Course List for Inbound Exchange Students 2024-2025 (Tentative)

Course code	Course title	Requirements	Semester	Course Description
ACCT 100	Financial Accounting		Both	The course aims to equip students with the understanding of the principles and concepts of accounting in the business world. It develops students' ability to make use of the financial accounting information for performance evaluation and management of assets, liabilities and earnings. It enhances students' problem-solving and decision-making skills by evaluating financial information of a company.
ACCT 130	Managing Business Information Systems and Applications		Fall	The course aims to introduce to students the necessary knowledge of the concepts of information systems (IS) in modern enterprises. It provides students with the knowledge of the management, development, and the implementation of IS as well as the significance of IS in enhancing competitive advantage for business enterprises. This course broadens students' awareness of the issues related to using IS in the global environment. It also hones students' practical skills to use contemporary intelligence tools in today's business world.
ACCT 200	Cost and Management Accounting		Fall	This course aims to equip students with the fundamentals of management accounting, including the strategic role of cost management, cost concepts, and costing systems. It develops students' skills to apply knowledge in cost planning and control and performance evaluation. It enables students to make use of relevant cost information for decision making.
ADS 100	Introduction to Data Science		Fall 24 (Only One Section	This course aims to offer fundamental knowledge of data science and computer to students. The course covers the basic knowledge of data science concepts and methodologies, applications of data science, data management practices, computer architecture, and basic networking and cryptographies. Upon completion of the course, students will possess a basic understanding of data science and computer which will be further developed in other data science related courses throughout the programme.
BUS 130	Principles of Marketing		Fall	This course is designed to introduce students to fundamental marketing concepts as well as to marketing practices in the business world. The orientation is primarily at managerial level, and real life examples will be drawn upon whenever applicable. Students will explain the role of a marketer and evaluate related marketing strategies.
BUS 200	Business Organization & Management		Fall	This course aims to explain the applications and limitations of different fundamental management theories, various managerial roles and management processes. There are factors that limit managers' performance. Students will analyse those issues and problems and apply management principles to resolve them. They will also learn how to make decision and manage many new organizational issues in contemporary society facing digital change in work environment and employee behavior.
BUS 250	Organizational Behaviour	Require background in Business Organization Management	Spring	This course aims to enhance students' abilities to use a conceptual and a pragmatic approach of understanding employees' behaviour in the organization. Moreover, this course also enriches students' knowledge and skills in diagnosing problems related to organizational behaviours and develops their skills in managing work behaviour of employees at the individual, team and organizational levels.
BUS 303	Business Communication		Fall	The course aims to develop students' skills in effective business communication through introducing the basic communication theories influencing corporate correspondence, presentations, dialogues, discussions, meetings and social media in a business environment. Students will learn, develop and practise essential communication skills in simulated real-life business-related situations. This course emphasizes the use of English communication, employing both written and spoken means, in group decision making to present viable solutions to business issues raised.
BUS 417	Contemporary Issues in International Business	Require background in Business Organization Management	Spring	This course aims to provide students with a comprehensive understanding of contemporary issues in international business. By exploring the intricacies of the global marketplace, students will gain insights into the challenges and opportunities faced by businesses operating on an international scale. Through the analysis of real-world case studies and current events, students will develop critical thinking skills and practical strategies to navigate the complexities of the global business landscape. By the end of the course, students will be equipped with the knowledge and skills necessary to tackle and contribute meaningfully to the resolution of contemporary issues in international business, empowering them to succeed in a rapidly evolving global economy.
BUS 418	Contmp Issues in Corp Governance	Require background in Business Organization Management	Spring	Corporate governance is a scholastic concept in business and legal academia. As the real practice of business organization has been evolving over the years, the rules, regulations and standards of corporate governance have to be constantly updated in order to tackle new problems. In recent years, certain huge international corporate failures due to fraud or malpractice have made the subject of corporate governance a top priority in today's organizations in the world. Students should be able to grasp the basic concepts of corporate governance by examining key issues of the subject as practised in Hong Kong and other leading regions in the global economy. Through developing an understanding of the importance of corporate governance on management, competitiveness and even sustainability, students will be able to explain and evaluate different academic views from scholarly writings, and develop practical skills from the best practices of leading businesses and their compliance practitioners.

PSY 100	Introductory Psychology		Both	This course aims to provide a panoramic view on the versatility and diversity in psychology. Students will be introduced to the major findings, theories and controversies in this field. At the completion of the course, it is anticipated that students will be able to: a) recognize and identify major schools and perspectives in psychology; b) clearly differentiate between various research methods in psychology; c) name major theories in various fields of psychology; d) apply the skills of critical analysis; e) work effectively as part of a team; and f) correctly use in-text citations, quotation marks and create a References page conforming to APA style criteria.
PSY 120	Lifespan Development of Psychology	Require foundation background in Psychology	Both	This course aims at providing students with an overview of developmental psychology and helping them understand the development of people using a lifespan approach. Different theoretical perspectives and research methods used in the study of human development will be introduced. Students are encouraged to apply developmental theories to understanding themselves and others in a profound way.
PSY 200	Social Psychology	Require foundation background in Psychology	Both	This course introduces key social psychological theories and research relating to the societal context; their relevance to daily life; and how to acquire social psychological knowledge through scientific investigation. The course begins with a general introduction to social psychology and its methodology, and then proceeds to interesting psychological phenomena on the social self; social perception; social relations such as persuasion, conformity and prejudice; and applications to the real world. The course will provide practical experience in carrying out social research, and encourage a critical awareness of the topic.
PSY 204	Personality & Individual Differences	Require foundation background in Psychology	Spring	This course offers students an introduction to the major psychological perspectives of personality development. Students will learn different ways of conceiving individual differences and/or similarities, based on empirical research and grounded theories on human development, personality classifications, and a variety of innate and learning mechanisms involved in the formation of traits and characters. Students will also study various approaches in understanding the universality and cultural-specific aspects of personality.
PSY 215	Cyberpsychology	Require foundation background in Psychology	Spring	The advances in digital and communication technologies and devices have been influencing human lives and altering human behaviours. Cyberpsychology is an emerging field in psychology that studies human mind and behaviour in the context of human-technology interaction. There are four general aims of this course: 1) providing an overview of the development and significance of cyberpsychology, 2) addressing key issues in cyberpsychology to examine the positive and negative impacts of human-technology interactions on various psychological aspects, 3) advocating positive cyberpsychology to enhance positive human-technology interactions for supporting human flourishing and well-being, as well as 4) raising awareness of cultural relevance of cyberpsychology to research and practice in Chinese societies.
PSY 300	Abnormal Psychology	Require background in Psychology & Personality Psychology	Fall	This course aims to provide students with a background understanding of abnormal psychology through introducing the signs and symptoms associated with various psychopathological conditions. Contemporary schools of thoughts and empirical basis as well as different traditional models concerning the diagnosis, etiology, treatment and prevention of psychopathology will be introduced. The course will empower students with the knowledge base to critically apprise mental health issues in the society.
PSY 303	Health Psychology	Require foundation background in Psychology	Both	Health Psychology stands as one of the newer sub-disciplines within the field of Psychology. It reflects the increasing recognition of the far-reaching influence of psychological factors on what have traditionally been considered as biomedical outcomes. This course aims to guide students to a coherent understanding and informed appreciation of the influential paradigms, historical context, theoretical frameworks, general topics of inquiry, and investigative methods of relevance in this developing field. Students will be shown how current scientific trends have led to a reframing of body-mind process as unified, processual, and socially-embedded. Special attention will be given to the cultural aspects of health psychology and well-being.
PSY 304	Psychological Assessment	Require foundation background in Psychology	Spring	The course is designed to introduce students to the concepts and types of assessment tools in the field of psychology, as well as the ethical guidelines in the use of psychological assessment from a multicultural perspective. The course also helps students develop a critical and creative mindset in understanding human behaviours both quantitatively and qualitatively. Students will have hands-on experience of conducting a clinical interview by using a structural interviewing style and exercising observational assessment ability.
PSY 307	Educational Psychology	Require background in Psychology & Developmental Psychology	Fall	The course is designed to introduce students to psychology within the formal educational context. The course benefits those who are interested in learning about psychology applied to education and those who intend to engage in professions such as children/ youth counselling. Areas covered in the course include student development, learning processes, individual differences, teaching methods, assessment in the classroom context, etc. Relevant issues in the local context will be discussed.
PSY 309	Industrial and Organisational Psychology	Require foundation background in Psychology	Both	Industrial and organizational (I-O) psychology is the scientific study of human behaviour in work settings. It focuses on applying psychological theories to enhance employees' satisfaction, wellbeing, and productivity in the workplace. This introductory course covers a wide range of I-O psychology topics, including job analysis, recruitment and selection, performance appraisal, training and development, group behaviour, employee satisfaction, motivation, leadership, workplace stress, and research methods. Upon the completion of this course, students are expected to have a solid grasp of the basics of I-O psychology.

