

Course List for Inbound Exchange Students 2022-2023

Course code	Course title	Requirements	Fall Semester	Spring Semester	Course Description
ACCT 100	Financial Accounting		Fall	Spring	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 131	Business Analytics and Statistics			Spring	This course aims to equip students with a solid foundation in quantitative business statistical analysis. It develops students' knowledge in various quantitative techniques applicable to accounting and business problems. It also enables students to interpret the analytical and statistical results.
ACCT 132	Workshop in Spreadsheet Skills for Statistical Analysis	1 credit. Require to take ACCT 131 or statistics course		Spring	This course aims to equip students with the knowledge of various quantitative techniques applicable to accounting and business problems. It develops students' spreadsheet modelling skills relating to statistics using a software frequently used by business organizations.
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.
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	International Business	Require background in Business Organization Management		Spring	The course aims to introduce to students the fundamental concepts and issues of international business. Students will learn how multinational corporations (MNCs) operate and compete. They will also understand different expansion approaches and strategies in facing the international environments, and design functional alternatives for operating abroad.
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.
BUS 420	Advanced Business Report Writing and Communication	Require background in Business Communication		Spring	This course is designed for students to develop their writing and business communication skills. It is a skill-based course; the emphasis will be on the application of plain English in a wide variety of documents commonly used in business, including reports, transcripts, proposals, minutes, resolutions, and MOUs, etc. Oral and visual communication will be discussed to provide the students with a holistic understanding of the communication function in business. Students will be able to identify and appreciate what constitutes good business communication, and apply the skills learned to produce business communication materials in a professional manner.
ECON 100	Introduction to Economics		Fall	Spring	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 101	Principles of Economics I		Fall		This course aims to provide a general study of basic economic principles. It presents economics not only as a mere body of knowledge but also as a method for understanding the current economic problems. Major topics covered are as follows: the nature and methodology of Economics; demand and supply; pricing and allocating factors of production; market failure and public choice; externalities and the environment; national income determination models; fiscal policy; money and banking in Hong Kong; monetary policy; inflation and business cycles; macroeconomic policy challenges; trading with the world; and balance of payments and exchange rates.

ECON 102	Principles of Economics II			Spring	This course aims to provide a general study of basic economic principles. It presents economics not only as a mere body of knowledge but also as a method for understanding the current economic problems. Major topics covered are as follows: the nature and methodology of Economics; demand and supply; pricing and allocating factors of production; market failure and public choice; externalities and the environment; national income determination models; fiscal policy; money and banking in Hong Kong; monetary policy; inflation and business cycles; macroeconomic policy challenges; trading with the world; and balance of payments and exchange rates.
ECON 103	Basic Microeconomics		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			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 a well-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 113	Mathematics for Economics & Finance		Fall		This course aims to give first-year students a quantitative foundation in mathematics for business and economic analysis, equip students with knowledge in various quantitative techniques applicable to economic and business problems and enable students to interpret the analytical results.
ECON 114	Economic Statistics			Spring	This course aims to provide students with a broad overview of statistics with specific emphasis on preparing them for the Year 2 Econometrics course.
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 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 320	International Trade	Require foundation background in Economics		Spring	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 334	International Economics	Require foundation background in Economics	Fall		This course aims to use economic models to develop students' understanding of the nature of international economics and the role of fiscal and monetary policies in the international economic system.
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		Spring	This course aims to formulate mathematical models in economics, and develop students' ability to apply mathematical techniques to comparative static 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.
ECON315	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.
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.
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 274	Modernist Fiction	Require foundation background in Literature		Spring	This course introduces students to the themes and forms of modernist fiction within their cultural and historical milieus. Students first explore the artistic and intellectual movements and cultural positions of the period (1900 – 1945). Primarily, we take up the core epistemological question in Modernism (the so-called "crisis of representation"), and then the ideological and psychological significance of modernist experimentations, their narratology, the issue of gender in modernist writing, and the interplay between politics, form and style in our selected texts. Students survey the works of major modernist writers, and in the latter part of the course, move towards the limits of the modernist canon which may have heralded the appearance of post-modernist discourse.
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 284	Modern Drama		Fall		The aim of this course is to familiarise students with modern drama and its characteristics. The course will examine a few representative plays from the modern period and survey the major aesthetic and cultural movements of the twentieth century.
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		Spring	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 385	Shakespeare	Require foundation background	Fall		The course is an introduction to the works of William Shakespeare. Through an examination of some representative plays and selected sonnets, students will acquire an appreciation of Shakespeare's use of language as well as his dramatic treatment of larger themes, such as love, sexuality, politics and identity. Close reading of the texts will be complemented by a discussion of modern critical interpretations and various adaptations of Shakespeare in the past and the contemporary cultural landscape.
ENG 386	Renaissance Literature and the English Society, 1516-1667			Spring	The aim of this course is to enable students to study and appreciate English literary achievements in the Renaissance period. Students will be introduced to major writers and a variety of texts from the fifteenth to the seventeenth centuries and encouraged to explore, through critical reading of the texts, the characteristic qualities of literary works of the period.
ENG 388	American Literature	Require foundation background	Fall		The course is a survey of selected American authors representing major periods and movements, from the colonial period to the contemporary era. Texts will be drawn from various genres (e.g. poetry, fiction, nonfiction, drama, graphic novel) and discussed in light of their historical, cultural and intellectual contexts.
ENG 389	Travel and Culture			Spring	Travel has recently become a complex phenomenon of unprecedented proportions. This course aims at providing a theoretical and historical framework to analyze and reflect upon the relationships between travel and culture through an interdisciplinary approach. Topics discussed include: globalization, gender, consumption, theme parks, ecology, heritage and authenticity, etc. Travel writing will also be emphasized.
