

Course List for Inbound Exchange Students For Spring semester 2025-2026

Course code	Course title	Requirements	Semester	Class Time	Course Description
PSY 100	Introductory Psychology		Both	SC1:272829	<p>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.</p> <p>At the completion of the course, it is anticipated that students will be able to:</p> <ol style="list-style-type: none"> recognize and identify major schools and perspectives in psychology; clearly differentiate between various research methods in psychology; name major theories in various fields of psychology; apply the skills of critical analysis; work effectively as part of a team; and 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	SC1:1112 SC2:1213 SC3:1415 SC1:13 SC2:14 SC3:16 SC4:17	<p>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.</p>
PSY 204	Personality & Individual Differences	Require foundation background in Psychology	Spring	SC1:3132 SC2:2324 SC1:33 SC2:34 SC3:35 SC4:25 SC5:26 SC6:27	<p>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 learned mechanisms involved in the formation of traits and characters. Students will also study various approaches in understanding the universal and culture-specific aspects of personality.</p>
PSY 215	Cyberpsychology	Require foundation background in Psychology	Spring	SC1:575859	<p>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.</p>
PSY 303	Health Psychology	Require foundation background in Psychology	Both	SC1:1718 SC1:19 SC2:1A	<p>Health Psychology stands as one of the newest sub-disciplines within the field of Psychology. It reflects increasing recognition of the far-reaching role of psychological factors in what have traditionally been considered biomedical outcomes. This course is to guide students in their 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.</p>
PSY 304	Psychological Assessment	Require foundation background in Psychology	Spring	SC1:3738 SC1:39 SC2:3A	<p>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.</p>
PSY 309	Industrial and Organisational Psychology	Require foundation background in Psychology	Both	SC1:464748	<p>Industrial and organizational (I-O) psychology is the scientific study of human behaviour in work settings. It focuses on applying psychological theories to enhance employee satisfaction, well-being, 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 I-O psychology.</p>
PSY 320	Motivation and Learning	Require foundation background in Psychology	Spring	SC1:3233 SC1:34 SC2:35	<p>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 perceptual 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.</p>
PSY 350	Criminal Psychology	Require foundation background in Psychology	Both	SC1:111213	<p>This course helps students to appreciate the complexities of what constitute criminal behaviours considering the cultural, social, legal, emotional, moral, religious, political and technological variables pertinent to such actions. Students are intellectually challenged to view a person's offending behaviours in a critical manner and empowered to think in an innovative way how crimes can be investigated and prevented.</p>
ACCT 100	Financial Accounting	-	Both	SC1:111213 SC2:575859 SC3:48494A SC4:212223 SC5:313233 SC6:474849	<p>The course aims to teach students the basic knowledge of the principles and concepts of accounting in the business world. It will develop students' ability to make use of the financial accounting information for performance evaluation and management of assets, liabilities and earnings. The course will enhance students' problem-solving and decision-making skills by evaluating financial data of a company.</p>
ADS210	Digital Humanities: Theories and Methods		Spring	SC1:313233	<p>This is an introductory course on Digital Humanities, its theory, methods, and applications. The aim of the course is to use data to tell stories and understand the usage of different tools related to data to revise engineer digital humanities projects. Students will be able to compare different tools in accordance with different digital humanities projects and research. Students will be able to use these tools to answer questions related to digital humanities research and projects. The course also includes a final project so students can learn how to work collaboratively in this field.</p>
DSA111	Content Design for Digital Solutions		Spring	SC1:424344	<p>This course aims to equip students with fundamental thinking skills and knowledge necessary for designing the content of digital solutions. The course will introduce students to the basic concepts of content design, including writing, structuring, editing, systems thinking, and storytelling skills. Upon the completion of the course, students will have developed a basic understanding of design patterns for digital solutions. They will be able to compare and contrast different thinking skills and apply and practice these skills to visualize their designs.</p>
BUS 303	Business Communication		Spring	SC1:414243 SC2:312333 SC3:373839	<p>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 for business issues raised.</p>
BUS 405	Hong Kong Taxation and Planning		Spring	SC1:111213	<p>The course aims to introduce students to the basic principles of the taxes operated under the Hong Kong Inland Revenue Ordinance and its administration, including the issue of tax return and assessment, payment and recovery of tax, penalties, procedures for objections and appeals. The course will enable students to understand the scope of charge, basis of assessment and relief of the salaries tax, profits tax and property tax. Besides, students will develop analytical skills which will enable students to apply the law to solve basic legal problems that may arise in Hong Kong, and understand the relief under the personal assessment, and the scope of charge as well as the basis of assessment of stamp duty and estate duty.</p>