PSY 320	Motivation and Learning	Require foundation background in Psychology	Spring	The course aims at introducing theories and empirical studies in exploring human motivation and learning. Concerning motivation-related themes, the course covers various topics in drives, instincts, needs, goals, self-regulation, emotion etc. In addition, the course is aimed at developing students' abilities to explore people's conceptual or behavioural changes from the perspective of their motivation. In lectures and tutorials, students are encouraged to apply motivational theories to the local context and their daily lives.
ECON 100	Introduction to Economics	This course is not available for students who enrolled ECON103/ECON 104	Both	This course aims to provide a general study of basic economic principles. It introduces economics not only as a body of knowledge but also a method for understanding current economic problems. Major topics covered are: the nature, principles and methodology of Economics; demand and supply in the product and resource markets; national income accounting; simple national income determination models; aggregate demand and supply analysis; money supply and central banking; international trade and finance; and the effects of monetary and fiscal policies on the local economy.
ECON 103	Basic Microeconomics	This course is not available for students who enrolled ECON100	Fall	This course is designed to offer a broad coverage of microeconomic principles essential to an understanding of the economic activities of households, business organizations and governments. It also equips students with the ability to apply microeconomic theory to critically analyse and evaluate social issues from economic perspectives.
ECON 104	Basic Macroeconomics	This course is not available for students who enrolled ECON100	Spring	This course aims at equipping students with the understanding of the principles and concepts of macroeconomics. The structure of the course follows a standard pattern involving topics like fiscal policy, monetary policy, economic growth, open economy and business cycles. Upon completion of this course, students will be able to acquire awell-balanced foundation for evaluating macroeconomic issues.
ECON 105	Quantitative Methods for Economics and Finance		Fall	This course aims to provide students with a quantitative foundation in mathematics for economic and financial analysis. It further aims to equip students with knowledge in various quantitative techniques, such as differentiation, integration, optimization, annuities and present values which are applicable to economic and financial problems and enable students to interpret the analytical results, and broad overview of statistics.
ECON 203	Intermediate Microeconomics	Require foundation background in Economics	Fall	The course aims to offer an in-depth treatment of microeconomic theory in order to explore the relationship between economics analysis and human behaviours. It also equips students with the ability to apply concepts to analyse and resolve real-world economic issues.
ECON 204	Intermediate Macroeconomics	Require foundation background in Economics	Spring	This course aims to use economic models to develop students' understanding of the nature of macroeconomics at the intermediate level and the role of fiscal and monetary policies in the economic system. Apart from standard topics like rational expectation, behavioural foundation, unemployment and inflation, the course also follows modern approaches to place substantial weight on economic growth and international political economy. Upon completion of this course, students would have acquired the ability to understand how economic growth determines the wealth of nations in today's global economy.
ECON 213	Introductory Econometrics	Require foundation background in Economics	Fall	The course aims to introduce the fundamental tools in econometrics and develop students' ability to apply the theoretical concepts and techniques learned in lectures to the analysis of economic phenomena. Upon completion of this course, students will have gained experience in working with economic data, an understanding of the econometric techniques for the analysis of economic data, and practical experience from applying econometric methods in computer-based packages such as EViews and SPSS.
ECON 244	Managerial Economics	Require foundation background in Economics	Spring	The course aims to equip students with the ability to apply economic thinking on business decision to a range of practical issues. A range of transferable skills (including communication, problem solving, self-learning, self-management, working with others, computing and statistics) is provided as an integral part of the study of Managerial Economics that are relevant to a wide range of careers and/or further studies.
ECON 233	The Economy of Hong Kong	Require foundation background in Economics	Spring	The course aims to equip students with the knowledge of the historical development and the current situation of Hong Kong's economy. It reviews the economic transformations of Hong Kong from an entrepôt into an international financial and trade center, as well as examines the evolving roles of the governments, economic changes and opportunities after the resumption of the Chinese sovereignty and Hong Kong's integration with the Greater China Region. Moreover, the students can apply basic economic principles to analyze Hong Kong's socio-economic issues through the course training.
ECON 303	History of Economic Thought	Require foundation background in Economics	Spring	The course aims to offer an in-depth treatment of the evolution of economic thinking. Emphasis is placed upon how the theories and methods of the past have influenced contemporary economics. Discussions will chronicle the progress of economic ideas and philosophies from ancient to modern times. The major tenets of various schools of western economic thought will be explored. Students will be trained to evaluate the contributions of economic thinkers and apply the arguments from major schools of thought to current economic issues.
ECON 315	Economic Modeling	Require foundation background in Economics	Spring	The course aims to provide students with moderately complex econometric models to understand contemporary issues in economics and finance, help students understand how the empirical techniques can be applied to real data, and provide the necessary background to evaluate empirical findings reported in economic literature. Major topics include: A Misspecification (Diagnostic) Testing, Dynamic Models, Regression Analysis with Time Series Data, Discrete and Limited Dependent Variable Models, Pooling Cross-Section/Time Series Data Methods, and Simultaneous-Equation Models.

ECON 320	International Trade	Require foundation background in Economics	Fall		The aim of the course is to introduce to students the theories of international trade, as well as to demonstrate the principles of applying basic models to trade policy analysis. Major topics covered are as follows: Ricardian comparative advantage, the Heckscher-Ohlin model, intra-industry trade, foreign direct investment (FDI), protectionism, economic integration, WTO, and globalization.
ECON 323	The Economy of Contemporary China	Require foundation background in Economics	Fall		The course aims to equip students with a basic understanding of the economic development of China, and to develop students' ability to analyse contemporary economic issues of China.
ECON 336	Urban and Real Estate Economics	Require foundation background in Economics	Fall		This course is designed for students to develop a framework for examining the spatial distribution of economic activities in urban areas and property markets. Major topics include location decisions and patterns in urban areas, land-use patterns, property markets, and housing policies. Real-world examples are also emphasized in this course, which illustrates the applications of theoretical knowledge at the implementation stage.
ECON 346	Issues in Development Economics	Require foundation background in Economics	Spring		This course reviews economic and social issues in economic development. The impact of globalization on developing and emerging economies is critically analysed. The course also covers issues such as entrepreneurship and institutions; path dependence and modular production system; global financial crisis and its impacts on the world economy; income inequality, environmental issues and sustainable development.
ECON 350	Research Methodology	Require foundation background in Economics	Fall		This course provides a comprehensive introduction to quantitative and qualitative research methods, designs and methodologies. By examining the strengths and weaknesses of different types of research methods, this course develops students' understanding of the processes and the lines of reasoning in implementing an appropriate research approach, and their ability to critically assess research proposals and research articles. This course benefits all students who wish to go on to further studies, write a university paper/final year project or work for a think tank/academic research unit. It also lays the solid ground for those who wish to obtain relevant professional qualifications in the future, such as chartered surveyors under the Royal Institution of Chartered Surveyors and certified statisticians of the Hong Kong Statistical Society.
ECON 413	Mathematical Economics	Require foundation background in Economics	Fall		This course aims to formulate mathematical models in economics, and develop students' ability to apply mathematical techniques to comparative statistic and dynamic economic analysis. It also introduces essential mathematics for machine learning problems.
ECON 450	Economics and Ethics	Require foundation background in Economics	Spring		This course introduces students to the relevance and importance of ethics and social responsibility in economics and finance. It aims to increase students' awareness and understanding of ethical issues in everyday life and to provide students with useful conceptual tools to guide their analyses and decisions. After completing the course, students are expected to be equipped with basic ethical concepts so that they can identify, think critically about, and resolve ethical issues that are encountered in decision making at the individual, organizational and societal levels.
FIN 205	Foundations of Finance	Require foundation background in Economics	Spring		The course aims to provide students with the knowledge of investment products, financial analysis, and portfolio theory. Moreover, practical applications for real-world financing and asset allocation decisions will be covered.
FIN 243	Money & Banking	Require foundation background in Economics	Both		This course aims to use a number of basic economic models to develop students' understanding of the nature of a money economy, the structure of a banking system, principles and practice of bank management, and the role of monetary policy in the economy.
FIN 245	Introduction to Corporate Finance	Require foundation background in Economics	Fall		This course introduces students to the theory and practice of corporate finance. It aims to enable students to address the concepts and techniques of valuation of cash flows, capital budgeting decisions, risk and return, cost of capital, capital structure theories and decisions, dividend theories and policy, working capital management, and financial planning.
FIN 324	Financial Institutions in Hong Kong and Global Banking	Require foundation background in Economics	Fall		This course aims to develop students' understanding of the theoretical concepts on local financial institutions and the role of global banking in Hong Kong. It also aims to enhance students' abilities to analyse the interaction between global banking industry and local financial institutions. The challenges and prospects faced by the financial institutions in Hong Kong and global banking will also be discussed.
FIN 330	International Finance	Require foundation background in Economics	Spring		Under a highly globalized and integrated world economy, issues related to international financial management have emerged rapidly. The course aims to equip students with several important topics in international finance, including nature of international financial system, key parity relationships, managing foreign exchange risk, international portfolio relationship and digital finance. By the end of the course, students are expected to make optimal corporate financial decisions under a complex financial environment.
FIN 347	Introduction to Financial Derivatives	Require solid background in Economics and Finance	Spring		The course aims to provide students with the knowledge and pricing theory of financial derivatives. Practical applications for hedging, arbitrage and speculating strategies using financial derivatives will also be covered. In addition, the course enables students to understand the development of financial derivatives, and ethical standards in the profession of financial derivatives.
FIN 349	Wealth Management and Planning	Require foundation background in Economics	Fall		The course aims to provide students with a comprehensive understanding of the process of wealth planning and management, and equip them with the knowledge and skills that a wealth manager should possess in identifying and assessing clients' needs and goals. Moreover, it helps students acquire global asset allocation and portfolio management techniques. Students will also be trained to make all aspects of wealth management decisions from an integrated perspective.

FIN 410	Financial Data Analysis	Require foundation background in Economics	Fall	The course aims to provide students with quantitative techniques for extracting information from international financial and accounting data. The course will also equip students with research methodologies to handle data analysis and conduct empirical studies in global financial markets.
FIN 423	Financial Risk Analysis & Management	Require foundation background in Economics	Spring	This course provides an overview of the key theoretical concepts and principles underlying financial risk analysis and management, and demonstrates how these concepts and principles can be implemented in practice in a variety of contexts. In addition to the quantitative approaches, this course also focuses on the qualitative approaches including Basel III capital requirements, risk governance, risk culture and organizational structure, in the light of the current financial crisis which has revealed limitations of the financial models.
FIN 443	Financial Economics	Require solid background in Economics and Finance	Fall	The course aims to offer an in-depth treatment of how economic theory is applied to making financial and investment decisions in uncertain environments. It also discusses the financial models for asset valuation and risk management.
FIN 445	Regulation and Management of Financial Institutions in Hong Kong		Fall	The course aims to highlight the importance of regulations in maintaining financial stability and prevention of bank failures. It identifies and assesses the trade-offs between regulation/supervision and domestic/international competitiveness, between safety nets and other major policies that have been ushered in by the recent global financial crises. It also sheds light on Hong Kong's regulatory tradition and policy implications on Hong Kong financial sector.
FIN 446	Property Valuation, Funding and Finance	Require solid background in Economics and Finance	Spring	This course is designed to equip students with an in-depth understanding on real estate markets. It discusses the essential techniques of valuing different kinds of properties, including residential building, office, retail and land. It also discusses issues which are related to property funding and investment.
FINT 100	Introduction to FinTech		Spring	The course is aimed at providing foundational knowledge such as FinTech evolution, digital transformation trends in financial services and virtual banking, and evaluating the impact of innovative technologies on the environment of traditional financial industries. The course further aims to provide students with knowledge of how FinTech services such as digital payments, cryptocurrencies, blockchain, big data and machine learning, are driving the business world.
FINT 200	Fundamentals of FinTech Computing		Spring	This course aims to introduce the concepts of computer programming within the FinTech business environment. Students will learn basic programming languages and techniques, that facilitate decision making in a business environment, such as data curation methods and data visualisation methods. By the end of the course, students will be able to apply basic principles of programming to solving business problems. This course will mainly focus on the programming language of Python (Python 3) and will be supplemented by elements of other programming languages (e.g. C#, Java, etc.).
FINT 300	Big Data Analysis	Require foundation background in Statistics and Programming	Spring	The aim of the course is to provide students with a comprehensive understanding of the information technologies used in extracting, whilst storing and analysing big data. Students will develop competence using Hadoop (the most commonly used open source analytics solution) and the programming language R, to analyse data. By the end of the course, students will be able to analyse big data to solve financial or economic problems.
FINT 301	Cloud and Cyber Security		Spring	This course aims to provide a comprehensive overview and a critical awareness of current problems related to cybersecurity. It further aims to provide solutions to meet the security needs of various organizations through risk analysis, incident handling, integrated network responses, compliance initiatives and cybersecurity applications. Upon completion of this course, students are able to implement privacy and security management models within the current dynamic business environment.
FINT 302	Social Impact of FinTech		Spring	This course aims to develop a framework for students to discuss the social impact of FinTech and gain critical understanding of the con economic forces shaping the financial service sector. Major topics include social good for FinTech, financial inclusion, job creation and destruction, promoting innovative incentives, trusted partnerships (data access, privacy and governance), FinTech gender gap and diversity, and Green FinTech. By the end of the course, students will have a thorough understanding about the social changes that are brought by FinTech companies. Students should be able to deal with new challenges and seizing opportunities to capitalize on the changes such as shift the nature of FinTech to shape future finance and business.
ENG 111	English Usage I	For Intermediate level	Fall	This course is designed to enhance students' English proficiency in the area of reading, writing, listening and speaking. It is also the aim of the course to provide structured opportunities for students to practise different English skills through individual and group work.
ENG 112	English Usage II	For Intermediate level	Spring	This course is designed to enhance students' English proficiency in the area of reading, writing, listening and speaking. It is also the aim of the course to provide structured opportunities for students to practise different English skills through individual and group work.
ENG 211	English Writing I	For Post Intermediate level	Fall	The main objective of this course is to help students write effectively by enhancing their reading and critical thinking skills. The course will focus on the process of writing, self-assessment and peer review to aid students to become competent writers in their academic endeavours.
ENG 212	English Writing II	For Post Intermediate level	Spring	The main objective of this course is to help students write effectively by enhancing their reading and critical thinking skills. The course will focus on the process of writing, self-assessment and peer review to aid students to become competent writers in their academic endeavours and in their future work.

