University of Westminster

Global Media Business

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Types	Depart-ment	Code	Course Names	学分 Credits	学时 Period	Allocation of Period		Credit Distribution in Academic Terms			
						Total Class Hours for Theory Teaching	Class Hours for Practice	1	2	3	4
Compulsory Courses			—Economics---Theory and Application	3	54	48	6	√			
			—Management---Theory and Application	3	54	48	6	√			
			Media Operation and Management	3	54	48	6		√		
			International Culture Trade	2	36	36			√		
			Business English	2	36	36		√			
			Academic English	2	36	36			√		
			Media management: theoretical foundations and application	3	54	54				√	

			Digital media: development and production	2	36	36				√		
			Media Markets	2	36	36				√		
			Media innovation and entrepreneurialism	3	54	54					√	
	Subtotal			25	450	432	18	8	7	7	3	
6 Elective Courses			Finance Management	2	36	36		√				
			China Media and Polices	1	18	18		√				
			E-Commerce	1	18	18		√				
			English Speaking and Writing	2	36	36			√			
			Digital media: distribution and marketing	2	36	36					√	
			Media futures – foresight methods for media and content industries	2	36	36					√	
			Strategic planning in advertising	2	36	36					√	
			Developing effective leadership in media organisations	2	36	36					√	
	Subtotal			14	252	252		4	2	0	8	
Practice(Required)			Practice	6					√	√		
			Dissertation (or Professional Project)	12							√	
	Subtotal			18					2	4	12	
Total				57				12	11	11	23	

说明 1：专业实践 1 安排在第一学年的寒假（2 学分记入第二学期），专业实践 2 安排第一学年的暑假（4 学分记入第三学期）；

说明 2：表中黄色栏目为威斯敏斯特大学提供课程。

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