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, ecocriticism, 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 interdisciplinarity, 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 479	Science Fiction in Literature and Films		Fall		This course is designed to introduce to students both the historical development and narrative structure of science fiction as a unique genre within the context of the postmodernist movement. Through a body of cultural texts such as short stories, novellas, and sci-fi films, students will be introduced to topics such as alternate history, artificial intelligence, cyberpunk, cloning and genetic engineering, cyborg and posthumanism, nanotechnology, singularity, etc. Critical concepts and theories will also be applied to analyse the texts.
ENG 480	Special Topic in Literature	Require foundation background		Spring	The course is a focused examination of a selected topic in literary studies. Among possible topics are the following: a specific author, literary movement, historical period, genre, or critical theory; creative writing or literary journalism; an emerging interdisciplinary area such as digital humanities, literature and the other arts, or the graphic novel.
ENG 484	Romantics and Romantic Sceptics			Spring	The course covers the Romantic period in Britain, a period characterized by radical ideas and rebellion against tradition and convention, both in politics and in literature. The syllabus contains a broad selection of texts by the most prominent poets, novelists, and thinkers of the time. This course aims to give students a feel for the ideas it established about poetry, society and nature which are still with us. We will discuss how the Romantics conceived of literary form and what contemporaneous philosophical ideas they drew upon.
ENG 485	Victorian Literature and Society		Fall		This course focuses on the novels of the Victorian age (c. 1837-1900). It will approach a few key Victorian novels through a number of key issues: science, industrialization, colonialism, city and poverty, judicial systems, aesthetics and so on. Multiple critical approaches will also be included, such as Romanticism, Social Darwinism, Historicism and Neo-historicism, Aestheticism and Decadence, Gothicism and many more. Students will explore important social, cultural, and intellectual issues of the period and consider how literary writers engaged with the concerns of their time. They will come across how the Victorians depict the conflicts and collaborations of ideological issues in that vibrant yet turbulent era. By the end of the course, students will learn to recognize and analyse the intersections between Victorian literature and society and evaluate its continuing significance in the contemporary world.

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).
ENG 489	Visual Culture Studies			Spring	With advances in visual and media technologies, society has been increasingly predominated by visual signs and spectacle since the beginning of the 20th century. This course aims at equipping students with the tools for a more critical understanding of everyday visual experiences. It will draw upon cultural texts, such as photography, cinema and television, digital media, internet and web images, video and computer games, anime and manga, advertisements, fashion and architecture, as well as visual culture theories to discuss issues ranging from nationality, gender, class, and race, to postmodernism, consumerism, and post-colonialism.
ENG120	Introduction to Literature		Fall		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.
ENG153	Introduction to Cultural Studies		Fall		Through examining texts, artistic forms and discursive practices that reflect and produce different cultures, students will take part in delineating the working definition(s), methodology and critical awareness of the subject. Concepts such as multiculturalism, diaspora, hybridity, globalism/localism, transnationalism will be discussed. Emphasis will be given to Hong Kong culture as a basic reference point in its contact and interaction with other cultures.
ENG160	Introduction to Linguistics			Spring	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.
ENG185	Greek and Roman Mythology in Western Literature		Fall		The myths and legends of ancient Greece and Rome permeate Western literature, culture and language. This course aims to introduce students to the primary classical myths and their meaning and examine the various ways they underlie and shape Western (especially English) literary texts. Students will also be exposed to the treatment of Greco-Roman myths in various genres and cultural media, from poetry to prose to visual art.
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.
ENG381	The Sound System of English	Require foundation background in Linguistics	Fall		This course is an in-depth study of the sound system of English. It aims at examining the phonetic and phonological aspects of the English language and consolidating students' phonetic and phonological knowledge acquired in their first year linguistics study. It also introduces the state-of-the-art software and online websites on English pronunciation learning.
FIN 205	Foundations of Finance	Require foundation background in Economics		0	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	Fall	Spring	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		Spring	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			Spring	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 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.

FREN 191-2	French I & II	For beginner level	Fall	Spring	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	Fall	Spring	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.
GEA 112	Appreciation of Chinese Arts			Spring	In this introductory course, Appreciation of Chinese Arts, we will make a journey to see the Chinese Arts forms across time, beginning 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.
GEA 201	Chinese Medicine: Health Promotion and Disease Prevention		Fall		This course introduces the philosophical concepts and efficacy of Chinese medicine. It aims to develop students' understanding of Traditional Chinese Medicine which includes food therapy, herb therapy, tea therapy, Tai-chi, massage, Qigong and acupuncture for improving one's health and preventing disease. Some basic philosophical concepts such as "harmony of man and nature", "Yin and Yang", "five elements" and "Qi and Blood", will be explained in detail to indicate the application of Chinese medicine on health promotion and disease prevention. Specific health issues and topics of interest, such as insomnia, psychological stress, acne and overweight, will be chosen for class discussion. Students will experience the Chinese medicine culture through field trips to Chinese herbs market and Tai-chi class, as well as class demonstration of massage, health food menu/dish design, tea therapy and medicated diet preparation.
GEA 203	The Wisdom of Ancient Chinese Architecture			Spring	An ancient Chinese building tells us various stories, including its culture, 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 can understand the geographical features and historical evolution of Chinese architecture, as well as the similarities and differences between social life and ethnic customs in different regions. 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 to appreciate historical architectures for preserving the Chinese heritage and, furthermore, work towards a balance and harmony urban living environment. Through field trips to Ping Shan heritage trail and Chi Lin Nunnery in Hong Kong, students can experience Chinese architecture as an essential part of Hong Kong's local cultural heritage and realize that the local vernacular environment is a harmonious and orderly living environment.