ENG120	Introduction to Literature		Spring	This course aims to introduce students to various genres of literature (short story, poetry, drama, fiction) as well as to critical reading methods. It also aims to enhance students' appreciation and understanding of major types of literature and equip them with the ability to develop critical approaches to thinking, reading and writing about literary works.
ENG160	Introduction to Linguistics		Fall	This course introduces the fundamental concepts of linguistics and the major areas of linguistics, including Phonetics, Phonology, Morphology, Syntax, Semantics and Pragmatics. It introduces students to the techniques of linguistic analysis and equips them with knowledge and skills for future linguistic research and studies.
ENG184	Women's Writing & Feminist Readings		Spring	This course aims to introduce students to the various ways of engaging with literary texts from feminist perspectives. Taking literary texts as a major site of political contestation, feminists have developed a tradition of readings and writings that contributes to multiple interpretations of modern culture. Topics of the course will include introduction to feminist theories, representation of women in various cultural texts, and the traditions of women's writings as evolved over time.
ENG233	The Language of Poetry		Fall	This course outlines a historical overview of English poetry from Shakespearean sonnets to modern poetry. Poetry involves an extensive amount of imageries, icons, figures, and rhetorical devices. While poetry requires a meticulous examination of figurative languages along with an awareness of the auditory effects produced by figures of sounds, students will develop skills of analysing poetic images and deciphering literary codes. Students will be able to detect the characteristics of different forms of poetry and make use of various critical approaches in their reading. The class will relate the poems and critical theories with contemporary issues.
ENG234	City Culture and H.K. Urbanscape		Spring	This course adopts a cultural studies approach to the exploration of how the modern and postmodern cities can be "read" as cultural texts, and also how Hong Kong as a socio-cultural milieu can be mapped by academic discourse. The categories of class, gender and race in relation to the city will be the central issues for discussion, and specific venues such as airport, MTR, shopping malls, theme parks and heritage sites will be important cases in point. Students will be introduced to a wide range of theoretical debates related to city studies, and they will be the conceptual ground for in-depth analysis of texts both in print culture (i.e. fiction, poetry, drama and other writings) and media culture (i.e. films, TV programmes and on-line materials). The ultimate aim of this course is to provide students with insights into how cultural identity is constructed through the consumption of cityscape as their everyday life experience. Concepts relating to the postcolonial city, the cosmopolitan, the cinematic city, the fantastic city for tourism, the technocity and the green metropolis of the future will be explored in terms of sociocultural dynamics and changes. After the course, students are expected to have a comprehensive understanding of how urban space and time (history), value and meaning, milieu and community, all form a complex structure of cultural forces that guide the very process that fashions our built environment. Such a recognition will help students develop an awareness of how important it is for them to reconsider urban culture in view of the imminent environmental crisis we all are facing nowadays.
ENG250	Sociolinguistics	Require foundation background in Linguistics	Fall	This course introduces the major issues in sociolinguistics and examines the relationship between human, language and society. Issues like regional, social and situational language variation, language change, language and culture, language attitudes and identity, language and gender, the social functions of language and language in contact will be discussed.
ENG270	Discourse Analysis	Require foundation background in Linguistics	Spring	Discourse analysis (DA) is concerned with the examination of language in use. It encompasses a diversity of approaches with which to describe and explain the structure and function of texts, and how they communicate meaning in different social and situational contexts. This course aims to introduce students to some of the fundamental concepts and methods for describing and analysing written, spoken and visual discourse. Authentic examples of texts will be drawn from a variety of genres for illustration (e.g. conversations, speeches, academic writing, newspaper articles, internet communication, advertisements). Students will be encouraged to collect and analyse their own data for their assignments.
ENG 273	Children's Literature		Spring	This course aims at introducing students to both the historical development and thematic context of children's literature. A wide range of materials of children's literature, ranging from pre-school to adolescent texts, are selected for the course. Students will study fairy tales, religious tracts of the nineteenth century, fantasy writings, picture books and other sub-genres of children's literature. Through examining the selected works, students will acquire an understanding of "childhood", identities crisis, double audience, and other critical issues related to the writings for young readers. Besides, they will also look into the debate between education and entertainment purposes, gender stereotypes, multicultural writings, the use of visual language, and adaptations of children's texts.
ENG 283	Literature and Film		Fall	The aim of this course is to familiarise students with the multiple relationships between literature and film through in-depth analyses of major literary and cinematic works. It aims to explicate essential differences as well as similarities among literary genres such as novel, drama/theatre, and poetry, etc. and their translation onto the screen. Theories of print and media culture respectively will be brought forth, in order for students to develop a firm grasp of their (historically) different modes of operation, regimes of representation, as well as their aesthetic conjunction under certain circumstances. Issues of adaptation will be highlighted in the juxtaposition of literary 'original' with cinematic counterpart.

ENG 305	Technoscience Culture	Require foundation background in Cultural Studies	Spring	In face of the fast developments in technoscience in the modern world, it is important to introduce to students the ways technosciences and mass media bear on our sense of identity and subjectivity. The aim of this course is to introduce the critical issues and concepts of technoscience culture and explore the elements that constitute technoscience culture. Through reading a body of cultural texts, such as films, T.V. shows, and digital games, this course will highlight the different ramifications of contemporary technoscience which have unprecedentedly transformed our everyday life experiences.
ENG 320	Critical Analysis of Drama		Fall	Drama studies involve analysing the written script as well as examining the dynamic relationships between the text, body movement, staging devices, cultural references, and so on. It is essential to train students to be aware of the writing and how it goes beyond words and generates multiple forms of performance. While drama is one of the earliest forms of literature, its historical significances and cultural influences have impacted literary development for centuries. The aim of this course is to introduce students to dramatic forms and styles in the Western literary tradition. The course will look into different approaches to dramatic criticism and draw students' attention to matters of staging. Students will be able to identify the connection between drama performance and everyday life practices.
ENG 335	Popular Culture		Spring	This course aims at providing students an introduction to contemporary debates on how subjectivities and everyday practices of popular culture take shape in mass society. It also delineates the ways popular culture constitutes a common and thereby important part of our lives. By drawing upon consumer's culture, pop music, media and sports, advertisements, films, anime and comics, theme parks etc. this course endeavors to show to students that an informal consciousness of class, gender and race is essential to any understanding of the sociology of popular cultural practices, both in the West and in Hong Kong. Issues such as postmodernism, identity politics, technoscience and media will be brought forth to bear on popular cultural texts which are already parts of students' literacies and practices.
ENG 350	Psycholinguistics	Require foundation background in Linguistics	Spring	Psycholinguistics is the scientific study of language from a psychological point of view. This course serves as an introduction to psycholinguistics and it will examine key issues concerning how language is acquired, represented and processed in the brain (with particular focus on language disorders and language acquisition). Major psychological mechanisms/ processes involved in language perception and language production will be covered and experimental research in psycholinguistics will be discussed.
ENG 364	Second Language Acquisition	Require foundation background in Linguistics	Fall	The course aims to introduce to students important theories and research findings concerning the various aspects of learning English as a second language (ESL). It starts with first language acquisition research because this is necessary to understand second language acquisition. The early sessions in the course trace the early developments of SLA as a discipline. These are then followed by examining individual learner differences that can affect second language acquisition, such as age, intelligence, creativity, language aptitude, mindset, motivation, learning strategies, learner beliefs, social context etc. This course aims to help students to gain a comprehensive understanding of how languages are learned, and what major factors (both internal and external) can influence this learning process. Students are expected to reflect upon their own learning experience of English vis-à-vis the theories learned from this course.
ENG 406	Literature, Culture and Ecological Ethics		Fall	This course introduces students to the relatedness among ecology, culture and literature. Students are expected to first acquire a grasp of modern ecological concepts such as how ecology is different from biology, environmental politics and global crises and animal extinction etc. Then students will delve into issues within ecological ethics or "life ethics" as a way of going beyond the confines of environmentalism per se. Texts on cultural geography, environment and social theory, ecotheology, mythology, ecofeminism and the Anthropocene will be used, and they are placed alongside chosen western literary works (novels, poems, short stories) as well as cultural texts such as films, TV shows (including animation) for illustration. This course adopts an "intercultural studies" approach, hence "green cultural studies" both in its theory and practice, will be an important element of the course.
ENG 450	Phonological Studies in World Englishes	Require foundation background in Linguistics	Spring	The course focuses on the study of the sound patterns of the English language and the application of phonological rules in the analysis and explanation of the different varieties of English spoken around the world. The attitude of English users and the use of Englishes in post colonial multilingual societies and internationally will also be discussed in the course.
ENG 460	Contemporary Literature		Spring	This course is designed to introduce students to the vast field of contemporary literature after the 1950's. Important works originally written in English (with a few translated into English from European languages) are introduced and arranged roughly in chronological order and also in terms of literary critical concepts such as intertextuality (i.e. parody), as well as interdisciplinary, from late modernism to the postmodernism proper, ethnic studies and (post) colonialism, magic realism, feminisms (including postfeminisms and ecofeminism), posthumanism, the Anthropocene, affect theory and finally ecocriticism in the 21st century. It is believed that literary works are cultural texts in general, hence they are best approached by cultural theories. Students will be exposed, therefore, to concepts and issues within the field such as discourse, representation, globalism (or glocalism), poststructuralism, deconstruction, hybrid cultural identity (which includes class, gender, race and the machine), and finally technoscience culture as well as deep ecology etc.