BUS 418	Contmp Issues in Corp Governance	Require background in Business Organization Management	Spring	SC1:262728	<p>The focus of this course is to illustrate how the practice of business organization has been evolving over the years, and the rules, regulations and standards of corporate governance have to be constantly updated in order to tackle new problems and issues arising. Students should be able to grasp the basic concepts of corporate governance by examining key issues of the subject as emerged in Hong Kong and other leading regions in global economy. Through developing an understanding of the importance of corporate governance in 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 business organizational management and their compliance practitioners.</p>
ECON 100	Introduction to Economics	This course is not available for students who enrolled ECON103/ ECON 104	Both	SC1:515253 SC2:414243	<p>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 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.</p>
ECON 104	Basic Macroeconomics	This course is not available for students who enrolled ECON100	Spring	SC1:3637 SC2:2627 SC3:2425 SC1:38 SC2:39 SC3:3A	<p>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 a well-balanced foundation for evaluating macroeconomic issues.</p>
ECON 204	Intermediate Macroeconomics	Require foundation background in Economics	Spring	SC1:515253	<p>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 economy. Apart from the basic topics like the national income, behavioural and economic model of consumption and inflation, the course also follows an approach 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.</p>
ECON 303	History of Economic Thought	Require foundation background in Economics	Spring	SC1:474849 SC2:434445	<p>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 the major schools of thought and to relate them to the present economic issues.</p>
ECON 336	Urban and Real Estate Economics	Require foundation background in Economics	Spring	SC1:272829	<p>This course is designed for students to develop a framework for examining the major determinants 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.</p>
ECON 450	Economics and Ethics	Require foundation background in Economics	Spring	SC1:474849 SC2:373839	<p>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.</p>
FIN 205	Foundations of Finance	Require foundation background in Economics	Spring	SC1:151617	<p>The course aims to provide students with the knowledge of investment analysis, financial analysis, and portfolio theory. Moreover, practical applications for basic financial analysis will be provided.</p>
FIN 243	Money & Banking	Require foundation background in Economics	Both	SC1:312323	<p>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.</p>
FIN 330	International Finance	Require foundation background in Economics	Spring	SC1:373839 SC2:111213 SC3:171819	<p>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 party 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.</p>
FIN 347	Introduction to Financial Derivatives	Require solid background in Economics and Finance	Spring	SC1:323334	<p>The course aims to provide students with the knowledge and pricing theory of financial derivatives. Practical applications for hedging, arbitrage and speculating using derivatives will also be provided.</p>
FIN 423	Financial Risk Analysis & Management	Require foundation background in Economics	Spring	SC1:424344	<p>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.</p>
FIN 446	Property Valuation, Funding and Finance	Require solid background in Economics and Finance	Spring	SC1:222324	<p>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.</p>
FINT 100	Introduction to FinTech		Spring	SC1:151617 SC2:111213 SC3:191A1B	<p>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.</p>
FINT 200	Fundamentals of FinTech Computing		Spring	SC1:222324 SC2:272829	<p>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.).</p>
FINT 300	Big Data Analysis	Require foundation background in Statistics and Programming	Spring	SC1:575859	<p>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.</p>

FINT 302	Social Impact of FinTech		Spring	SC1:525354	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 innovation and 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 would be able to deal with new challenges and seizing opportunities to capitalize on the changes such as shift the nature of FinTech to shape finance and business.
FINT 400	Artificial Intelligence	prior programming knowledge will be beneficial	Spring	SC1:272829	This course aims to provide a comprehensive understanding of the underlying concepts of artificial intelligence. Students will develop a working knowledge of generative artificial intelligence, computer vision, natural language processing, and learning algorithms. The course introduces different intelligence algorithms used in the industry which extend beyond conventional technology's capabilities. By the end of the course, students will have a thorough understanding of algorithmic decision-making and hands-on experience in connecting the algorithms to artificial intelligence applications in various industries and domains. The course will also prepare students for professional qualifications related to artificial intelligence and enhance their critical thinking skills.
