POLS 4216 Democratization in East and (3,2,1) (E) Southeast Asia

Prerequisite: *For GIS major*: POLS 1005 Foundations of Political Science and POLS 2005 Government and Politics of China
For GIS minor: Year IV standing

This course examines the theories on democratic transition and process of democratization in East and Southeast Asia. Comparisons will be made with current situations in Taiwan, South Korea, China, ASEAN states, etc. China's prospect of democratization will be a major focus, too. The course exposes students to the theoretical debate on the universality of liberal democracy by exploring conceptual issues such as "Asian values and democracy" and "illiberal democracy". The course will use a broadly comparative methodology incorporating evidences from a range of countries in East and Southeast Asia.

POLS 4217 International Organizations and (3,2,1) Regimes

Prerequisite: POLS 1005 Foundations of Political Science, POLS 2006 Introduction to Political Economy and POLS 3005 Foundations of International Relations

The course examines the international organizations and regimes which play a vital part in protecting life and imparting order to international intercourse from transport to environmental pollution, from drug smuggling to AIDS.

POLS 4225 Political Cultures and Economies (3,2,1) in Transition

Prerequisite: *For GIS major*: POLS 1005 Foundations of Political Science, POLS 2006 Introduction to Political Economy or POLS 2015 Government and Politics of Hong Kong
For ES major: EURO 1008-9 Europe: Unity and Diversity and EURO 2007 The Political Economy of the European Union

This is an interdisciplinary course which explores the recent political and socio-economic evolution of selected societies in the East and West. It focuses on the dynamic interplay of political, economic and cultural forces at the state level of the international system. It also considers similar forces at the regional and global levels which may link or interact with the development of states. Emphasis will be on Hong Kong and China, Asia, Eastern Europe, the Soviet successor states, and the European Union in exploring such transitional currents.

POLS 4226 Public Affairs and Public Policy (3,2,1) (E)

Prerequisite: Year III standing

This course introduces public affairs and public policy analysis to students, particularly how to understand these issues as relations between governments and different segments of society, such as professional interests, social and civic organizations, local communities, etc. Students will be taught to identify main public policy issues such as economic growth, social inequalities, urban development, community conflicts and environmental protection faced by contemporary governments.

POLS 4227 Security Studies (3,2,1) (E)

Prerequisite: POLS 3005 Foundations of International Relations

This course is designed for third- or fourth-year GIS major students or advanced master candidates. It seeks to deepen their knowledge in important fields of IR that are security and strategy. The course will address five main areas of security studies: theoretical approaches to security, key concepts of security, institutions of security, contemporary challenges to security and strategy in general.

POLS 4235 Social and Political Developments (3,2,1) in Contemporary China

Prerequisite: POLS 1005 Foundations of Political Science and POLS 2005 Government and Politics of China

The course examines the social and political dynamics of China's reform. It will begin with a conceptual overview of transition

politics in a comparative perspective. It then will analyse political context and reform strategies. The main part of this course will focus on issues such as rural and industrial reform, political and administrative reform, ideological debates and intellectual political thinking. Social consequences of reforms will be critically assessed.

POLS 4236 Theories of International (3,2,1) (E) Relations

Prerequisite: POLS 1005 Foundations of Political Science and POLS 3005 Foundations of International Relations

This course aims to investigate the various theoretical and analytical frameworks in the field of international relations. In an increasingly interdependent world where the new world order is yet to be established, a review of the dominant paradigms in international relations will facilitate a better understanding among students of the transformation of global order in the world in the world entering a new millennium.

POLS 4237 Topics in Asian Politics (3,2,1) (E)

Prerequisite: POLS 1005 Foundations of Political Science and Year IV Standing

The course is intentionally designed to be flexible in order to allow discussion of a range of contemporary issues in Asian politics.

POLS 4245 Topics in Comparative and Global (3,2,1) (E) Politics

Prerequisite: POLS 1005 Foundations of Political Science and Year IV Standing

The course is intentionally designed to be flexible in order to allow discussion of a range of contemporary issues in global politics.

POLS 4246 Topics in European Politics (3,2,1)

Prerequisite: POLS 1005 Foundations of Political Science or EURO 1008-9 Europe: Unity and Diversity

The course is intentionally designed to be flexible in order to allow discussion of a range of contemporary issues in European politics.

POLS 4898-9 Honours Project (6,*,*)

Prerequisite: Year IV Standing in the GIS major

A final year project is required from all prospective graduates of the GIS major. The project is an extended written report on a specific topic within the field of political science, produced by the student under the supervision of a member of staff.

POLS 7010 Advanced China Studies (3,3,0)

This course is designed to give students an understanding of the origin and development of China studies from an interdisciplinary perspective. In general, it evaluates the state of research and substantive knowledge in the field of contemporary China studies. It also examines the works of such noted American China-watchers as Edgar Snow, John Fairbank, A Doak Barnett, Ezra Vogel, Lucian Pye, Andrew Walder, Harry Harding and Nicholas Lardy as well as the recent trends in China studies.

POLS 7020 E-Government (3,3,0) (E)

This course provides an overview of the development of e-government in different countries. The various essentials of e-government are presented and discussed in light of prevailing practice. The tools for assessing e-government performance are also explored. Selective aspects of e-government such as integrating operations among the public sectors and outsourcing will be highlighted, with special references to the settings in Hong Kong and mainland China.

