

Programme Document

The following tables give an overview and a summary of the overall curriculum structure for the Degree Programme:

Year-Sem	No.	Module Code	Module Title	QF Level	Credit Points	
Y3-S5	1	GEC5102	Chinese 2	5	3	18
	2	GEC5206	English for Professional Purposes	5	3	
	3	DAV5356	Digital Marketing	5	3	
	4	DAV5394	Design Studio in Digital Era 1	5	6	
	5	---	Programme Elective 2	5	3	
Y3-S6	1	GEC5202	English for Academic Studies 2	5	3	15
	2	DAV5330	Data Analytics, ROI & Reporting	5	3	
	3	DAV5395	Design Studio in Digital Era 2	5	6	
	4	---	General Education Elective 2	5	3	
Year-3 Sub-total					33	
Y4-S7	1	DAV5414	Design Management	5	3	18
	2	DAV5498	Design Studio in Digital Era 3	5	6	
	3	DAV5495	Dissertation 1	5	3	
	4	---	Programme Elective 3	5	3	
	5	---	General Education Elective 3	5	3	
Y4-S8	1	DAV5331	Crowdsourcing & Platform Business	5	3	15
	2	DAV5496	Dissertation 2	5	3	
	3	DAV5497	Final Design Studio	5	6	
	4	---	General Education Elective 4	5	3	
Year-4 Sub-total					33	
Total Credit Points for Degree Programme					66	

Note:

The actual delivery of the modules is subject to the arrangement of the respective Department/School.

The Work-integrated Learning module must be completed before graduation.

@ *Summer Semester*

§ GEC4305 has been renamed from “Technology, Society & Work” to “A.I. and Blockchain in Society & Work” effective from Semester One, AY 2024/25. Students who have taken the module “Technology, Society & Work” before Semester One, AY 2024/25 do not require to take the module “A.I. and Blockchain in Society & Work” to fulfil the graduation requirement.