GEA 204	Hong Kong Kung-fu Novels, Films and Chinese Culture			Spring	Kung-fu novels and films have marshalled an impressive popularity in Hong Kong for many decades. Throughout its history, this genre, unique in Hong Kong style, has been punctuated by its different stages of development in terms of the aesthetics of human action, and its success in attuning to the taste of readers and viewers for entertainment purposes. This notwithstanding, many of the texts in this genre encompass an active encounter with the Chinese yin-yang starting from I-Ching and Daoism itself. By going into the repertoire of an embodied aesthetics of action through the technicity of martial art, students will be introduced to the terrains of interdisciplinary studies in which "natural technology", body capacity and its "moving-in" with metallic tools, and the visibility of film-form, all merge together. Emphasis will be placed on how cinematic apparatuses can work wonders in dramatizing an assemblage of cultural systems which are inspired by the tai-ji emblem, where yin being an inner scaffolding of intensive energy, and yang as consolidated outward force, all configured on screen by the cinematic technique of "differential speeds".
GEB 102	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 on local and international cases, it is expected that students' media literacy, that is, ability to access, analyse, evaluate, and communicate phenomenon, can be enhanced.
GEB 105	Communication and Storytelling		Fall		This course aims at providing students with the abilities to communicate more effectively. During the course, students will practice the three key pillars of communication: listening, asking questions and presenting. The course will also help students understand their communication styles as well as that of the others. From the dawn of time, people have developed telling stories to communicate. Storytelling is important because while facts, figures and PowerPoint slides may appeal to the logical parts of the brain, they alone may not create the emotional connection that makes a message stick. During the course, students will learn communicate through storytelling. Many students already have amazing stories to tell and the ability to share those stories will help them communicate, create, and compel other to act.
GEB 112	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, visibility, global media, identity and contemporary popular culture converge. The spine of the course will examine the development of visual culture in the contemporary period and the transformations affecting it as a result of digital technologies. We will also explore what it means for something to be digital beyond the reductive definition that it comes from a computer.
GEB 201	International Communication in Digital Age			Spring	This course provides students with broad knowledge on current development of international media as well as the phenomena relevant to global information flows in the age of digitization. It introduces key concepts and theories of international communication, discusses the trend and dynamics of cultural globalization and cultural flows, explains the importance of political and economic infrastructures in international communication, and the realization of international communication in dimensions such as foreign policies, public relations and advertising.
GEB 202	Getting People to Say Yes: Negotiation and Mediation			Spring	This course aims to introduce to students some basic negotiation and mediation principles, concepts and skills in the context of dispute settlement. Students will be given an overview of legal, psychological and communication principles that impacts the negotiation process in a dispute, and experience these through engaging in a series of applied activities.

GEB 204	Writing Your First Apps Using Python Programs		Fall		This course aims to build students' abilities to develop computer applications (apps) using Python. Python is a popular general-purpose scripting language that are being used to develop websites like Google and Yahoo. This course is designed for beginners and will cover Python from basic to features like using GUI and multi-media. Students will acquire practical skills in the usage of the computer language to develop own apps and settle related application problems.
GEB 205	Be a Smart Financial Investor: Understanding Psychological Biases		Fall		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. A high degree of financial literacy is not only key to sustaining 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. Through discussing how psychological biases affect investment decisions, this course also aims to nurture students to be smart and responsible financial investors.
GEB 206	Understanding Korean Society through Dramas			Spring	This course aims to introduce different aspects of contemporary Korean society covering family, youth, gender, class, social inequality, education, labour market, mental health, and Korean Wave. As Korean Wave pervaded Asia as exemplified by a dominant role played by South Korea in exporting dramas from the 1990s onwards, this course provides students with ample opportunities to analyse how various issues pertaining to Korean culture and society are portrayed in Korean dramas. Students are exposed to a variety of dramas that deal with various issues pertaining to gender, class, education and labour market. This course also equips students with the 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.
GEB 207	Hong Kong Popular Culture	Not for SOC Majors and students who have taken SOC208 Hong Kong Society and Culture		Spring	This course introduces the development of popular culture in the context of Hong Kong. It consists of four sub-areas: 1) ideologies in media texts; 2) youth sub-culture and multiple meanings in consumption; 3) identity formation; and 4) post-colonial subversion and global interconnectedness. This course will discuss the normative and subversive potential of popular culture. Concepts will be introduced to equip students to critically reflect upon the relationship between their experience of popular culture and the social and cultural contexts in Hong Kong.
GEB 208	Writing Apps for both Android and iOS Mobile Phones			Spring	This course aims to build students' abilities to develop mobile apps for both the Android and iOS platforms with only one code base by using Google's mobile apps creation framework – Flutter. This course breaks down complex concepts and tasks into easily digestible segments with examples, pictures, and hands-on labs for beginners. Students will acquire practical skills in the usage of the new mobile software development kit, Flutter and Dart programming language, to develop their own mobile apps. Computer security, ethics, and other popular mobile apps creation frameworks such as Kotlin and React Native, will also be discussed.
GEB 210	Artificial Intelligence (AI) in Everyday Life		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 "Colaboratory Tensorflow".
GEB 211	Smart Cities - Technologies and Applications			Spring	The aims of the course are to introduce the concept of smart cities, its applications and the technology helps in the development of smart cities. Students will learn topics in smart cities technologies such as IoTs, Industry 4.0, Artificial Intelligence, Block chain, Autonomous vehicles, and Wireless communications. Students will also learn how to build smart city applications using off-the-shelf sensors and development boards. Furthermore, the students will learn how these technologies are helping develop smart cities with reference to case studies. Finally, students will also learn about how data-driven decision making can aid smart cities.
GEB 212	Cloud Computing Features and Applications			Spring	Cloud Computing has transformed the IT industry by opening the possibility for highly elastic scalability in the delivery of enterprise applications in the form of software licensing and delivery models. This course aims to provide a comprehensive coverage of the concepts and technologies of cloud computing and its business perspective. It offers a deep-down analysis of practice of designing and constructing mechanisms to capture real-world cloud platforms and applications. It enables students without prior computing and programming background to understand the details of how to develop and deploy applications or services hosted on cloud.
GEC 101	Environment and Society	Not for Sociology Majors	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.
GEC 106	Personal Finance and Taxation			Spring	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.