ENG 486	Issues in Pragmatics	Require foundation background in Linguistics	Spring	Within the broader field of linguistics, pragmatics has increasingly established itself as an independent discipline of scientific inquiry with its own theories and research methods. This final-year course aims to provide students with a comprehensive understanding of the key concepts in pragmatics, with a particular focus on applications of these key concepts to explain real-life language communications. As such, the course begins with brief reviews of basic concepts and theories of pragmatics, which serve as recapitulation and extension of the pre-requisite course (i.e., ENG160). Following these, the course will proceed to discuss various issues surrounding the applications of these key pragmatic concepts in real-world contexts of communication. For the most part, the course materials will focus on issues in pragmatics in English, although regular mention will be made of relevant features of Cantonese and Mandarin. Additionally, for their group projects students are encouraged to apply pragmatic theories to any of the languages used daily in the Hong Kong context (i.e. English, Cantonese and/or Mandarin).
FREN 191-2	French I & II	For beginner level	Both	This basic course aims to develop the ability to communicate in basic French in a culturally appropriate manner using the four primary language skills: speaking, listening, reading and writing. Students should gain: 1) a familiarity with the French language: its sounds, rhythms, intonation, vocabulary, structure, written form; 2) beginning experiences in listening, speaking, reading, and writing in French; 3) basic communication skills and the ability to express simple needs; and 4) an introductory acquaintance with the cultures of the French-speaking countries.
FREN 191-2	French III & IV	For Post-elementary level	Both	This course is a continuation of the basics of the French communication skills covered in French I. Students will continue to develop fluency in the language and will be introduced to more complex grammar and constructions. The unit focuses on mastery of the language required to function at a basic level in a range of contexts using correct and appropriate language.
GEA112	Appreciation of Chinese Arts		Spring	In this introductory course, Appreciation of Chinese Arts, we will embark on a journey to appreciate the Chinese Arts forms across time, starting from the ancient times to the 21st century. We are looking into the concepts of aesthetic values of art and its features by analysing a wide spectrum of examples in Chinese Arts to discuss meaningful topics. The course will be structured with a thematic emphasis in a chronological order, giving equal attention to technique, stylistic analysis, and interpretation in historical and cultural context that aimed at developing students' abilities to appreciate Chinese Arts.
GEA201	Chinese Medicine: Health Promotion and Disease Prevention		Both	This course introduces the philosophical concepts and efficacy of Chinese medicine. Essential philosophical concepts such as "harmony of man and nature", "Yin and Yang", "five elements", "Qi and Blood" will first be introduced, followed by evaluations of Chinese medicine, including food therapy, herb therapy, tea therapy, Tai-chi, massage, qigong and acupuncture. The course will also demonstrate how Chinese medicine can be used to promote health and prevent diseases. Students will be given opportunities to try Tai Chi and learn about Chinese verbs through on-site visits. They will also be invited to try medicinal recipes, acupuncture, and Chinese tea in order to establish a good understanding of Chinese Medicine.
GEA203	The Wisdom of Ancient Chinese Architecture		Both	An ancient Chinese building tells us various stories, including Chinese culture, tradition and custom, history, philosophy, feng-shui, art, architecture structure and style. There are a variety of ancient Chinese buildings which can be classified into five major categories: gorgeous imperial palace, intimate traditional Chinese residence, natural landscape Chinese garden, religious altar and temple, and ethnical style of regional dwelling. By introducing different types of buildings, students will be able to understand the geographical features and historical evolution of Chinese architecture, as well as the similarities and differences between social life and ethnic traditions and customs in different regions of China. Students will experience the Chinese architectural culture through films, videos, and field trips. Upon completion, students will be able to apply the knowledge and concepts of Chinese architecture. They will also be able to appreciate the historical architectures for the preservation of Chinese heritage. Through field trips to Ping Shan heritage trail, Chi Lin Nunnery and Hong Kong Palace Museum in Hong Kong, students will be able to appreciate local cultural heritage and the vernacular architecture.
GEA204	Hong Kong Kung-fu Novels, Films and Chinese Culture		Both	This course examines key Kung-fu films and novels by situating them within the broader social and cultural history of the martial arts and wuxia. The course takes a cross-cultural and interdisciplinary approach to Kung-fu—considering, for example, the influence of Daoist philosophy on the development of martial arts, the impact of Hong Kong action films globally, and the development of the genres vis-à-vis socio-cultural shifts locally. We will also investigate the construction of Kung-fu star culture, by studying celebrities such as Bruce Lee, Jackie Chan, and Donnie Yen. Students will learn to think critically about representations of race, ethnicity, nationhood, and gender and sexuality, and to ask how Kung-fu films, novels, comics, and video games, both articulate and shape cultural identities. The selection will include films by Tsui Hark, Zhang Yimou, King Hu, and Ang Lee. Readings will draw from film, literary, and cultural studies.
GEB102	Media and Society		Fall	This course selects several important topics relevant to the development of mass media to investigate their social, economic and political effects on the individual and society, together with the emergence of communication technologies. Emphasis is put on interactions between media, technology and society. Through discussions with local and international cases, it is expected that students' media literacy, that is, ability to access, analyze, evaluate, and communicate phenomenon, can be enhanced.

GEB105	Communication and Storytelling		Both	The course provides many opportunities for students to practise and enhance their skills of listening, questioning and presenting, all of which contributes to effective communication. Students will learn how to communicate strategically and effectively through understanding the various needs and communication styles of their target audience. This course also equips students with knowledge and skills for them to communicate in different situations, at different levels of an organization, and to different groups of stakeholders within and beyond their workplace. Additionally, storytelling, one of the most effective ways to communicate, will also be covered. This course will provide a step by step approach to creating and delivering stories effectively. Students will learn how to deliver a powerful message using stories in different contexts.
GEB112	Visual Culture and Digital Media		Spring	Digital technologies, pervasively employed in the production, processing, distribution, and reproduction of images, have had a profound impact on the terrain of the visual in the contemporary mediascape. They have become a privileged site where discussions of technology, visuality, global media, identity and contemporary popular culture converge. This course will examine the development of visual culture in the contemporary period and the transformations affecting it as a result of digital technologies. Looking at popular media, science fiction, computer games, and artists' projects, students will learn important approaches to visual culture in the digital age.
GEB118	Economics and Sports	Not for students who passed GED107	Fall	Sports industry has grown rapidly since 21st century. Its related issues are widely studied among economists, sociologists, anthropologists and criminologists. The aim of this course is to explore the analytical models used by economists in assessing the impact and value added for sport industry. The course will start from the basic economic theories, and then proceed to explain the decisions made in the sport industry. By the end of the course, students are expected to apply a variety of economic theories in tackling the specific problems in the sport industry.
GEB119	Moving Worlds: Travel, Culture, and Identity	Not for English Major; Not for students who passed GED108	Spring	This interdisciplinary course draws on literary works, cultural theories, and history to explore travelogues in different times and places. While learning how to identify and analyze the formal, theoretical, and aesthetic aspects of travel writing, students will also consider the similarities and difference between travel and tourism, explore concepts like the "other" or "foreign", and examine culture as tangible (e.g. architecture, food) and intangible (e.g. values). This course will offer valuable opportunities for self-reflection as students will not only read travel writing but also write about their own experiences of intercultural contact, either in Hong Kong or elsewhere, and explore how travel shapes identity.
GEB206	Understanding Korean Society through Dramas		Both	This course aims to introduce different aspects of contemporary Korean society covering family, youth, gender, class, social inequality, education, labor market, mental health, and Korean Wave. As the Korean Wave has pervaded Asia from the 1990s onwards, this course provides students with ample opportunities to analyze how various issues pertaining to Korean culture and society have been exported through Korean dramas. These issues cover gender, class, education and the labor market. This course also equips students with knowledge and skills in assessing the impact of diverse forces emanating from economic transformation, familism, collectivization and globalization on contemporary societies in Korea and other regions.
GEB214	Cultural Insights for Business Success	Not for students who passed GED201	Spring	This course aims to provide a platform for students to explore the connections between culture and business. Through interdisciplinary investigations of the topics related to culture and business, students would be able to analyse how business is intertwined with cultural environment. This course aims to develop students' interdisciplinary thinking skills in business and sociology.
GEB215	Science, Film and Fiction	Not for English Major; Not for students who passed GED203	Fall	How to define human when there is only a fine line between human and robot? What does it mean when we can travel through time? What would happen if we can discard our body and immerse ourselves into the virtual reality? Would our Earth become a dumping zone as shown in the dystopian films? These are some of the questions humanity poses in response to the rapid scientific and technological advancement. Through studying cultural imaginations such as fiction, animation, and film mainly from the US and Japan, the course will encourage students to explore these philosophical questions and discuss the ways in which science and technology may transform human and the world, or the ways in which human and machine may co-evolve. Informed with news and article about the new scientific and technological inventions, students will be engaged in the many imaginations of our future, especially as a response to the contemporary problems. This is a course about the past, present, and future of the human society and beyond.
GEC101	Environment and Society	Not for Sociology Major	Fall	This course is designed to raise students' awareness to local and global environmental issues and nurture their sense of social responsibility towards the environment. In order to present a broad view of environment, this general education course will examine the social, economic, and the political aspects of environmental issues, and survey different perspectives in studying the dynamics between environment and society. By reviewing major empirical studies, it also aims at fostering students' understanding as to how institutions can alter the trajectories of environmental degradation and protection. It will evaluate a variety of activities initiated by consumers, industry, state, and civil society which can collectively contribute to the sustainable development of our society.
GEC106	Personal Finance and Taxation		Both	The course aims to develop students' healthy attitude toward money management. This course provides basic understanding and broad overview of personal finance for students. It integrates various interdisciplinary areas like finance, accounting, taxation, and human life cycle to enhance students' whole-person development. It also introduces various personal finance practices in Hong Kong. Students will gain knowledge and skills to make wise and responsible financial decisions throughout their life.

