

APPY 3105 Consumer Psychology (3,3,0) (E)

This course aims to introduce students to the application of psychological theories and concepts to the behaviours of consumers. Managerial implications of consumer behaviours as well as consumer research as an academic discipline will be considered. A case-study approach will be adopted to facilitate students' ability to apply relevant theories/research to the understanding of different marketing strategies.

APPY 3115 Educational Psychology (3,3,0) (E)

Prerequisite: GESS 5301 Essentials of Psychology or equivalent

This course aims to introduce students to the current psychological theories and research in teaching and learning. This course will highlight the major developmental theories, research methods, classroom management, and instructional techniques. Through participation and completion of a learning project, students will gain hands-on field experience.

APPY 3125 Industrial and Organizational Psychology (3,3,0) (E)

This course aims to introduce students to both the science and practice of I/O psychology. Emphasis will be given on the evaluation of theories and research in major topics of interest to I/O psychologists (e.g. personnel selection, performance appraisal, motivation and leadership) as well as on the application of theories and research to improve productivity and quality of work life.

APPY 3135 Ethics and Writing in Psychology (3,3,0) (E)

This course aims to introduce students to the ethical issues in psychological research. Students will acquire an understanding of the ethics codes stipulated by professional bodies and how the principles are applied to various research settings. Moreover, students will acknowledge some controversial issues pertaining to research with human participants and non-human animals. This course also aims to enhance students' reading and writing skills, as well as their understanding of the writing conventions in psychology. Students will also engage in critiques of writings in psychology.

APPY 3145 Qualitative Research Methods (3,3,0) (E)

Prerequisite: APPY 3007 Research Methods and Design in Psychology or equivalent

This course aims to introduce students to the methods of conducting qualitative research in psychology. The topics to be examined include qualitative research as a general research strategy, and the interrelated methods of collecting qualitative data: unstructured observations, structured observations, focus group interviews, diaries, and archives. This course will also introduce a content analysis strategy to assess written documents and the media.

APPY 4005 Cognitive Psychology (3,3,0) (E)

This course aims to introduce students to cognitive psychology and its daily application. The course will examine the following topics: attention, perception, memory, knowledge representation and organization, language, problem-solving and decision making.

APPY 4008-9 Honours Project I & II (3,0,3)

Prerequisite: APPY 3007 Research Methods and Design in Psychology or equivalent

Students will work on a research project on an approved topic. Each individual project must include: a research question, a review of current literature, analysis of data, reporting of results, and discussion of the findings. The total length of the report should be between 9,000 and 15,000 words. Data collected for each research project are course to inspection and review.

APPY 4015 Psychological Testing and Assessment (3,3,0) (E)

Prerequisite: GECR 1302 Understanding Statistical Data or equivalent

This course aims to introduce students to the major aspects

of psychological measurements. Types of assessment tools, specifically relating to personality, intelligence, and vocational interests will be examined. Related concepts in statistics such as reliability, validity, item analysis will also be explored.

APPY 4025 Motivation and Emotion (3,3,0) (E)

This course aims to introduce students to the theories and research related to human motivation and emotion. By integrating a strong theoretical foundation with current research and practical application, this course will enhance students' understanding of why people do what they do and why people feel how they feel.

APPY 4035 Psychology of the Chinese People (3,3,0) (E)

This course aims to introduce students to the challenge of developing a psychology of Chinese people. Recent research findings in cognitive psychology, developmental psychology, social psychology, abnormal psychology, and educational psychology will be examined.

APPY 4105 Counselling Psychology (3,3,0) (E)

Prerequisite: APPY 3017 Personality Psychology or equivalent
This course aims to provide an overview of the counselling profession. Research in efficacy and assessment will be included based on the scientist-practitioner model. Students will be introduced to various professional settings to enable them to understand the mechanisms and strategies involved in counselling psychology.

APPY 4108-9 Psychology in Applied Settings (Practicum) I & II (3,0,3)

This course aims to give students an opportunity to apply the psychological theories that they have learned to the different sectors of the community, such as business, education, and social services.

APPY 4115 Advanced Research Methods (3,3,0) (E)

Prerequisite: APPY 3007 Research Methods and Design in Psychology or equivalent

This course aims to introduce to students the design and data analytical techniques required for multivariate data analysis. The focus of the course will be on multiple regression, structural equation modelling, factor analysis, and item response analysis. The course is both theoretical and applied in nature. Students will also learn to input and analyse data using the SPSS and AMOS. This course serves to provide a foundation for future research at the Masters and PhD level.

APPY 4125 Clinical Psychology (3,3,0) (E)

Prerequisite: GESS 5301 Essentials of Psychology or equivalent
This course aims to introduce students to the field of clinical psychology. The typical work areas of clinical psychologists, including psychological assessment and therapy will be examined. A number of theoretical approaches to therapy and specialties in the field will also be considered.

APPY 4135 Issues and Practice in Educational Settings (3,3,0) (E)

This course aims to introduce students to the major contemporary issues and professional practice in the area of educational psychology. While students will develop an understanding of the importance of a lifespan approach in educational psychology, this course focuses specifically on the child and adolescent stages and their key contexts such as family and school.

BHRM 2055 Human Resources Management (3,3,0) (E)

Prerequisite: BUSI 2005 Organisational Behaviour or equivalent
This course is designed to provide students with an applied knowledge and understanding of human resources management. The compatibility of the productive utilization of people in achieving an organisation's objectives and the satisfaction of employee needs will be emphasized. The course will focus on