GEC 108	Stress Management and Healthy Lifestyle			Spring	In modern societies, individuals often encounter enormous changes as a result of economic, social and cultural development. Therefore, they may experience high levels of stress, with negative consequences for their daily lives. The aim of this course is to give students an understanding of basic theories and concepts relating to stress, together with information on effective coping strategies. Specifically, the course will equip students with knowledge of and techniques for stress management to help them cope with changes in their daily lives. The components of a healthy lifestyle will also be introduced to enhance students' personal well-being.
GEC 109	Art, Self-exploration and Spirituality		Fall		This course enables students to appreciate and do art through experiential learning. It covers selected concepts in art psychology, aesthetics, and introduces how people can gain deep understanding of themselves and spirituality through their art work. Using guided reading, workshop based art making activities, experiential learning, and self-reflection, the course provides abundant opportunities for students to appreciate various art works and explore key life themes through art making. In experiential workshops, students are facilitated with expressive art and focusing techniques to go through self-exploration and self-growth process with various art media, such as painting, drawing, dancing, photographing and video making.

GEC 114	Journalistic Hermeneutics in Digital Age		Fall		This course provides several works of important thinkers of Hermeneutics which are deeply related to Journalistic Hermeneutics which is focusing on investigating the in-depth meaning of media contents in our society. After the systematic training of Journalistic Hermeneutics and through solid investigation and discernment, students can actively unveil the in-depth meaning of the discourses/texts/documents they come across. Through the construction of the in-depth understanding of the media contents, student can sketch out the clear picture of the society in the digital world where they are living in. In addition, through the interaction between the reflection of the discourses/texts/documents and the audience's response, students can construct the in-depth understanding of themselves and can subsequently better cooperate with outside communities to achieve a more harmonious society.
GEC 201	Emotional Intelligence and Thriving under Pressure		Fall	Spring	This course will be fun, interactive and highly engaging; its aim is to provide students experiencing changes in emotional intelligence (EI) with strategies and skills that allow them to remain focused and productive, and even to excel. The course will address not only the principle of EI, but what each student can do to improve his/her application of EI. With a better understanding of oneself and others, strategies can be put in place to maintain a positive mindset, manage stress, build positive relationships with others and deliver better results. Change is stressful and often causes conflict. Change efforts are most successful when the people on the receiving end of the change understand why and how it is happening. With this understanding and awareness, students will be better equipped to develop strategies and tactics to thrive. The course will also help students understand the role of pressure in enhancing performance. It will explore the causes, signs and symptoms of pressure, then techniques and strategies for taking control of events.
GEC 203	Global Consumption and Culture of Coffee (世界咖啡消費與文化)			Spring	Although coffee shops have existed for nearly 500 years, in the past few decades they have experienced a dramatic global expansion. Coffee shops and coffee consumption have become a global phenomenon. This course aims to examine the diverse expressions and ramifications of "coffee culture," from farmers who see it as their life, to traders who make a living out of it, to the drinkers who cannot imagine life without coffee. This course will have an overview on the historical roots of coffee production and trade, its modern implications for business and environmental change, and development of global coffee culture. The course will encourage students to appreciate and compare the coffee culture of various countries through experiencing coffee with different tastes and brewing methods. Some controversial practices, such as fair trade, environmental sustainability, and caffeine for health, will also be discussed.
GEC 204	Understanding Environmentalism through World Cinema			Spring	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.
GEC 205	Visual Representation of Animal Rights and Human-animal Relationship		Fall	Spring	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.
GED 101	Happiness and Society: An Interdisciplinary Perspective		Fall	Spring	Happiness is a subjective well-being characterized by positive emotions. This course aims to enhance students' understanding of happiness, which is an essential goal of the whole-person education. It will lead students to discover how happiness is perceived and developed from an interdisciplinary perspective – economics, philosophical, psychological, sociological and religious perspectives as well as an intercultural perspective. Given the increasing academic and social challenges of everyday life, this course will introduce to students the major facilitators of happiness, such as friendship, mutual service, health, optimism, flexibility, creativity, gratitude, autonomy and confidence. This course attempts to enable students to discover their subjective happiness as well as their capability to pursue happiness in everyday life.
GED 103	Gender and Culture in Asia		Fall		This course aims at studying gender and sexualities in Asia regions with respect to its unique culture and the regional dynamics. Situating itself in an intra-Asia context, this course examines issues ranging from femininities and masculinities, sexual minorities, marriage, work, religion and sexual violence through reading critical theories, controversies and cultural texts in Asia.
GED 105	Mathematical Elements in Human Life (Former Title: Daily Lives in Numbers)			Spring	We live so close to numbers and figures that sometimes we do not notice how they shape our world. They play significant roles in scientific studies, business activities and development of society. Still, it is also worth noting that a certain kind of "mathematical thinking" on numbers and figures functions when we are dressing, tune a musical instrument and create an art. This course aims to provide interesting examples to show students how mathematics shapes our world.
GED 106	Manga and the Modern World		Fall	Spring	Images and themes in highly acclaimed Manga provide an absorbing and effective means for clarification and discussion of otherwise complex and abstract concepts in our daily lives. Students throughout the course learn how to apply basic concepts and arguments from a wide range of disciplines—social, philosophical and cultural theories—to identify and analyse some big modern issues. With the help of selected Manga, students can not only discuss such issues in an active manner, but also enrich their imagination of abstract concepts in our modern lives.
GED 107	Economics and Sports		Fall		Sports industry has grown rapidly since the 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 sports industry. The course will start from the basic economic theories, and then proceed to explain the decisions made in the sports industry. By the end of the course, students are expected to apply a variety of economic theories in tackling the specific problems in the sports industry.
GED 108	Moving Worlds: Travel, Culture, and Identity	Not for English Majors		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 analyse 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.