POLS 7030 Globalization and the World Trade (3,3,0) Organization

To focus on the historical origins, development, institutions, practices and effects of globalization, with a particular emphasis on international trade and the international organizations which developed to regulate and negotiate it. The WTO will be placed in its historical and development context with other international institutions, with a selection of case studies to highlight particular areas of the WTO's greatest accomplishments or weaknesses so

that one of the key components of modern globalization can be fully understood in its dynamic international context. The effects of the WTO and international trade on the national policy-maker will be examined, such as its impacts on Hong Kong and mainland China.

POLS 7040   Law and Public Affairs   (3,3,0)
This course provides advanced studies on the legal knowledge relevant to public affairs with an emphasis on existing practices in Hong Kong and mainland China. Topics include the legal system, constitutional and administrative law, criminal justice and economic law. On the other hand, the course tries to help students to have a comprehensive understanding of public affairs including public policy-making, political economy, mass media in politics and foreign policy. Comparison with Hong Kong and worldwide practices will be highlighted and discussed.

POLS 7050   Public Administration   (3,3,0)
Public policy has been described as a process, a cycle, an interaction of decision-making and reaction-taking by governmental and non-governmental agents and agencies. Public Administration deals with properly structuring and deploying the assets given to government to achieve stated aims. Public Policy deals with deciding what assets government needs to achieve the aims the public thinks government is both capable of doing and necessary to do. Public Administration is how civil servants employ the assets entrusted to them and effectuate the processes developed by them or designed for them by political entities to achieve these purposes. Public Administration also necessarily includes evaluation of how well those aims have been achieved and those assets have been used, and what must be done to either better accomplish the task or better deploy the social and economic assets involved—that is, to change the policy or change the processes of administration. It thus is a field which is both analytic and evaluative, political and administrative. It deals with public opinion and public capacity, that is, what people want and what price they are willing to pay and what they can actually do at what cost to other public values and goals. It concerns accountability and responsibility, both of governing officials and taxpaying, voting, and demanding citizens. This course also makes special reference to the development and practice of public administration and civil services in Hong Kong and mainland China.

**POLS 7060   Research Methods for Public   (3,3,0) (E)
                Administration Practitioners**
This course is designed to draw from the experience of class members in conducting research or analysing and applying data useful for public administration as well as to add to their knowledge of current research methodologies used in public administration internationally. Methods of quantitative and qualitative social science research will be examined, with a comparative approach emphasized.

POLS 7070   Project   (3,*,*)
Students are expected to demonstrate his/her ability to integrate and apply knowledge related to a specific area of public administration. The project should be conducted independently and a report is required.

**PRA 1110   Principles and Practices of Public   (3,2,1)
             Relations**
A comprehensive overview of public relations as a vital management communication activity in modern society and an established profession in the business world. Theoretical aspects of public relations practice, techniques, relationship to mass media, codes of ethics for practitioners, and the future as a profession are examined.

**PRA 1120   Principles and Methods of   (3,2,1)
             Advertising**
A comprehensive overview of advertising, the advertising planning and production process, the socio-economic aspects of advertising, advertising effects, and the future of the advertising industry. The basic perspective is that of the Hong Kong advertising industry, with comparisons of Asia and the West.

**PRA 1610   Introduction to Public Relations   (3,2,1) (E)
             and Advertising**
Many different communication activities deliver messages both formally through explicit marketing communication programmes and informally through the marketing mix and other corporate contact points. This course focuses on the foundation of advertising and public relations as two of the most important integrated marketing communication elements. The basic perspective is that of Hong Kong and mainland China with comparisons to the West.

PRA 2110   Advertising Copywriting   (3,1,2) (E)/(C)
Prerequisite: PRA 1120 Principles and Methods of Advertising
The concepts and techniques of advertising copywriting including the importance of copywriting in the advertising process, explicating standards for good advertising copy, outlining the creative processes involved, and analysing the dynamic but delicate relationship between the copywriter and colleagues in other departments of an advertising agency. Practical exercises and case studies use Chinese and English languages.

PRA 2120   Public Relations Writing   (3,2,1) (C)
Prerequisite: PRA 1110 Principles and Practices of Public
               Relations
The development of writing abilities needed for handling different organizational communication situations. Experience is provided in the practice of other communication techniques adapted to public relations such as public speaking, liaison with the press, and audio-visual communication. Practical exercises and case studies use Chinese and English languages.

PRA 2130   Media Planning   (3,2,1) (E)
Prerequisite: PRA 1120 Principles and Methods of Advertising
The principles and practices of advertising media planning and the process of evaluating and selecting advertising media to meet specific strategic marketing goals. New technologies and international aspects that impact on media planning are also examined.

**PRA 2140   Consumer Perspectives in Public   (3,2,1) (E)
             Relations and Advertising**
Prerequisite: PRA 1110 Principles and Practices of Public
               Relations and PRA 1120 Principles and Methods
               of Advertising; or PRA 1610 Introduction to
               Public Relations and Advertising
This course studies the role consumer behaviour plays in the development and implementation of integrated marketing communication programmes in Hong Kong and Asia. It examines the consumer decision-making process and how it varies for different types of purchases, the various psychological processes including consumer learning process, and external factors such as culture, social class, group influences, and situational determinants. The effect of consumer activism on company's communication strategies will also be examined.

PRA 2210   Digital Public Relations   (3,2,1) (E)
Pre-requisites: PRA 1110 Principles and Practices of Public
               Relations; or PRA1610 Introduction to Public
               Relations and Advertising; or ORGC 2230
               Organizational Communication
This course introduces the trend of digital media use and its effects on user generated content (electronic word of mouth) and strategic public relations. Through in-depth examination of the uses and effects of various new media (e.g. blogs/microblogs, online newswires, podcasts, social networking services, mobile