ENG 112	English Usage II	For Intermediate level	Spring	Courses will be assigned according to your academic departments at HKSYU	This course aims to provide 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.
ENG140	Contrastive Approach to Languages and Cultures		Spring	SC1:232424	This course aims to equip students with the basic skills and knowledge to critically examine the process of communication by adopting a contrastive approach. For the first part of the course, emphasis is placed on studying the similarities and differences between Chinese and English at lexical, syntactic and textual levels, through scrutinizing authentic examples taken from real-world settings. Then, in the latter half of the course, students are invited to reflect on issues of culture, identities and ethics in their own experience of language use.
ENG 212	English Writing II	For Post Intermediate level	Spring	Courses will be assigned according to your academic departments at HKSYU	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.
ENG203	Victorian Literature		Spring	SC1:111213	This course aims to provide students with an overview of the Victorian period in Britain. It focuses on the key writers of novels and poetry in this period while also providing a contextual view of society's issues in this period.
ENG 283	Literature and Film		Spring	SC1:414243	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, poetry, film, and film theory. The course also aims to help students to develop a critical perspective on the relationship between literature and film 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	Requires foundational background in Cultural Studies	Spring	SC1:171819	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 unprecedently transformed our everyday life experiences.
ENG 389	Travel and Culture		Spring	SC1:58595A	This course focuses on the nexus between travel, narrative and culture. It examines some of the key tenets of cultural writings on travel and how travel becomes a marker of culture in various ways.
ENG 350	Psycholinguistics	Requires foundational background in Linguistics	Spring	SC1:252627	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 450	Phonological Studies in World Englishes	Requires foundational background in Linguistics	Spring	SC1:252627	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	SC1:212223	This course is designed to introduce students to the vast field of contemporary literature in the latter part of the 20th century and early part of the 21st. Important works originally written in English (with a few translated into English from Asian and European languages) are introduced and arranged in chronological order and also in terms of literary critical genres. The postcolonial literature, particularly the literary works of former colonies and postcolonial literature, family history and migration.
FREN 191-1	French I & II	For beginner level -French I=A0 -French II=A1	Both	SC1:313233 SC2:353637	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; 4) an introductory acquaintance with the cultures of the French-speaking countries.
FREN 191-2	French III & IV	For Post-elementary level -French III = A1.2 -French IV = A2	Both	SC1:414243	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.
JOUR 100	Introduction to Journalism & Mass Communication		Both	SC1:414243 SC2:454647 SC3:555657	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 concepts of journalism and mass communication. Students will learn the 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 190	Media Aesthetics		Both	SC1:373839 SC2:545556 SC3:151617	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 basic principles of visual aesthetics and media with application in various media. In addition, topics such as how to write stories in graphic design, advertising, and media with intention and how media production 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 study of journalism and communication; appraise graphic design elements and principles for applied media aesthetics; compare and contrast different contexts and information design for games and media; 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 205	Storytelling		Both	SC1:545556 SC2:58595A	The goal of this course is to introduce students to the art of storytelling. Storytelling is mostly reported 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	SC1:323334 SC2:363738	This course aims to develop an overview of mass communication theories. Upon completion of the course, students will be able to describe the basic concepts of mass communication and mass communication based on the perspectives of communication professionals and how they could overcome such concerning 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 231	Sports Communication		Both	SC1:525354	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-sports, features of consumers' behaviours in sports, and so on from the perspective of mass communication. It will also introduce students' skills to understand the principles of public relations and public relations writing for sports and related events. At the end, students are expected to understand the relationship between sports and society.
JOUR 232	Health Communication		Both	SC1:515253	This course will introduce the theories and practices behind the communication of health-related behaviors. It will cover various topics, including health communication processes and theories, media campaign design, e-health and mobile technologies. The course content will emphasize key health concerns specific to Hong Kong, such as infectious diseases, smoking and vaping, and substance misuse. Students will be encouraged to link theoretical knowledge with health-related beliefs and behaviors, as well as contemporary health challenges. By the end of the course, they will possess a comprehensive understanding of principles and practices for conveying health information through diverse communication channels.