GED 109	Accent and Identity in Films	Not for English Majors	Fall		This course aims to introduce the English sound system with different varieties and accents of English in relation to identity through film analysis. Stereotypical portrayal of characters, including social class, gender, and ethnicity, based on various accents and language used in films will be discussed to help students understand how the media reinforce audience's perception of people's identity in the society and its effects on children and adult audience.
GED 201	Cultural Insights for Business Success			Spring	This course aims to provide a platform for students to explore the connections between culture and business. Through interdisciplinary investigations on the topics related to culture and business, students would be able to analyse how business intertwined with cultural environment. Students may have deep reflections on business and culture of Hong Kong society after examining the topics such as culture and creative industries, culture and tourism industry, culture and age-old business etc. The co-teaching approach aims to develop students' interdisciplinary thinking skills in business and sociology.
GED 203	Science, Film and Fiction	Not for English Majors		Spring	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 articles 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.
GED 204	Gender/Sexuality in Literature and Films	Not for English Majors	Fall		This course is designed to introduce students to the issues of gender and sexuality within modern films and literature. It will provide a comprehensive overview of socio-cultural factors that have shaped literary and cinematic representations of gender and sexuality. Through the discussion of a number of literary texts and movies, the course aims to stimulate philosophical thinking on sexuality and human difference, examine forces of bias, and ultimately provoke thought about the relationship among gender, films and literature, and culture.
GED 206	Exploring Cultural Tourism in East Asia		Fall		This course arouses students' interests in exploring the rapid development of tourism industries and cultural tourism. This interdisciplinary course focuses on the values of tangible cultural heritage and intangible cultural heritage in relation to tourism industries in East Asia, and considers case studies including Hong Kong, Macau, Mainland China, Taiwan, Japan and Korea. A special emphasis will be placed on the dynamic relationship among culture conservation and tourism development.
GED 207	Making Sense of Entrepreneurship for Community		Fall		Entrepreneurship is a driving force for sociocultural innovations and technological advances in the modern world. This course examines the general characteristics of entrepreneurship and the role it plays in the changing our community. An interdisciplinary approach, covering psychological, economics, social, culture and other perspectives, is adopted to demonstrate the multiple impacts of entrepreneurship upon community. The overall objective is to equip students with an integrative perspective, basic knowledge and skills surrounding entrepreneurship.
GED 208	Nature and Spirituality		Fall		How did the universe come into being? What accounts for our existence? How do we make sense of the universe? Nature and Religion have many answers to these and like questions, answers that may often diverge but sometimes they do meet. Unlike the world of classical science, scientists look at the universe as a coherent and integral whole; however, the basic concept itself is not new. Indeed, the connectedness and wholeness of the world was known to medicine men, priests, shamans, sages, monks in the ancient world. This course aims to explore the convergence of nature and spirituality on the issue of creation of the cosmos, the nature of matter and reality, and how this vision of reality according to nature re-enchant the universe and enable humanity to feel at home in the universe again.
GED 209	The Future of Food Supply			Spring	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, be aware of food safety and eat healthily.
GED 210	Digital Games -- Reality, Simulation, Interactivity			Spring	"Reality, compared to games, is broken." (Jane McGonigal, Reality is Broken) Digital games have become ubiquitous, but remain controversial. Critics fear a loss of social life, moral decay, and diminished imagination. Proponents, on the other hand, emphasize increased digital literacy and reflexes, inter-cultural 'reading', collaborative networking, and so on. The complex interactions between digital technology, established story lines, and global consumers thus necessitate a synthetic approach to critically engage with virtual worlds and interactivity. For entry into this complex problem space, we will first consider the reality of video games—from the notions of games and play, to the economic aspects of the industry and the effects of digital gaming on mind and body. We will then consider gaming as simulation—popular genres (RPG, RTS, FPS, etc.) and their appeal will thus be clarified. The final block is devoted to interactivity—How do digital avatars relate to 'real life' law, culture, and politics? Is online participation in, viewing, or even re/programming of games useful beyond play? Questions like these will significantly expand the notion of interactivity and offer entry to general issues in media studies as well as opportunities to reflect on our relationship with increasingly sophisticated technology. Structured in this way, we will review major advances in video game history, investigate game content as well as spaces, reflect on gaming experience and critically relate them to each other so as to see this new medium as a network of intertextual flows, cross-cultural community and part of globalised exchange.
HIST 120	The Ancient World		Fall		This course outlines the development of the divergent paths of major civilizations of the world from ancient times to circa 1500. Under the chronological framework of world history, this course examines the distinctive characteristics of individual societies among the major cultural regions such as Southwest Asia, Africa, South Asia, Mediterranean, and East Asia. The overall objective is to provide students with historical insights to assess the shaping of and interactions in the ancient world.
HIST 120	The Ancient World			Spring	This course outlines the development of the divergent paths of major civilizations of the world from ancient times to circa 1500. Under the chronological framework of world history, this course examines the distinctive characteristics of individual societies among the major cultural regions such as Southwest Asia, Africa, South Asia, Mediterranean, and East Asia. The overall objective is to provide students with historical insights to assess the shaping of and interactions in the ancient world.

HIST 198	A Brief History of the United States			Spring	This is a survey of the American past from its outset to the 21st century, starting from the colonial period. It studies the American path towards independence, the westward movement, the civil war and imperialism, the impact of industrialization and the growth and the outcomes of urbanization in the Progressive Era, the decline of American liberalism and the reform movements with a particular emphasis on the New Deal, the Civil Rights movements, and the Great Society. It also traces America's involvement in the two world wars and two wars in Asia as well as its lasting internal issues. It aims to help students acquire a good knowledge of the major themes and characteristics of the U.S. and its people in the past, as well as a better understanding of the nation at the present with a perspective derived from studying its past.