Code	Title	Remarks	Semester	Description
GEC116	True Crime in Contemporary Culture		Both	The popularity of true crime podcasts, documentaries and web sleuths has increased dramatically over the past decade. The cultural products related to true crime and to specific cases have diversified through the web and social media, leading to real-world changes. Students learn to critically assess the portrayal of types of crime and changes within the criminal justice system. Social media and the web are pathways for individuals to become involved in their communities, particularly around true crime. Students also assess the efficacy of this community involvement.
GEC204	Understanding Environmentalism through World Cinema		Both	The interactions between visual culture and environmental discourse have been receiving increasing attention in recent years. This course attempts to introduce the major concepts of environmentalism by focusing on visualization of catastrophes on a global scale. Students will gain a deeper understanding of environmental issues as represented in selected visual texts and will learn to appreciate environmental cultures through cinema of different regions in the world. In the end, students with sharpened critical awareness are strongly encouraged to reflect on their identity and responsibility as a global citizen in connection with the changing environment.
GEC205	Visual Representation of Animal Rights and Human-animal Relationship		Both	What is the link between the development of image technology and humans' evolving correlation with nature, especially with non-human animals? How do the discourses of non-human animals' visual representation and critical practices of animal studies work? While animal abuse and protection law-making have been hot issues, examining the visual depictions of animals can help us reconsider not only other possibilities of human-animal relationships, but also the role of humans in the posthuman world (i.e. one that admits fallibility of human intelligence and values heterogeneous perspectives). It is hoped that through scrutinizing the portrayal of non-human animals and human-animal relationships in visual media, the course will introduce to students an expanded sense of humanity in the posthuman era.
GEC207	Be a Smart Financial Investor: Understanding Psychological Biases	Not for students who passed GEB205	Both	The financial services industry is one of the pillar industries in Hong Kong and is also one of the major driving forces of Hong Kong's economic growth. The high degree of financial literacy is not only a key to sustain Hong Kong's economic growth but also affects our quality of life significantly. This course aims to provide students with basic knowledge of the roles and operations of different types of financial institutions and the risk and return of a wide range of investment products. Via discussing how psychological biases affect investment decisions, this course also aims to nurture students to be smart and responsible financial investors.
GEC209	The Future of Food Supply	Not for students who passed GED209	Both	In recent years, Hong Kong has become increasingly interested in urban farming and organic farming. We can find roof gardens, hydroponics, aquaponics and vertical farming in Hong Kong. This course will explain the historical and geographic perspectives of various farming, and consider their impacts on environmental, economic, and social sustainability. Students will learn about the world food crisis and be able to perform STEES analysis of food supply issues (science, technology, environment, economy and society). Through field trips to organic and urban farming organizations, students will take effective personal actions to reduce food waste, combat climate change, aware food safety and eat healthily.
GEC210	Ethics in Our Daily Life		Both	This course aims to help students develop a fundamental awareness of ethical discussions relating to everyday life. It enables students to apply ethical concepts and theories to ethical problems in the fast-changing contemporary society, for example, ethical issues relating to globalization, environmental responsibility, emerging information technologies, the genetically edited babies, privacy and cyber ethics. Students will be better prepared to recognize, confront and think critically about ethical dilemmas.
GED110	Predicting Human Behavior with Big Data	Not for students who passed GEB107	Both	People increasingly rely on internet and apps to support our everyday activities, and everything we do generates data – whether buying food at the supermarket, purchasing movie tickets online, or shopping on online stores. This data is opening up a new era for our understanding of human behavior. This course will help students understand and unlock the power of these new datasets. Students will gain an overview of the state of the art in big data research across a range of domains, including business, economics, and health. This course also aims at providing students better understanding with the use of data in daily life. Students will learn how to rigorously analyze arguments and predictions. This course addresses not only the concept of data analysis, but what each person can do to improve their ability to solve problems with data.
GED111	Data and Society	Not for students who passed GEB111	Fall	The course introduces the nature and use of data through exploring its characteristics, strength, and limitation. The course also explores how data is managed and regulated by studying different local and international cases. Upon completion of the course, it is expected that students' data literacy will be improved through acquiring the skills to apply the local and international law relating to data in daily lives, and to critically analyse legal and ethical issues relating to application of data. Students will also be able to appreciate the role of data as an important asset that drives growth and change in the society.
GED112	Network Fundamental and Cybersecurity		Both	We increasingly need solutions to connect surrounding digital devices, store data and use that data efficiently to build smart applications. These applications highly rely on high-speed network communication. Besides, protecting internet-connected systems, such as hardware, software and data from threats becomes increasingly important. In this course, students will learn about the layer network model and important concepts such as IP addressing and network services. Moreover, the course introduces the concept of cybersecurity and how to protect from threats.

GED113	Understanding Metaverse – Trends and Applications		Both	This course is given to non-technical students with a holistic understanding of how Metaverse and its applications can be adapted to socio-economic innovations and human daily life. Students will study the fundamental concepts, principles and theories used in constructing the Metaverse for today. By studying various innovative concepts and cutting-edge applications, students can understand, analyze and apply existing technological approaches to address new problems in the Metaverse. The design of technical workshops, assignments and a group project in this course allows students to obtain an elementary level of operating interactive 3D applications for building virtual environments.
GED114	Diving into the Language Data Pool		Spring	This course aims to introduce key concepts and tools in corpus linguistics, enabling students to manipulate collections of texts for different purposes. For instance, students learn to identify and compare language data that are AI-generated or human-authored. The course will provide students with hands-on practice in using corpus techniques in data collection, annotation, and analysis. Corpus-based approaches uncover additional information that is essential for effective communication, such as sex, age, socio-economic group, and region. Students will develop practical skills in digital data retrieval and processing in their respective fields, making them well-equipped for the digital world.
GED115	3D Beginners' Village: Introductory Bootcamp for 3D Design		Both	This course aims to provide introductory 3D modeling and design training for complete beginners of 3D design. Through plenty of hands-on exercises and step-by-step tutorials, students can gradually learn the basic operations and design techniques of 3D modeling software. The curriculum covers software interface introduction, basic shape modeling, stretching and modifying models, application of materials and textures, lighting and rendering adjustment, etc. The course has no prerequisites of any 3D foundations and teaches everything from scratch. By joining this bootcamp, students can complete multiple practical 3D model works under the careful guidance of teachers, so as to initially master the basic workflow and methods of 3D design and lay a solid foundation for further learning in the future. This course is suitable for beginners who are interested in 3D design but have never touched related software before.
GED213	Artificial Intelligence (AI) in Everyday Life	Not for students who passed GEB210	Fall	AI is going to transform societies and economies. This course will explore AI in everyday life using cases and applications in different industries such as AI in smart cities, AI in media and entertainment, AI in financial service, AI in intelligent transportation, AI in computer vision, AI in healthcare service, and AI in education. Students will learn basics AI concepts such as supervised and unsupervised learning, deep learning, and neural networks. This course will review various social issues surrounding AI such as ethics, security, and privacy. Students can also demonstrate AI in action using HKSYU Cloud Pak for Data.
GED214	Smart Cities - Technologies and Applications	Not for students who passed GEB211	Both	The aims of the course are to introduce the concept of smart cities, its applications and the technology that helps in the development of smart cities. Students will learn topics in smart cities technologies such as IoTs, Artificial Intelligence, Block chain, Cloud Computing, Cybersecurity and Wireless communications. Students will also learn how to build smart city applications using off-the-shelf sensors and development boards. Furthermore, students will learn how these technologies help develop smart cities with reference to case studies. Finally, students will also learn about how data-driven decision making can aid smart cities.
GED217	Exploring Data Analysis and Visualisation with R		Fall	This course aims to introduce the basics of data analysis and visualisation with R programming language to the students and provide them with hands-on experience in implementing the basic concepts using R. It also aims to develop critical thinking and statistical reasoning skills of the students through various lab activities. After taking this course, the students will be able to apply the basic statistical concepts and programming skills to explore datasets of any kind and conduct quantitative analysis and visualise data in their own field of study.
GED218	Digital Safety in Daily Life		Spring	This course aims to help students obtain basic knowledge of digital safety, including using digital devices in healthy ways, data safety and cybersecurity. Students will learn to analyse their digital footprint, generate healthy ways to use digital devices, perform cybersecurity practices, and safeguard their data from corruption, compromise or loss.
GED219	Legal Pitfalls in the Digital Era		Spring	This course introduces the fundamental legal knowledge encountered in lives in the digital era. Students will learn the basic legal requirements with an aim to identify and prevent falling on the legal pitfalls especially when business transactions are held online. These pitfalls lie in the use of smart-phone, social media, e-commerce platform, electronic communication platform, e-banking and other digital engagements. Through lectures and case studies, we examine a range of contemporary issues related to digital applications from a legal perspective. Students will develop their awareness and reasoning skills to critically evaluate and resolve basic legal issues to prevent traps from the legal pitfalls that relates to the digital era.
LAW 101	Legal Process		Fall	This course aims to provide an understanding of the legal system, sources of law and the legal processes of the Hong Kong Special Administrative Region. By providing a broad understanding of other legal systems throughout the world, the course also aims to equip students with a capacity to critically evaluate their own legal system. The course further aims to provide students with an understanding of the potential impact of law and legal processes on the business environment.
LAW 110	Introduction to Law		Both	The course is designed to help students acquire a foundation knowledge and understanding of the legal system of the Hong Kong Special Administrative Region. Many countries have a common law heritage and this course enables students to gain an insight into the key features, core values and institutions of the common law system.
LAW 250	Business Law		Fall	The course aims to provide students with a broad understanding of the fundamental principles of business law in Hong Kong, with particular emphasis on contract law, and the legal environment within which it operates.