JOUR 303	English News Writing and Reporting		Both	SC1:222324 SC2:323334 SC3:555657	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-writing 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	SC1:58595A	This course aims to introduce students to the basic concepts and understandings 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; analyze contemporary data visualization design work from different perspectives.
JOUR 395	Soc Media & Networked Communication		Spring	SC1:111213 SC2:141516 SC3:18191A	The aim of this course is 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. Weixin/MSN), 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 multimodal and visual features of real-life communication.
JOUR 460	Digitization and Interactive Multimedia		Both	SC1:515253 SC2:414243 SC3:545556	The aim of this course is to offer an introduction to the understanding of the application 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 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		Both	SC1:454647 SC2:212223 SC3:424344	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 P/O 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; demonstrate the ability to evaluate, critique, and organize and construct an advertisement in print, electronic and digital media format with clear objectives and target audience analysis.
PRA 320	Public Relations Disciplines in the Digital World		Both	SC1:464748 SC2:363738 SC3:323334	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	Spring	SC1:555657 SC2:58595A	The goal of this course is to introduce students to the basic concepts and understandings of advertising and marketing disciplines 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 420	Integrated Marketing Strategies and Planning	Requires foundation in Principles of Advertising and Marketing and Advertising Strategies & Design	Spring	SC1:464748 SC2:58595A	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 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 450	Risk and Crisis Communication		Both	SC1:1B1C1D SC2:4B4C4D	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 issue report; analyse the theoretical and practical approaches to managing a crisis situation; and organize and construct a crisis report effectively.
ACT 311	Museum Studies	Nil	Spring	SC1:444546 SC2:48494A	This course provides diverse approaches to examining the origins, development, and functions of museums as a powerful and important institution. From the evolutionary complex of the nineteenth century to the arts tech innovation in museums today, this course situates the emergence and development of, and roles played by museums in both colonial and post-colonial contexts. Sociological concerns are integrated into the museum discussion to address ethical issues: pillage, retrieving items looted from colonized regions, and exhibiting indigenous artifacts in ethnological museums. Theoretically, the course identifies the role of memory, the intersection of history, the museum, the dynamic relation between museum, museum patronage, and patron's connections with society, representation in exhibition, and inclusion and exclusion realized in exhibitions. Practically, it examines the operational aspects of museums, such as collection, curation, display, storage, education, community engagement, and social services. The course also discusses new modalities adopted by museums today, leading to diverse forms that museums may take – eco-museum, virtual museum, etc – and engagement with new (digital) technologies.

ACT 313	Archives and Records Management – Principles and Digital Practices	Nil	Spring	SC1:28292A	<p>This course explains the major concepts and importance of modern archives management in knowledge society and evaluate the major similarities and differences of management and preservation of paper records and digital records. It also illustrates the impact of technology on management and preservation of records and the use of conventional as well as social media to promote the use of archive. Students are encouraged to critically evaluate the use of technology in the management of records.</p>
ACT 314	Marketing for Arts and Cultural Organizations	Nil	Spring	SC1:242526	<p>This course adopts a diverse range of approaches towards understanding and analysing the way marketing works within the realm of not-for-profit or for-profit business management selling an art and cultural (AC) product. How do marketers plan, create and commercialise? It covers the diverse fields of arts-related entertainment, such as visual and performing arts, as well as service and trade-related organizations in the cultural arts realm. While immersing students through design or production of arts, cultural and creative related products, services and businesses with local and global perspectives, this course encourages students to explore the meaning of marketing arts and cultural products in the ever-changing business and management contexts of industries in Hong Kong, China and Asia. It will equip students with the socio-cultural analytical skills and technological design knowledge to understand the marketing of arts and culture in the knowledge-based economy, so that they can contribute to marketing Hong Kong, China and Asian cities as international arts and culture metropolises.</p>