HIST 200	Understanding of Urban History			Spring	As a field of history, urban history examines the historical features of cities and the process of urbanization. Its research approach is often multidisciplinary, crossing boundaries into sociology, anthropology, cultural studies, economics, and geography. It is pivotal for explaining the continued growth of towns and cities globally and is particularly useful for identifying the various problems and solutions faced by fast-growing megacities in the developing world. As an introductory course of urban history, with a special reference to the Western academic literature, the content of the course will consist of three components: basic knowledge of the field, a brief history of cities, and an introduction to various perspectives and research methods of urban studies, which aims at providing the students a solid foundation for researching urban history.
HIST 220	The Modern World		Fall		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 220	The Modern World			Spring	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 256	History of Modern East Asia		Fall		East Asia has a long history and culture, with agriculture as the main economic foundation in the past, forming various political and social structures governed by patriarchy. With the coming of the West, Westerners established colonies and different spheres of influence in East Asia, which significantly changed East Asia's political landscape and also stimulated the birth of modern nationalism. Facing unprecedented challenges from the West, East Asian countries had to implement reforms to survive. The content of the course consists of three key components: the Western penetration, the rise of nationalism, and the modernity of East Asian countries, which are the most critical themes in the history of modern East Asia, with a particular reference to Japan and Korea. It aims to help the students understand and evaluate these historical experiences that helped shape contemporary East Asia.
HIST 320	The Contemporary World		Fall		This third-year required world history survey course attempts a concise overview of changes shaping the contemporary world from 1900 to the present, including the transition from European to American global dominance, opposition and challenges to their supremacy, and the recent emergence of regional blocs. In addition to key historical events, the course focuses on factors and forces, particularly perceived interests and advantages as well as concepts or arguments put forth by opposing camps and blocs, including "new" versus "old" themes and the assumed continued validity of the latter. The actions of dominant players on the world stage and the impact and control they levied on world resources will be examined. The ways in which those on the receiving end were affected by such controls, their reactions and the consequences will also be studied to reveal the causes of some of the major conflicts in the world. The course will conclude with an open forum on selected current issues which have a significant impact on the current world scene, with particular reference to their historical roots and global implications.
HIST 320	The Contemporary World			Spring	This third-year required world history survey course attempts a concise overview of changes shaping the contemporary world from 1900 to the present, including the transition from European to American global dominance, opposition and challenges to their supremacy, and the recent emergence of regional blocs. In addition to key historical events, the course focuses on factors and forces, particularly perceived interests and advantages as well as concepts or arguments put forth by opposing camps and blocs, including "new" versus "old" themes and the assumed continued validity of the latter. The actions of dominant players on the world stage and the impact and control they levied on world resources will be examined. The ways in which those on the receiving end were affected by such controls, their reactions and the consequences will also be studied to reveal the causes of some of the major conflicts in the world. The course will conclude with an open forum on selected current issues which have a significant impact on the current world scene, with particular reference to their historical roots and global implications.
HIST 371	History of the Middle East		Fall		This third-year elective course attempts a concise overview of the historical process and analysis of the main forces shaping contemporary Middle East – an area of lasting ethnic, political and religious conflicts, crises and mutual hatred which draws grave global concern. The subject covers the disintegration of the Islamic Ottoman Empire, European trusteeship during the two world wars, varied development paths and achievement, USA involvement and the emergence of the Middle East today. Of central concern are the policies and acts of Western powers which might have contributed to much of its present woes. In addition, the course studies the Middle East with consideration to its place in world diplomacy, geopolitics and economy. The course will conclude with an open forum on selected current issues with significant impact on the present world scene, with particular reference to their historical roots and global implications.
HIST 450	China in the Contemporary World		Fall		This course examines major issues in China's often stormy and argumentative interactions with other parts of the world in contemporary politics, economy, values, health, environment, energy, resources, military, the balance of power and mutual perceptions etc., with a special focus on its rapidly changing relations with the major powers since its dramatic economic progress in the 1970s till the present day. The course prepares students for future leadership roles by equipping them with an update and solid understanding of China, its isolation and "return" to the world community to be ready for the unique challenges the nation will face as it rises towards world power status.

HIST 462	The Making of Modern Japan		Fall		This course aims to study the political, social, economic and military developments of modern Japan with emphasis on the following topics: traditional elements facilitating Japan's modernization; key modernization actions taken in the late Tokugawa and Meiji periods; political changes and development beginning at the Taisho period; the rise of militarism between the two world wars and Japanese invasion of Asia; the post-war constitutional reform, economic recovery and cultural changes; and the role of Japan in current international scene and main internal and external factors affecting its path. Capping the discussion would be an open forum in which Japan's experience would be compared with one or two of its Asian neighbours.
HIST 470	Sino-American Relations: History and Contemporary Issues		Fall		The subject alerts students to important imprints Sino-American relations has left on the making of contemporary China, and acquaints them with major controversial and contentious issues between the two nations which could seriously affect their respective development paths now and in the foreseeable future. A brief review on the history of their interactions is followed by discussion on selected themes/issues, including conflicting assumptions, goals, actions/interventions and responses of the two, particularly those highly controversial, contentious and recurrent in nature to assess their national, regional or wider ramifications. In sum, the subject urges our future leaders to study the most important external factor affecting China, provides them with background information and introduces them to main issues/arguments they need to learn to tackle.
JOUR 100	Introduction to Journalism & Mass Communication		Fall	Spring	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			Spring	This course aims to provide students with a basic understanding 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			Spring	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 200	Statistics for Communication		Fall	Spring	This course introduces the principles of statistics. The subject covers a variety of statistical techniques applicable to the collection, presentation, reporting, interpretation and use of numerical data and the use of SPSS. Topics covered: basic concepts of statistics; the measures of central tendency, dispersion and association; probability and sampling theories; and hypothesis testing. This course is designed for students with no previous training in statistics.
