科目將會計入主修科目之平均積點，並用以釐定學位等級。
2. 學生最多可選擇專修兩個專業範疇，並須於各專業範疇修讀至少 6 學分。兩個範疇內相同的科目將不可重複計算。
3. 學生應注意專業範疇的科目或要求修讀先修科目。
4. 學生可選讀未列於修讀辦法的新聞與傳播科目作為選修科。在計算學生主修科目的平均積點時，此等科目亦會一併計算在內。

[] 於二○一三至一四年度或以前使用的舊科目編號。
申請入讀第二學位課程的學生需達到下列要求：

i. 录取分數不可低於由新聞與傳播學院及工商管理學院雙方共同議訂的錄取分數，該分數亦不可低於第二學位課程的最低錄取分數；

ii. 已符合第一學位課程的畢業要求；

iii. 完成第一學位課程時，主修平均積點最少為 3.0；

iv. 於修讀第一學位課程期間，至少已修讀第二學位課程合理數目的學分(新聞與傳播學院及工商管理學院雙方共同議訂為 27 學分)；及

v. 所選修之第二學位課程科目的平均積點最少為 3.0。第二學位課程科目包括雙學位課程選擇的互認科目。

所有經初步遴選的學生將被安排面試。如學生未能符合上述要求，亦可申請入讀第二學位課程。第二學位課程可通過評估，如面試、考慮第一學位課程的建議等，酌情錄取適合修讀第二學位課程的學生。

修讀雙學位課程選擇的學生在完成第一學位課程的畢業要求後，可決定是否修讀第二學位課程。如學生決定不修讀第二學位課程，但已符合有關工商管理學副修課程的要求，則可獲該工商管理學副修學歷。

第二學位：工商管理學士（工商管理學士綜合課程）

主修課程要求

學生須至少修畢以下科目共 58 學分：

1. 學院課程：
   DSME1030, 1040, MGNT1020
   學分 9

2. 必修科目：
   ACCT2111, 2121, 3151, DSME2011, 2030, 2051, FINA2010, MGNT2510, 3010, 4010, MKTG2010
   學分 34

3. 選修科目（專修範圍）：
   學生須至少選擇一個專修範圍及從該專修範圍中選修五科
   (a) 商業經濟學
      DSME2021, 從任何專修範圍選修一科及從下列科目選修三科： DSME3030, 3040, 3050, 3070, 3080, 3090, 4040, 4050, 4080, 4090, 4110
   (b) 管理資訊系統學
      DSME2021, 從下列科目選修四科：DSME4020, 4030, 4070, 4120, 4140, 4160, 4180, 4200, 4220, 4230, 4240, 4280
   (c) 供應鏈與物流管理學
      DSME2021, 從任何專修範圍選修一科及從下列科目選修三科： DSME4020, 4070, 4170, 4180, 4190, 4240, 4260, 4270
   (d) 決策科學與企業經濟學
      DSME2021, 從任何專修範圍選修一科及從下列科目選修三科： DSME3010, 3020, 3030, 3040, 3050, 3060, 3070, 3080, 3090, 4020, 4030, 4040, 4050, 4060, 4070, 4080, 4090, 4100, 4110, 4120, 4130, 4140, 4150, 4160, 4170, 4180, 4190, 4200, 4210, 4220, 4230, 4240, 4250, 4260, 4270, 4280
(e) 綜合金融學
DSME2021，及從 FINA 3000 或以上程度的科目選修 12 學分，
當中不可選修多於三科 1 學分的 FINA 科目

(f) 金融工程學
DSME2021，及從下列科目選修四科：FINA3220, 4110, 4120, 4130, 4140, 4150, 4160, 4190, 4210, 4220, 4250, 4260, 4370, 4380

(g) 保險及風險管理
DSME2021，FINA3210 及從下列科目選修三科：FINA2210, 3080, 3230, 3240, 4230, 4240

(h) 國際企業管理學
MKTG3010, MGNT3580 及從下列科目選修三科：MGNT4120, 4140, 4150, 4510, 4520, 4530, 4540, 4550, 4570, 4600, 4610, 4620, 4630

(i) 人力資源管理學
MKTG3010, MGNT2040 及從下列科目選修三科：MGNT3040, 3060, 4050, 4060, 4080, 4110, 4130, 4140, 4620, 4630

(j) 市場學
MKTG3010, 4040 及從下列科目選修三科：MKTG3020, 3030, 3040, 3050, 4010, 4020, 4030, 4050, 4070, 4080, 4090, 4100, 4110

(k) 計量營銷學
MKTG3010, 4090, 4120 及從下列科目選修兩科：MKTG4030, 4070, 4080, 4130

(l) 綜合商業
DSME2021/MKTG3010 及從 DSME/FINA/MGNT/MKTG 3000 或以上程度的科目選修 12 學分，當中不可選修多於三科 1 學分的 FINA 科目

共： 58 學分

註：
1. 學生可選擇以兩項專修範圍畢業。除了主修課程要求的 58 學分，他們須另外修讀15 學分（合共五科）以符合第二項專修範圍的要求。
2. ACCT/DSME/FINA/IBBA/MGNT/MKTG 2000 及以上程度的科目（ACCT2111 及2121除外）將會計入主修科目之平均積點，並用以釐定學位等級。
3. DSME2021 及相關學分可用以符合(a)至(g)及(i)內兩項專修範圍的要求。MKTG3010 及相關學分可用以滿足符合(h)至(l)內兩項專修範圍的要求。

註：互認或不可共修科目
1. 修畢 COMM2160 可於第二學位課程獲 MKTG3010 之科目及學分豁免。
2. 修畢 COMM2850 可於第二學位課程獲 MKTG3030 之科目及學分豁免。
| 第二修業學年 | 第一學期 | 學院課程: | 主修必修科目: （COMM1170或 1180）及 COMM2150 | 主修選修科目: 一科 | 3-6 |
| | | | | | |
| 第二學期 | | | | | |
| 第三修業學年 | 第一學期 | 學院課程: | 主修必修科目: （COMM2170或 2180 或 2200），COMM3100及 3150 | 主修選修科目: | 6-9 |
| | | | | | |
| 第二學期 | | | | | 3 |
| 第四修業學年 | 第一學期 | 學院課程: | 主修必修科目: （COMM3140或 3610 或 3300），COMM3200 及 3420 | 主修選修科目: 一科 | 3-6 |
| | | | | | |
| 第二學期 | | | | | 3 |
| 第五修業學年 | 第一學期 | 學院課程: | 主修必修科目: ACCT3151, MGNT2510, 3010, 4010 | 主修選修科目: | 12 |
| | | | | | |
| 第二學期 | | | | | 12 |
| 合共（包括學院課程） | 72     | 合共（包括學院課程） | 58     |