ACT 322	Applications of Geographic Information System (GIS)	Nil	Spring	SC1:18191A	<p>This course aims to provide students with an understanding of the concepts and the practical use of GIS, which allow students to apply its data handling and analysis functions to solve various spatially oriented problems in social sciences and humanities. In addition to what a GIS is, the course covers technical skills concerning how things in the real world can be represented on a map and how GIS is used to conduct spatial analysis. Applications in social science or humanities will be provided to demonstrate the usefulness of GIS in revealing insights in relevant datasets. This course is designed for learning through practice, so practical laboratory exercises utilising GIS software will be a major part of this course.</p>
SOC 231	Social Problems	Nil	Spring	SC1:343536 SC2:38393A	<p>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.</p>
SOC 309	Community Economy	Nil	Spring	SC1:242526 SC2:28292A	<p>This course aims to examine the theory and practice of community economy. Compared with market-oriented economy, community economy represents new efforts towards more inclusive, sustainable, and people-based economy. This course explores the new ideas of community economy and the examples of how local communities are making a difference in their communities 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.</p>
SOC 311	Sustainable and Innovative Cities in the Contemporary World	Nil	Spring	SC1:343536 SC2:38393A	<p>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 cities are changing and what are the dialogues among the past, the present and the future in city development. It will demonstrate the urgency of inheriting past and innovating our cities 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.</p>
SOC 312	Popular Culture in Asia	Nil	Spring	SC1:242526 SC2:28292A	<p>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, globalization, power dynamics of regional flows, orientalism, and cross-cultural reception and appropriation. Students will be exposed to the concept of a global society and the challenges of the global culture.</p>
SOC 358	Poverty, Social Policy and Social Innovation	Nil	Spring	SC1:343536 SC2:38393A	<p>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.</p>
SOC 362	Tourism and Culture	Nil	Spring	SC1:343536 SC2:545556	<p>This course is designed to introduce to students various aspects of tourism, mainly focusing on the interaction 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 tourism.</p>
SOC 371	Chinese Culture and Society	Nil	Spring	SC1:38393A SC2:58595A	<p>This course explores the "transcultural" Chinese culture in Chinese-speaking societies, which emerged through the processes of commodification, 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.</p>
SOC 409	Collective Memory and Social Change	Nil	Spring	SC1:111213 SC2:151617	<p>This course examines the concept of "transcultural" Chinese culture in Chinese-speaking societies, which emerged through the processes of commodification, 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.</p>
SOC 414	Heritage Studies: Critical and Innovative Dimensions	Nil	Both	SC1:444546	<p>This course examines the concept of "transcultural" Chinese culture in Chinese-speaking societies, which emerged through the processes of commodification, 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.</p>
SOC 420	Evaluation Research	Nil	Spring	SC1:18191A SC2:353637	<p>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 knowledge and skills to evaluate the effectiveness of social interventions. It will introduce the basic concepts of 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.</p>
LAW 110	Introduction to Law		Both	SC1:555657	<p>The course aims 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.</p>
HIST 250	History of the British Empire		Both	SC1:444546	<p>Instructor: Au Chi Kin 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 1900 to 1997, with a particular emphasis on the British raj experience in India, the mercantile empire of the British Empire and 19th century. The course will introduce the students to the concept of "imperialism" 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.</p>
GEA103	The Origins and Transformation of East Asian Food Culture (EAFC)		Both	SC1:28292A SC2:343536	<p>East Asian food culture is a unique and ancient culture that is very different from the Western culture. Food culture reflects cultural, historical and social influences, but also traditional culture. Today, East Asian food culture (EAFC) plays an important role worldwide. For example, Chinese regional cuisines, Korean barbecue (porkogi) and kimchi and high-end Japanese cuisine are all very popular among international diners. Many East Asian restaurants and lovers of East Asian food can be found around the globe. The countries of East Asia are important food products exporters, with world-leading soft power. Their great range of food and diverse cultures play a part in their success. Here comes to the entire point of this question: what are the components of these unique cultures?</p>
GEA112	Appreciation of Chinese Arts		Spring	SC1:18191A SC2:28292A	<p>This course examines the following topics of global history and cultural studies: 1) the historical influence of Confucian culture on EAFC; 2) modern forms of EAFC and its exchanges, such as migration, and their effects; and 3) the worldwide dissemination of EAFC as soft power in today's globalized era, due to the factors leading to its success, and how EAFC has been reshaped into highly multicultural forms via localization.</p>