JOUR 220	Mass Communication Theories		Fall	Spring	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		Fall	Spring	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 260	Computer Graphic Design and Publishing		Fall	Spring	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 303	English News Writing and Reporting		Fall	Spring	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 310	Storytelling		Fall	Spring	Storytelling is the most effective craft of communication that is mostly ignored in the daily routines of modern journalism. This course aims to give students a "head start" in the competitive media environment with an emphasis on storytelling and the essential mindset of a successful story teller. 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 will be able to describe the basic steps of storytelling; find and tell a good story; analyse critically and think creatively; and design an individual project based on the perspective of a storyteller.
JOUR 311	Communication Research Methods	Require foundation in Statistics for Communication	Fall	Spring	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 335	Visualization Analysis & Design		Fall	Spring	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 342	Data Journalism and Augmented-Reality-Enhanced News			Spring	The aim of the course is to equip students with the hands-on skills to become a better storyteller using data for insight and visualization. This course is divided into three parts. The first part examines data journalism as a field in journalism and the relevant theoretical and ethical issues. The second part teaches students elementary knowledge of data mining through Python. And the third part equips students with skills in data visualization and techniques of creating augmented reality (AR) outputs. It is expected that these three parts combine to address the following general issues in data journalism: What is data journalism? How to find data to support a story and to generate story ideas? How to present data to tell stories with visualization techniques? How to create interaction with the use of AR technology in enhanced news storytelling? What changes have the new trends in data science provoked in the field of journalism?
JOUR 370	Mass Communication Law		Fall	Spring	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 395	Soc Media & Networked Communication		Fall	Spring	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. 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 multimedia and interactive features and capabilities of real-life online communications from different perspectives.
JOUR 410	Media Ethics		Fall	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		Fall	Spring	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.
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		Fall	Spring	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.

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		Fall	Spring	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		Fall		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	Fall	Spring	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		Fall	Spring	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	Require foundation in Statistics for Communication and Advertising and Marketing	Fall	Spring	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			Spring	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		Fall	Spring	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		Fall	Spring	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.
PSY 100	Introductory Psychology		Fall	Spring	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	Fall	Spring	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	Fall	Spring	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 205	Cognitive Psychology	Require foundation background in Psychology	Fall	Spring	This course aims at introducing the information processing approach in the study of human cognition and its central concepts to students. Methods and skills in investigating cognitive process are also introduced. Students will also conduct cognitive psychology experiment and write laboratory reports.
PSY 207	History and Systems of Psychology	Require foundation background in Psychology		Spring	The course aims at promoting students' understanding in the history of ideas in psychology. Through the acquirement of knowledge related to philosophical antecedents and empirical roots of those ideas or thoughts, students will develop a sound foundation in integrating various systems of psychology into their future work and practice.
PSY 209	Positive Psychology	Require foundation background in Psychology	Fall	Spring	This course allows students to learn about the foundation, key concepts, theories, significance and recent development of positive psychology. Students will identify and reflect their character (signature) strengths by completing an online VIA character strength questionnaire and writing an experiential reflective essay. Students will also present how positive psychology can support their own and other's personal growth and potentials through a team video presentation or talent show. Students will conduct an 8-week individualised psychological well-being project and write up a report about the application and practice of using a positive psychology element or character strength in their everyday life to enhance one of the flourishing components based on the PERMA model. Throughout the course, the relevance, importance, and implementation of applying positive psychology intervention (especially in Chinese cultures) will also be discussed.
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 appraise mental health issues in the society.
PSY 303	Health Psychology	Require foundation background in Psychology	Fall	Spring	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	Fall	Spring	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.
SOC 107	Understanding Sociology		Fall	Spring	#N/A
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 206	Social Stratification			Spring	The course introduces students to the key sociological concepts and perspectives concerning social stratification. It aims to assist students in developing specific knowledge and analytic skills necessary to evaluate the sources, patterns, and consequences of social stratification systems in contemporary society.
SOC 208	Hong Kong Society and Culture			Spring	This course introduces students to key sociological concepts and theories concerning Hong Kong society and culture. The first half introduces the core discussions over the historical trajectory and recent developments in the political, economic and social context of Hong Kong society. The second half discusses the making of Hong Kong culture, which is interrelated to the social changes. It covers key cultural issues, including consumption, youth culture, and the making of local identity in response to national, regional and global influences. By acquiring these knowledges, students are able to analyse the changes and problems in today's Hong Kong with a critical eye.
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	Spring	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 259	Race and Ethnicity			Spring	With colonization, globalization and migration, societies have become much more heterogeneous than before. Even countries that are not migrant societies now have to deal with ethnic minorities and the challenge of multiculturalism. This course examines social differentiation based on notions of race and ethnicity. Such notions will be explored in both colonial and postcolonial contexts, as well as societies that claim to be relatively homogeneous. The course will introduce major theories, issues, controversies and policy implications related to the governance of multi-ethnic societies. It will also examine the relationship between ethnicity, culture, heritage and identity. At the same time, students will be encouraged to reflect on the existence of ethnic minorities in the contexts of China and Hong Kong, and the challenges this poses for both state and society.
SOC 260	Food and Society		Fall		This course aims to explore food issues and foodways in various societies from the perspectives of sociology and anthropology. The course will empower students to look at food beyond food science and human nutrition and to locate food and eating in meaningful social and cultural processes. Also, this course will showcase how to apply various theoretical and conceptual approaches, such as cultural interpretations, symbolism, identity, gender analysis, social exchange, religious taboo and ritual, and globalization, to the analysis of food and eating.
SOC 261	Conceptualising Arts and Culture in Modernity			Spring	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 302	Environmental Sociology			Spring	Environmental Sociology provides a framework for understanding the relationship between human societies and the physical environment. The main objectives of this course are to introduce students to research in environmental sociology and to reveal how sociological perspectives can inform our understanding of how human activity has contributed to the current ecological crisis. This course will present a broad spectrum of theoretical perspectives and research methods employed by environmental sociologists to analyse and evaluate existing efforts in mitigating global and local environmental problems.