SOC 204	Cultures in the Contemporary World		Fall	This course investigates social life from a perspective that is based on comparison, enabling you to gain an understanding of the world around you. It illustrates cultural variations within Hong Kong, within the great Chinese areas and Asia, and around the world in the context of rapid globalization today. It covers an analysis of a variety of topics, such as the cultures of beauty and body, love and marriage, religion and power, food and globalization, etc.
SOC 231	Social Problems		Spring	This course introduces students to the sociological approach to understanding social problems. It consists of two components: theoretical perspectives and field work. The theoretical component is a lecture presentation of a variety of sociological perspectives on social problems, the purpose of which is to show that social problems are complex and multi-causal in nature. For the field work component, students will gain first-hand experience of certain aspects of social problems and apply one or more perspectives to the local context by conducting field observation in the community.
SOC 233	Contemporary Social Issues		Fall	This course provides a critical introduction to social problems with special reference to Asia and Hong Kong, with aims to systematically enhance students' understanding of emerging social issues from both the micro and macro sociological perspectives. Key topics include poverty, gender inequality, drug abuse, prostitution, crime, marriage and fertility, and ageing will be discussed. By the end of this course, student will be able to think critically about social problems and to gain a better understanding of the complex interplay between the self and society.
SOC 257	Art and Society		Fall	This course aims to draw a general picture of the relationship between art and society. We will find, on the one hand, ways in which social conditions shape our understanding of art as well as the self-understanding of artists. On the other hand, we will see how artists strive to engage the society with a view to changing it through their works.
SOC 261	Conceptualising Arts and Culture in Modernity		Fall	This course offers a sociological approach to exploring the relationship between arts and culture within wider social contexts. It conceptualizes how art is considered a cultural practice and a reflection of the material and/or symbolic conditions of society. By integrating modern art works and art exhibition into sociological debates, it introduces Walter Benjamin's concern for the loss of 'aura' of art works in modern age, Weberian concept of demystification of art and culture, and Bourdieu's theory of cultural capital. It also examines how artists and curators respond to the social, cultural, and political issues of their time through art works and art exhibitions. With a focus on modernity, it explores the power and function of art from the emergence of industrialisation and capitalism to the 21st century, presenting the commercialization process of arts, characterising sequential ethical issues in art industry, including art crime and arts black market, and discussing the phenomenon of recently developed art forms such as NFT in the digital age. English is the medium of instruction.
SOC 308	Culture, Heritage and Society		Spring	This course examines the intersection between culture and heritage, and the impact that they have on modern society. This course articulates heritage as a cultural fact and looks into how it organizes meaning in everyday life, with implications for the production of cultural identities and capitalistic consumption. The course also surveys the different ways in which heritage issues have become increasingly important in the context of the nation-state. This course equips students with an understanding of how culture and heritage are relevant to different aspects of society and serves as an introduction to the Concentration on "Culture, Heritage and Innovation".
SOC 309	Community Economy		Spring	This course aims to examine the theory and practice of community economy. Compared with market-oriented economy, community economy represents some new efforts to promote more inclusive, sustainable, and people-based economies. This course explores the new ideas of community economy with the examples of turning such ideas into reality. The focus is put on the key features of the conventional and new community-based economic forms. Major topics to be covered include defining community economy, co-operatives, community-supported agriculture, local time-honoured businesses, local independent and small businesses, street entrepreneurs and informal economy, and corporate community involvement. The advantages and disadvantages of different types of community economy are examined in this course.
SOC 311	Sustainable and Innovative Cities in the Contemporary World		Spring	This course examines the different forms of modern cities such as consumption city, gentrified city, heritage city, sustainable city, and smart city. It will demonstrate how they are intricately interconnected and what are the dialogues among the past, the present and the future in city development. It then demonstrates the urgency of inheriting, reimaging, and innovating our culture to contend with the disruptive forces of globalization. By comparing Hong Kong with other global cities, students will make use of local and global cases to research how urban space and culture are constructed and the dialectical relationship in between them.
SOC 312	Popular Culture in Asia		Spring	This course explores the making of popular culture in the Asian contexts. In particular, this course examines the divergence and interconnectedness of popular culture in Asia through discussing issues and concepts like cultural imperialism, postcolonialism, soft power, cultural supermarket, glocalization, power dynamics of regional flows, orientalism, and cross-cultural reception and appropriation. Students will be equipped with a critical sociological reflection upon the Asian popular culture they are already enjoying from this course.

SOC 321	Economic Sociology		Fall	This course aims to provide students with valuable understandings of economic life from sociological perspectives and approaches. Firstly, the brief history of economic sociology as a fast-growing subfield within contemporary sociology is introduced, including its history, developments and new directions. Secondly, distinctive principles, theoretical debates and research paradigms of economic sociology are elaborated. Different from the pure economic perspective, economic sociology argues that economic action is not separated from social life but instead is embedded or integrated into given social, political, cultural and institutional processes. Such a viewpoint will lead students to seeking for alternative explanations of economic activities beyond narrowly defined assumptions of neoclassical economics. Thirdly, a variety of economic sociology topics and empirical studies are addressed, including impacts of social capital on economic action, the role of state in economy, exchange in human goods, connections of culture and economy, dynamic relations between family and business, social meaning of money and so on. Here the central issue is to demonstrate how social forces constrain or facilitate economic activities.
SOC 334	Sociology of Deviance		Spring	Deviance is a central topic in sociology. What is normal or deviant is relative to existing social and cultural norms in the society. Deviant behaviour becomes a crime when it violates legal codes. Deviance and crime are controversial because social rules and the law are products of social construction partly based on the values and power relations of different groups in society. This course aims to use a variety of sociological theories to examine the nature of deviance and crime, and explain how they are affected by a variety of social, demographic and cultural factors. In order to understand more about deviance and crime in Hong Kong, students are encouraged to select a topic of deviance or crime in the local society as their group projects.
SOC 336	Love, Family and Kinship		Spring	This course adopts a comparative approach to examine how love is invented as an important element of marriage, and how various kinds of family and kinship systems are developed. This course examines what romantic love is and how the meaning of love has changed over time. It addresses how passion, intimacy, and commitment have become important components in romantic love and marriage. The challenges implicated in modern love and marriage are also explored. The course provides students with different theoretical perspectives in analysing love, family, kinship structures, and related practices. Students are encouraged to critically evaluate these ideas and apply them to their own lives and experiences.
SOC 337	Criminology		Fall	This course aims to introduce the study of crime, criminal behaviour, and criminalization. It will offer a general overview of the history and development of criminology and identify the multi-disciplinary perspectives on crime and criminal behaviour. It will also examine various research methods that are used to collect crime data, as well as their strengths and limitations. Towards the end of this course, we will assess the criminal justice system in Hong Kong, as compared to other countries, and will discuss effective methods for the prevention of crime.
SOC 339	Sociology of Religion		Fall	Religious resurgence around the world in recent decades has prompted reconsideration of the proposition that religion declines as modernization progresses. What are the controversies over secularization? What are the implications and consequences of the shift towards rational scientific paradigm for the sociology of religion? This course explores the distinctive features of religion and examines the different ways in which religion continues to impact society. The first part of the course will introduce key classic theoretical perspectives that help us understand the role of religion in society and the different religious traditions we are familiar with in the contexts of Hong Kong and Asia. The second part of the course will examine the structure of religious organizations, practices and movements, and the social and political implications of religion.
SOC 356	Gender Relations		Fall	This course aims to enable students to develop a gender-sensitive perspective towards the society they live in and inherited from. It introduces a series of gender issues through feminist critiques, historical perspective, cultural studies and sociological analysis. It starts with conceptualizing sex and gender by various scholars and the implications of their theories. It then explores the process of becoming a man and a woman via the social construction of masculinity, femininity, sexuality and the body, and the ways in which cultural heritage transmits and disseminates gender-related values and norms. A larger part of the course examines gender roles and gender relations in the private and public domains of life including the family, labour market, political participation and policy integration.
SOC 358	Poverty, Social Policy and Social Innovation		Spring	This course enables students to analyse the social causes of poverty and the ways in which social innovation is effective in poverty alleviation in Hong Kong. It starts with the sociological reasoning of how poverty comes into being. It then provides an empirical discussion of poverty in contemporary Hong Kong (e.g. the working poor, the elderly poverty, unemployment, etc.) and introduces the various policy initiatives for poverty alleviation developed by the government, NGOs and the business sector. A special emphasis is put on how each of these sectors attempts to introduce innovative measures beyond conventional practices. Innovative measures such as empowerment, microfinance, social entrepreneurship and corporate social responsibility will be discussed. This course will conclude by analysing how social innovation reduces poverty in Hong Kong.

SOC 362	Tourism and Culture		Spring	This course is designed to introduce to students various aspects of tourism, mainly focusing on the interrelation between tourism and culture from an anthropological perspective. The course will cover the origin, major theories, methodology and practice of the anthropology of tourism. The course will analyse tourism as a cultural phenomenon with complex meanings for both host and guest societies. Students will learn about the relationship among culture, society and tourism by examining the socio-cultural complexities implied in a changing world. Particular emphasis is placed on the socio-cultural dimension of travelling behaviour, cultural development, heritage preservation, community involvement, ethnic identity construction, and commodification of both the tourist and the toured.
SOC 371	Chinese Culture and Society		Spring	This course will explore what "traditional" Chinese culture means in Chinese-speaking societies. It will also consider the new Chinese cultural identity of the urban "middle-class", which has emerged through the processes of commoditization, urbanization, privatization, bio-politicization, individualization and migration, and how these processes might have opened up opportunities and threats for cultural industries. A special emphasis is placed on how the communist party has challenged traditional social structure and cultural values, and the socialist transformation in the Mainland shapes Chinese society with development, innovation and environmental change. Topics to be discussed include: Confucianism and familism; religion and superstition; food and migration; cosmology and health; consumerism and Chinese women's liberation; education and inequality; urban development; and civil society.
SOC 380	Arts and Everyday Life in the Digital Era		Spring	This course aims to introduce the interrelation between digital technology and the development of arts and everyday life practices. By facilitating interconnectedness and interactivity, digital technology influences creative output and its reception in everyday life. Issues addressed in this course include the emergence of popular art, visuality and museum, arts and cultures of participation, production and relationships in social media, crafts and consumption, fashion, and music in everyday life.
SOC 403	Globalization and Inequality		Fall	This course aims to critically examine the relationship between globalization and global inequality. By "global inequality" we mean not only economic inequality but also social inequality. In order to accomplish the task of analysing the ways globalization affects economic and social inequality, this course will discuss the conceptual, descriptive, normative, and ideological issues arising from contemporary globalization.
SOC 409	Collective Memory and Social Change		Spring	This course explains collective memory not as a static entity, but rather as an ongoing process of forgetting, remembering, encoding and reworking of the past. It examines how the past is recalled and understood via the categories and schemata of our own cultures. It also investigates how collective memories are conceptualized through a variety of means. Oral histories, narratives, public rituals, heritage, monuments, public space, and capitalism will be analysed to understand their role in shaping, reshaping, and maintaining memories within a community. Students are encouraged to critically examine how Hong Kong people remember their collective past and how this collective memory has changed over time, and to understand the dynamics of the heritage scene in Hong Kong.
SOC 411	Impact of Social and Enterprise Innovation		Both	This course aims to examine the idea and practice of social impact assessment (SIA), i.e. an analysis of the impact of social and enterprise innovation on the socio-cultural aspects of the human environment. These impacts include the specific changes in attitudes, behaviour, knowledge and skills of stakeholders that result from social and enterprise activities. This course starts by introducing the idea of social impact assessment in the context of policy innovation and enterprise initiation. The socio-cultural and economic condition of the society will also be explored. The central part of the course lies in identifying the social impacts of social and enterprise innovation on various aspects of life, as well as exploring the various tools of programme evaluation to measure the social outputs of these innovations. This course demonstrates the rationale and process through which evidence-based practice can be used in social and enterprise innovation, which eventually ensures that the needs of different stakeholders in the community are met.
SOC 412	Contemporary Consumer and the Changing Community		Both	Consumer lifestyles and mass consumption are central features of life in contemporary societies. Sociologists believe that consumption is more than a simple economic exchange involving the buying and selling of goods and services. Consumption is a fundamental element in the social order and a major driving force of the modern society. Among other things, it is closely related to political economy, reflects social class divisions, shapes social identity, informs leisure practices, provides the basis for the identification and exclusion of outsiders, and intersects with issues of power and dominance. This course provides students with an opportunity to examine how modern consumer society develops and changes, how taste communities form on the basis of social class and cultural capital, how to evaluate consumers' awareness and movements for change, and how collective consumer behaviours affect the production sphere of the society. Real examples and empirical cases in Chinese societies are adopted as illustrations.