GEA201	Chinese Medicine: Health Promotion and Disease Prevention		Both	SC1:272829	<p>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 applying 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.</p>
GEA202	Urban Modernity in Chinese Cities: Hong Kong, Taipei & Shanghai		Both	SC1:141516 SC2:48494A	<p>This course takes a historical approach to the analysis of the three most representative colonial cities: Hong Kong, Taipei, and Shanghai. The modernisation and Westernisation of these cities since the 19th century will be explored and compared. Next, the course will probe into the following: 1) how the concept of modernisation shaped the development of modern China; 2) how traditional Chinese cultures and concepts interacted with the western culture; and 3) how authentic historical materials, such as architecture, museum exhibition information, films, photos etc., have crafted and continue to craft the colonial collective memory and cultural legacy, and their influence on the modern society.</p>
GEA203	The Wisdom of Ancient Chinese Architecture		Both	SC1:121314 SC2:171819	<p>Admiring ancient Chinese architecture is a very interesting topic. Chinese architecture is very unique and different from the Western 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 ethnic 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 learn the Chinese architecture through lectures, case studies, video, and field trips. Upon completion, students will be able to apply the knowledge and concepts of Chinese architecture. They will also be invited 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.</p>
GEA204	Hong Kong Kung-fu Novels, Films and Chinese Culture		Both	SC1:48494A SC2:28292A	<p>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 films globally, and the development of the genres vis-a-vis socio-cultural shifts local. We will also explore the Kung-fu in Hong Kong, Taiwan, and mainland China, by studying celebrities such as Bruce Lee, Jackie Chan, and Donnie Yen. Students will learn to think critically about representations of race, ethnicity, nationalhood, 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.</p>
GEB102	Media and Society		Both	SC1:38393A SC2:343536	<p>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, analyse, evaluate, and create media messages, will be enhanced.</p>
GEB105	Communication and Storytelling		Both	SC1:323334 SC2:414243	<p>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.</p>
GEB109	Understanding East Asian Popular Culture		Spring	SC1:252627 SC2:48494A SC3:555657	<p>Nowadays, the popularity of Chinese culture is increasing, especially in Hong Kong, Taiwan, China and Hong Kong. Chinese culture is not only playing a significant role in Hong Kong, but has also attracted the attention of the global setting. This course aims to discuss the characteristics and success factors of cultural industry development in East Asia as well as to analyze the impact of East Asian popular culture on our daily life and our society in general. This course will explore the development of popular culture since the 1970s from a historical perspective. It will also evaluate the impact of cultural interactions across different countries. With reference to historical and cultural studies, this course will focus on the following topics: 1) the development and general characteristics of popular culture in East Asia; 2) the impact of East Asian popular culture as soft power on nearby regions; and 3) the representation of identity in popular media.</p>
GEB112	Visual Culture and Digital Media		Both	SC1:575859	<p>Digital technology, personal computing, and the Internet have transformed the way we live, work, and communicate. Visual culture, processing, distribution, and reproduction of images, have had a profound impact on the way we live and work 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.</p>
GEB119	Moving Worlds: Travel, Culture, and Identity	Not for English Major; Not for students who passed GED108	Spring	SC1:111213 SC2:141516	<p>This interdisciplinary course draws on literary, cultural, theoretical, and history to explore travels 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.</p>

GEB206	Understanding Korean Society through Dramas		Spring	SC1:545556 SC2:272829	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 include 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 globalisation on contemporary societies in Korea and other regions.
GEB214	Cultural Insights for Business Success	Not for students who passed GED201	Both	SC1:38393A	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.
GEC101	Environment and Society	Not for Sociology Major	Both	SC1:525354 SC2:565758	This course is designed to raise students' awareness to local and global environmental issues and nurture their sense of social responsibility toward the environment. It will introduce students to the concept of environmental issues, 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' understandings as to how institutions 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	SC1:272829	The course aims to develop students' healthy attitude toward money management. The 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 understanding of personal finance. The course will introduce students to basic financial practices in Hong Kong. Students will gain knowledge and skills to make wise and responsible financial decisions throughout their life.