SOC 307	Entrepreneurship and Society		Fall	Spring	This course will introduce a rigorous sociological approach to study both social and commercial entrepreneurship and the role of entrepreneurship in enhancing balanced development of the community. This course will first introduce the principles of entrepreneurship including the economics of entrepreneurship and innovation, how to attract talents and how to develop creativity. Second, it will examine what social enterprises are and how they relate to social economy. It explores responsible management in relation to the sustainability of social enterprises, including how social entrepreneurs generate income, how to secure social and ethical capital, and how to measure social impact assessment. Third, it will discuss the challenges faced by entrepreneurship in enhancing sustainable development in the community.
SOC 308	Culture, Heritage and Society		Fall	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 310	Social Enterprise in Asia			Spring	This course aims to explore a variety of ideas and practices of social enterprise in some Asian countries and regions. Alongside the fast growth of social enterprise in Western societies, many Asian countries and regions also manage to incorporate social enterprise into their own socioeconomic development strategies. This course uses a comparative perspective to demonstrate different national and regional versions of social enterprise. Also, particular focus is put on the localization and integration processes of social enterprise under certain social, cultural, economic and political situations. To this end, some representative countries or regions in terms of developing social enterprise are selected as the subject of case studies, including China, Hong Kong, Taiwan, Japan, South Korea, Singapore, Malaysia and Thailand. Students will learn how to analyse social enterprises from trans-national, trans-regional and comparative perspectives.
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, reimagining, 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 313	Sociology of Education		Fall		Education plays a central role in most societies throughout the world. It is a key element of our lives as social beings. Thus, to understand contemporary society more comprehensively, we need to examine the impact of education. This course provides students with an opportunity to explore the key debates within the sociology of education, such as sources of educational change, organizational context of schooling, impact of schooling on social stratification, social organization within the school and the classroom, social impact of the formal curriculum, and methods of selection and differentiation in elementary, secondary schools and higher education.
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 333	Urban Sociology		Fall		This course introduces students to a range of topics in urban sociology. The first half introduces the origin and rise of city, the development of urban life in the modern world, and basic theories in urban sociology, including urban ecology, critical theory, and urbanism. The second half discusses current issues around the making of modern cities, including globalization, urban growth, city marketing, gentrification and financialization. By comparing the similarities and differences between Hong Kong and other global cities, students can make use of local and global cases to evaluate cities, communities, and their consequences.
SOC 334	Sociology of Deviance		Fall	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 341	Sociology of Development		Fall		The course introduces students to the key sociological concepts and theories concerning social transformation and development processes with a special focus on developing countries. It aims to assist students in developing specific knowledge and analytic skills necessary to explore various substantive development problems and issues faced by Third World countries. Topics covered include decolonization, neo-colonialism, industrialization, democratization, debt crisis and globalization.

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 359	Self, Emotion and Culture		Fall		The course aims to provide students with basic knowledge of the nature of the human self and emotion, and how they interweave with each other in different cultures. It also aims to strengthen students' understanding of Western civilization and the uniqueness of Chinese civilization. Students are invited to reflect on their own self-understanding and self-evaluation based on this comparative understanding of Western and Chinese civilizations.
SOC 360	Social Change and Modernity			Spring	The course aims at providing students with basic knowledge in sociology on social change and modernity, and by applying those basic concepts and theories acquired in the course of study shed light on phenomena (global and local) of social changes that significantly affect contemporary social conditions of human existence; increasing students' awareness on the impacts of modernity and postmodernity on people's daily lives; and helping students to gain insight on their own life situations under those social dynamics.
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		Fall	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, visibility 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			Spring	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 406	Selected Topics		Fall		This course is designed as a highly flexible option to allow examination and discussion of special topics not included in the regular degree curriculum. It is an exploration and analysis of selected topics involved in the study of social life and society with a specific theme indicated by course title listed in the course schedule for that semester. The course draws upon the rich and diverse intellectual traditions that constitute the Department of Sociology, which includes sociology, anthropology, philosophy and liberal studies. The specific content of the course will vary from year to year, depending on the instructor's area of expertise and theoretical interests. In most cases the course will relate to the instructor's research interests. The overall aim of this course is to encourage students to critically analyse major issues currently debated in the study of social life and society.
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 410	The Sociology of Organizations			Spring	This course aims to provide students with a deeper understanding of the nature of complex organizations in a modernized, industrialized and urbanized setting. In this context, organizations are viewed as structural entities as well as dynamic processes that exert immense influences on individuals, groups, institutions and societies in the areas of economic, political, social and even cultural development.

SOC 411	Impact of Social and Enterprise Innovation		Fall	Spring	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			Spring	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 413	Digitized Media, Culture and Society		Fall	Spring	The evolution of digital media has triggered a civilizational revolution. In past decades, we have witnessed revolutionary changes in every aspect of our society and culture due to the pervasive influence of digital media. Our society is now thoroughly mediatized, our behaviour, mindset, and lifestyle are totally transformed. We communicate, educate, entertain, conduct business, and govern people, all through digital technology. This course investigates how digital media and digital innovations are changing our society and culture. On the individual level, we examine how digital media transforms our way of thinking, identity construction, and social life. On the society level, we reveal how digital media transforms economic practices, civic engagement, and governance. On the other side of the coin, we will examine how digital media helps to inject new forms of expression into the arts and culture and bring innovation to sustaining cultural heritage. At the end of the course, students will be able to conduct evidence-based media research, develop innovative ideas with digital media and apply them to real life situations. They will take advantage of the opportunities opened up by the digital world and capitalize on those opportunities to develop social good.
SOC 414	Heritage Studies: Critical and Innovative Dimensions		Fall	Spring	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 enable
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.
SOC 440	Collective Behavior and Social Movements			Spring	This course enables students to analyse social movement and contentious politics through a sociological lens. The main objectives of this course are to examine research in the sociology of contentious politics and to reveal how sociological perspectives can inform our understanding of state-society dynamics. This course will present a broad spectrum of theoretical perspectives and research methods employed by sociologists to study social movement.