SOC 414	Heritage Studies: Critical and Innovative Dimensions		Both	This course examines the field of critical heritage studies and how discourses of heritage transform society, especially in terms of how we appropriate and consume heritage. It interrogates the global dimension of heritage formation, and how this interacts with stakeholders such as nation-states, ethnic groups, neighbourhoods and online communities in defining what heritage means in everyday life. Among the issues addressed are: heritage diplomacy, the cultural and political processes of heritage making, the impact of heritage on the culture and tourism industries, digital heritage, and intangible cultural heritage. Taking this course will sensitize students to the international dimension of heritage formation, help them understand how international organizations, government agencies, civil societies and industries appropriate heritage, and encourage them to apply this knowledge in innovative ways.
SOC 415	Film, Television and Society		Fall	Hong Kong has been one of the major production centres of film and television in the world since the 1950s. This course provides students with an introduction to the accumulated meanings, experiences and practices in the development of the film and television industries. It examines the innovations that emerge out of the interrelation between film, television and society, particularly how Hong Kong film and television have shaped and been shaped by changing internal and external contexts in social, political, economic, discursive, and institutional terms. By the end of the course, students will acquire a broader picture of the history and heritage of Hong Kong film and television, the changing production and socio-historical contexts, and the conceptual concerns, including identity formation and discursive struggle, in the discussed film and television texts.
SOC 420	Evaluation Research		Spring	Accountability and evidence-based practice are emphasized by social intervention programmes in recent era. The aim of this course is to equip students with the necessary research skills required to evaluate the effectiveness of social programmes. It introduces the students to different systematic evaluation research designs and their uses for continuous quality improvement of social programmes. After taking this course, it is anticipated that students will be able to conduct community needs assessment, as well as effectively assess the outcomes of social programmes organized by non-government organizations and public institutions. An experiential teaching and learning approach is used in this course. Students are required to design a project choosing one specific method and applying the relevant skills and techniques to conduct a social programme evaluation.
SOC 430	Economic Reform and Social Transformation		Fall	This course aims to explore the social implications and consequences of economic reform in contemporary China in the form of seminar. It draws on sociological and anthropological theories to examine the economic and social transformations in contemporary China. It situates economic reform within a specific sociocultural context and concentrates on the dialectic relationship between market-oriented reform and social restructuring. Topics to be introduced include the political economy perspective of China's economic reform, market transition debates, social stratification and social inequalities in the reform era, theorizing local economic development, work unit (danwei) and household registration system (hukou) in transition, guanxi in theory and practice, consumer revolution, as well as implications of Chinese capitalism.
JOUR 100	Introduction to Journalism & Mass Communication		Both	This course aims to develop an overview of journalism and mass communication. Upon completion of the course, students will be able to define the basic pool of vocabulary and fundamental concepts necessary for advanced classes as well as a basic idea of conducting and writing a research paper; describe the roles and responsibilities of professionals in journalism, public relations and advertising, with a focus on ethics and the value of truth, accuracy and fairness; and demonstrate media literacy skills, the ability to use technology to access information and evaluate critically contemporary national and global media messages.
JOUR 170	Visual Communication		Both	This course aims to provide students with a basic under-standing of visual culture and visual communicative skills, e.g. how far can we trust our visual capacities and the validity and efficiency of visual representations in the world around. Students will learn from literature and films the power and limits of images and visual narratives. Upon completion of the course, students are able to explain how we see and what actually we are seeing; examine the relationship between what we see and what we know; and explain how we represent and express what we see.
JOUR 190	Media Aesthetics		Both	Media Aesthetics emphasizes the materialities of information, expression, and mediation in both the traditional and new media. This course will investigate the impacts of visual aesthetics of print media, the Internet, games, virtual reality, augmented reality, and mixed reality on communication. It aims to offer students the general principles of visual aesthetics and media work applications in communication. In addition, topics such as aesthetic challenges in graphic design, advertising, reporting with infographics, and new media productions will also be discussed. Students will learn how to identify and apply the principles, elements, contexts in different applications of media aesthetics as well as appreciating contemporary media art works. Upon completion of the course, students will be able to distinguish the applications of media aesthetics, applied media aesthetics and visual aesthetics, relevant to the studies of journalism and communication; appraise graphic design elements and principles for applied media aesthetics; compare and contrast different contexts and information design for applied media aesthetics; critically analyse contemporary designs in a wide variety of applications, including but not limited to Internet websites, interactive advertising, games, new media such as virtual reality, augmented reality, and mixed reality.

JOUR 203	Communication Research Methods		Both	This course aims to introduce the basic ideas of conducting mass communication research. There are two themes emphasized in the course: (1) skills in research evaluation and (2) techniques of conducting research. Course contents cover the following areas: the principles of research, approaches of research design, methods of data collection, various ways of analysis, interpretation of research data and major concerns of research ethics. Upon completion of the course, students will be able to define the principles of performing empirical research for communication studies; distinguish between major research approaches and different qualitative as well as quantitative methods of data analysis and their applications in communications studies; judge the validity and reliability of research data; design a research and write a well-organized report; and apply research skills in journalistic and PR work.
JOUR 204	Mass Communication Law		Fall	The course aims to provide basic knowledge of the law and the legal system in HK, with particular emphasis on the legal aspects that affect mass communication. Upon completion of the course, students will be able to describe the essence of law and the legal system in HK by group projects and written assignments; apply basic legal principles in tackling simple legal problems; and analyse critically the law affecting the profession of journalism.
JOUR 205	Storytelling		Both	Storytelling is the most effective craft of communication that is mostly ignored in the daily routines of modern journalism. This course aims at providing student a "head start" in the competitive media environment with an emphasis on storytelling and the essential mindset of a successful storyteller. The themes are: how to find a good story? how to tell a story? how to make ideas stick? what constitutes a good story? Upon completion of the course, students should be able to generate ideas for storytelling; to organize their ideas across various linear and non-linear platforms; and to apply various forms, structures, and techniques of storytelling to construct creative and effective stories.
JOUR 220	Mass Communication Theories		Both	This course aims to develop an overview of mass communication theories. Upon completion of the course, students will be able to describe the various concerns relating to the complex process of mass communication faced by mass communication professionals and how they could overcome such concerns; apply the theories in the context of mass communication through class discussion, individual presentation and an individual term paper at the end of the term; analyse the structure and dynamics of contemporary mass media and its impact on society through class discussion, individual presentation and an individual term paper at the end of the term.
JOUR 230	Technological Change and Human Communication		Both	Modes of human communication have been radically affected by changes in the technology of communication— from orality to literacy, from handwriting to print, and from print to electronic imaging – and these changes are continuing. This course aims to explore the connections between media technologies and changing understandings of culture in the 21st century. It focuses on how innovations in print and photographic technologies, telegraphy and telephony, sound recording, radio, film exhibition, TV and video, and the transformation of analogue to digital technologies, have enabled changing visions of culture. Students will be introduced to the history of key media technologies, and they will try to theorize the significance of those technologies within cultural contexts. Upon completion of the course, students will be able to analyse critical knowledge on human communication, from paralanguage to orality, from speech to literacy, from words to images, and from analogue to digital by designing projects and written essays.
JOUR 231	Sports Communication		Both	Sports are not only for health and leisure, but a field demonstrating the interplay between highly lucrative business, culture and various stakeholders in society. Starting from introducing the nature and history of sports, this course will discuss the significance of sports industry and sports culture in society, rise of E-sport, features of consumers' behaviours in sports, and so on from the perspective of mass communication. It will also cultivate students with skills of journalistic writing and public relations writing for sports and related events. At the end, students are expected to understand the relationship between sports and society.
JOUR 260	Computer Graphic Design and Publishing		Both	The aims of the course are to provide an introduction to the potential of computer applications to journalism students in producing professional publications, with respect to ethical issues in the production process; provide students with the basic knowledge on issues that shape design, the design elements, and how these elements combine; enable students to participate in real-life production projects; and introduce technical skills in the application of computer graphic design, desktop publishing and online publishing softwares. Upon completion of the course, students will be able to describe the broad issues in graphic design, editing and web publishing; demonstrate basic production techniques to prepare computer design work in both offline and online publications; and analyse contemporary design work from different perspectives.
JOUR 302	Media Ethics		Fall	In our democracy, media professionals have the freedom to write and report most anything. But with that freedom comes an enormous responsibility - not to mention an economic imperative - to act in a fair, responsible manner. And the idea of media ethics in the profession only has grown as the power and influence of both traditional and digital media has increased. This course does not attempt to provide definitive answers to each and every ethical quandary. In many cases, in fact, there may be many "right" answers, or perhaps none that seem satisfactory. Instead, what we will attempt is to provide a framework that will enable you as working media professionals to a.) identify an ethical dilemma, and b.) have a framework to analyze the situation, develop options and select a solution.