GEC204	Understanding Environmentalism through World Cinema		Both	SC1:18191A	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	SC1:242526	What is the link between the development of image technology and humans' evolving correlation with nature, especially with non-human animals? The role of the film industry in human-animal's relationship and critical practices of animal studies world? 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	Spring	SC1:272829 SC2:414243	The financial services industry is one of the major driving forces of Hong Kong's economic growth. The role of financial services is not only a key factor of 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	SC1:575859	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 STES 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, avoid food waste and eat healthily.
GEC210	Ethics in Our Daily Life		Both	SC1:48494A	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 and respond to ethical issues in their daily life.
GED110	Predicting Human Behavior with Big Data	Not for students who passed GEB107	Both	SC1:48494A	The rapid reliance on the Internet, connected apps, and smart devices to support our daily lives generates data – whether buying food at the supermarket, purchasing movie tickets, or shopping online. This data opens up a new era for our understanding of human behaviour. This course will help students understand and unlock the power of these data. Students will gain an overview of using big data across various domains, including business, public policy, and self-understanding. Students will also learn to analyse arguments, observe trends, and make 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.
GED112	Network Fundamental and Cybersecurity		Both	SC1:28292A SC2:18191A	We increasingly need solutions to connect surrounding digital devices, store data and use data efficiently to build smart applications. These applications highly rely on high-speed network communication. Besides, protecting interconnected 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	SC1:414243 SC2:444546	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 challenges in the future. This course will also provide students with the opportunity to form a group project in this course, allowing students to work in an encouraging level of operating innovative 3D applications for building virtual environments.
GED114	Diving into the Language Data Pool		Spring	SC1:474849	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 manipulation.
GED115	3D Beginners' Village: Introductory Bootcamp for 3D Design		Both	SC1:474849	The course aims to introduce the basic concepts of 3D modeling and design learning 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 softwares.
GED116	Understanding Esports Universe: From Game to Beyond Game		Both	SC1:545556	This course provides students with an essential but comprehensive understanding of the rapidly evolving esports industry. It explores historical development, current landscape, such future technological and commercial trends of esports, while critically examining its societal impact through discussing the critical concerns related to esports. Students will gain insights into the business, management, IT, and sports aspects of esports, along with the ethical plus legal challenges facing the industry. Through a combination of theoretical knowledge and practical skills, the course guides students to explore the various aspects of esports ecosystems. It develops their critical thinking abilities in the dynamic digital field.
GED217	Exploring Data Analysis and Visualisation with R		Both	SC1:373839	This course aims to introduce the basic of data analysis and visualisation with R. Students will learn the basic R programming language to the students and provide them with basic knowledge in implementing the basic data analysis and visualisation. It also aims at developing 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.
GED219	Legal Pitfalls in the Digital Era		Spring	SC1:272829 SC2:454647	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.
GED220	Becoming Computational Thinkers: Solving Problems in Arts and Humanities		Both	SC1:535455 SC2:575859	This course aims to equip students with the mindset and skills needed to apply computational thinking principles in arts and humanities disciplines. As computing increasingly permeates various aspects of society, including fields beyond software development and engineering, such as business and the humanities, the ability to utilise computational thinking to address real-world challenges becomes crucial. This course intends to cultivate students' capacity to think computationally and harness digital tools effectively for problem-solving purposes. They will explore how computational approaches can be used to solve problems in various fields of arts and humanities, such as design, architecture, and creative writing.
GED221	Introduction to the Art of Image Processing		Both	SC1:48494A	This course introduces the core concepts and techniques of image vision, focusing on practical applications in various fields. Through hands-on tasks and projects, students will explore methods like image presentation, image enhancement, restoration, segmentation, and compression. Activities include improving image quality with noise reduction, detecting key features through edge detection, and evaluating compression efficiency. The course also highlights how image processing can enhance digital learning tools and create engaging visual aids in the education system. Real-world case studies in digital marketing, smart city surveillance, medical imaging, and satellite analysis provide valuable context, while collaborative problem-solving sessions encourage teamwork and critical thinking. By the end of the course, students will be equipped with practical skills and a deeper understanding of how image processing contributes to advancements in fields like smart cities, healthcare, remote sensing, multimedia, education, etc.