JOUR 303	English News Writing and Reporting		Both	The goal of this course is to introduce English news writing and reporting. Upon completion of the course, students will be able to describe the steps involved in news writing and reporting; collect information through research (using print and online databases) and interviews; recognize the elements of and be able to write hard news as well as feature articles; demonstrate news writing techniques to construct a story with concise grammar and style; recognize legal and ethical issues in news-gathering techniques; and apply news writing and reporting techniques to various genres: current affairs (politics and public administration, accidents, disasters and court reporting), news features (profiles and investigative reporting), public relations writing (press releases), etc.
JOUR 335	Visualization Analysis & Design		Both	This course aims to introduce the development and principles of data analytics and data visualization. It offers students basic knowledge of how visual representations can help in the analysis and understanding of complex data, and how to design effective visualizations. Moreover, this course enables students to create visualizations by applying theoretical knowledge and technical know-how acquired in the course. Upon completion of the course, students will be able to describe the broad issues in data analytics and data visualization; demonstrate basic production techniques to prepare particular requirements imposed by the data; analyse contemporary data visualization design work from different perspectives.
JOUR 395	Soc Media & Networked Communication		Both	The aims of this course are to offer an introduction to the potential of computer-mediated and online communication applications; provide students with the basic knowledge of the issues involved in communication; enable students to participate and develop an original, real-life news reporting project to demonstrate their understanding in the application of these communication tools; introduce students to the technical skills in the application of recent communication tools and social networking platforms, including Weblogs (e.g. WordPress), Wiki (e.g. Wikipedia), Instant Messaging (e.g. WeixinMSN), Discussion Forums, RSS, Social Networking Platforms (e.g. Facebook, Twitter, Instagram, LinkedIn, YouTube, etc). Upon completion of the course, students will be able to define the broad issues in recent computer-mediated communications and online communications; demonstrate the basic production techniques to prepare content for online communication platforms; and analyse both the multimedia and interactive features and capabilities of real-life online communications from different perspectives.
JOUR 410	Media Ethics		Spring	In our democracy, media/communication professionals have the freedom to write and report and advocate or promote almost anything. However, with that freedom comes an enormous responsibility – not to mention an economic imperative—to act in a fair, responsible manner. And the idea of media ethics in the profession only has grown as the power and influence of both traditional and digital media has increased. This course does not attempt to provide definitive answers to each and every ethical quandary. In many cases, in fact, there may be many "right" answers, or perhaps none that seem satisfactory. Instead, what we will attempt is to provide a framework that will enable students as working media professionals to: a) identify an ethical dilemma; and b) have a framework to analyse the situation, develop options and select a solution. Upon completion of the course, students will be able to demonstrate awareness of deeply held beliefs in the Codes of Media Ethics and how those beliefs may affect their decisions; critically analyse life experiences and media field cases in ethical dilemmas; and recognize, analyse and resolve real-world ethical cases using diverse decision-making approaches.
JOUR 460	Digitization and Interactive Multimedia		Both	The aims of this course are to offer an introductory course on the understanding of the applications of computer to the structure and organization of multimedia and interactive website development projects, with consideration of ethical issues in the production process; provide students with the basic knowledge on design issues that explain the components and processes; explore ways to produce and to complete the design of multimedia and interactive websites; enable students to participate in original and real-life production projects; and introduce students to the technical skills in the application of Javascript, HTML5, CSS, Adobe Web Premium Suite, including Dreamweaver, Flash, Fireworks, etc. Upon completion of the course, students will be able to define the broad issues in multimedia and interactive website design; demonstrate basic production techniques to prepare original real-life multimedia and interactive website projects; and analyse contemporary design work from different perspectives.
PRA 130	Principles of Advertising and Marketing		Spring	This course aims to give an overview of the principles of advertising and marketing at an introductory level. Upon completion of the course, students will be able to define the modern marketing and advertising industry including the dynamics of consumer behaviour; distinguish between the usage of different media in achieving different effects in advertising; apply basic concepts on the usage of 'sign' and production techniques particularly for POE media; communicate and present information effectively in written, electronic and digital formats in a global collaborative and virtual environment as a member of a team; evaluate contemporary advertisements in Hong Kong; give an effective project presentation demonstrating confidence and creativity; and organize and construct an advertisement in print, electronic and digital media format with clear objectives and target audience analysis.
PRA 200	Public Relations and the Media		Both	This course aims to provide students with a general overview of the basic functionality of public relations and the media as two separate entities and examine the relations in between. It is intended to move usefully beyond the introductory level and is suitable for students who either want to choose PR or journalist as their future career. Upon completion of this course, students will be able to describe the work of public relations and the media in a professional and efficient way; describe how the media and public relations work together; and plan and execute a media event demonstrating the skills and techniques necessary to be a media-focused public relations practitioner.

PRA 320	Public Relations Disciplines in the Digital World		Both	This course aims to provide an overview of public relations as an important means of communication in modern society. The course outlines the unique features of the communication process in public relations and equips students for a future career in the public relations industry. Upon completion of the course, students will be able to define the different disciplines in public relations; and demonstrate the skills and techniques of a public relations practitioner by organizing a simple PR event for promotion.
PRA 330	Advertising Strategies & Design	Requires foundation in Principles of Advertising and Marketing	Both	The goal of this course is to introduce students to the theories of media audiences and media consumption/interaction which will improve students' ability to critically engage and communicate theoretical ideas, both in writing and in speech. Upon completion of the course, students will be able to define the modern advertising industry including the dynamics of consumer behaviour; distinguish the usage of different media in achieving different effects in advertising; apply advanced concepts on usage of 'sign' and demonstrate production techniques particularly for print and electronic media; work productively as part of a team, and in particular, communicate and present information effectively in written and electronic formats in a global collaborative and virtual environment; critically analyse contemporary advertisements; demonstrate logical presentation of material and confidence in responding to questions arising therefrom a project presentation; and organize and construct an advertisement in print and electronic media format with clear objectives and target audience analysis.
PRA 340	Event Management		Both	Event Management is a specialized and growing sector in the PR and Marketing industry. Professional PR practitioners are always called upon to develop, plan and organize various events with the objective of promoting a company's corporate image, its products or services, fund-raising, or building connections with its potential customers or even employees. The aim of the course is, therefore, to develop an overall view of the PR event management process and management technique. Upon completion of the course, students will be able to describe concept development in PR event management; evaluate the key concerns in the process of managing PR events; construct concept and full planning of PR events; apply management techniques necessary for managing and evaluating PR events; and identify and solve problems that may arise in PR event management.
PRA 420	Integrated Marketing Strategies and Planning	Requires foundation in Principles of Advertising and Marketing and Advertising Strategies & Design	Both	This course aims to give students a broad and comprehensive understanding of the marketing communication disciplines with emphasis on the use of advertising, media and public relations as tools to influence target audience's attitudes and behaviours. Upon completion of the course, students will be able to integrate concepts of marketing, advertising and public relations and other marketing tools holistically; and prepare marketing plans for different types of organizations using basic principles of marketing.
PRA 440	Advertising Agency Account Planning		Both	This course aims to provide students with knowledge of the operation of an advertising agency. It incorporates segments of brand management, creativity, market research, consumer behaviour and critical thinking in the learning process. The course prepares students for account servicing and planning, as well as outlines the career potential in other related fields, such as marketing. Upon completion of the course, students will be able to evaluate the consumer from every possible perspective that they might have to deal with in their future careers; construct an individual advertising plan; plan for consumer response in different forms of advertising; show a job-ready understanding of the expectation of clients and colleagues in an agency; and define professional qualities in working effectively in an advertising agency.
PRA 450	Risk and Crisis Communication		Both	The aim of the course is to provide the basic understanding of a crisis situation for the students and to equip them with the most effective analytical and problem solving skills. Upon completion of the course, students will be able to identify the difference between an issue and a crisis and how best to tackle them; demonstrate technical competence in crisis management; apply basic PR concepts and communications skills in resolving issues and crises; apply analytical skills to critical evaluation of situations, issues and crises; demonstrate how to refine a particular assigned crisis management plan; analyse the qualities required to work constructively as a member of a crisis management team; compile a crisis case report applying all theories learned as a crisis management team member; and organize and present the afore-mentioned report effectively.
PRA 460	Media Planning		Both	The objective of the course is to equip students with the basic concepts and knowledge of media planning, and how it operates in the local media scene and real life business situations. Students after taking the course will gain a solid foundation for future career development in advertising agencies, media agencies, PR and other marketing discipline. The course also covers updated real case studies, and students will learn the principles and procedures of media planning through in-class discussion, group projects and a final individual project. Upon completion of the course, students will be able to describe the current practice of media planning in Hong Kong, Mainland China and the world; identify the professional qualities for future career development in relevant marketing industries; and demonstrate the basic media planning skills through group projects and a final individual project.
MDIT 110	Principles of Interaction Design		Spring	In this introductory course, students will learn methods and skills involved in designing and prototyping interactive systems. The course covers the fundamental design process from the initial formulation of a design problem to creation and testing of a prototype. The class structure is a mix of lectures, classroom design activities, and design critiques of student work by peers and professionals.

HIST 220	The Modern World		Fall	Instructor: Dr. Cheung Hok Ming This course outlines the major changes in Europe and the western world that came to dominate and largely shaped the modern world from global processes of the period 1500 to 1900. Particular discussion is placed on the key European powers such as Portugal, Spain, France, Prussia, Austria, Russia, and Great Britain. This course further examines the varied regional responses in the non-western world to the development of European expansion and dominance. The overall objective is to provide students with historical insights to assess the making of the modern world, particularly in forming political, economic, military, and other world systems.
HIST 250	History of the British Empire		Fall	Instructor: New staff (To be confirmed) In the 19th and 20th centuries, the British Empire reached its zenith as it became the dominant global power. Its population was over 458 million in 1938 (20% of the world population). The British Empire became a world power because of its colonies all over the world. This course is an introductory course on the history of the British Empire from its origins to 1997, with a particular emphasis on the British raj experience in India, the most important colony of the Empire in the19th and 20th centuries, and aims at enabling the students to evaluate the concept of "Empire" and "imperialism" in the context of the global perspective. The content of this course is mainly divided into three parts: The first part explains the development of the British Empire with reference to the colonization of Australia, the Indian Subcontinent, the Malay Peninsula and Africa; the second part discusses life within the Empire, including economic relations and political life within the Empire, the new groups arising from the population flow within the Empire, the city and art of the empire, and British culture and thought; the third part discusses the legacy of the British Empire in the post-colonial world order.
HIST 350	A Global History of Cities		Spring	Instructor: Dr. Yang Taoyu This course is an introduction to the general history of cities in the world from their origin to the present. It employs an interdisciplinary approach, to explore how cities have been shaped and in what ways urban dynamics have transformed human society, with a comparison of ancient and modern cities. The idea is to examine the history of the city as a benchmark to measure the extent, pace and characteristics of the economic, social, political, cultural, and morphological changes that occurred and interrelated with each other within the urban domain.
HIST 472	Art History of the West		Spring	Instructor: Dr. Ng Ni Na Camellia This course is to introduce students to a general history of Western arts from prehistorical period to the Classical period, Medieval period, Renaissance, the period of Mannerism, Baroque and Rococo, the Modern era of Neo-Classicalism, Romanticism, Academism and Realism, the Modern art and Post-modernism of the Contemporary art. Students will learn how to analyse, interpret and appreciate Western arts and visual culture, with an attempt to examine histories via arts and visual communication and within cultural context and study human expression through an engagement with cultural objects, images and ideas, artists and historians document the changing world.