

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

current issues and trends as they relate to Hong Kong and the Asia Pacific region.

BHRM 3018-9 Human Resources Management Mentoring (3,1.5,1.5)

This course is designed to provide students with applied knowledge and understanding of human resources management through the guidance of human resource management professionals. Through this course, students will be offered ample opportunities to learn and grow and to better understand life in the business world. Upon completion of the course, students will acquire new insights through expanding learning horizons, and they will be able to develop greater career engagement.

BHRM 3045 Business Communications (3,3,0) (E)

Prerequisite: English II or equivalent

The aim of this course is to provide students with an understanding of the essential concepts, practice and basic models of communication, and to develop some of the skills necessary for understanding and communicating effectively in global business. Emphasis is on the applications of concepts and methods of written and oral communication activities, including social etiquette. Written work includes business letters such as inquiries, claims, sales, job application, memoranda and business reports. Fundamentals of format, style, language and tone are discussed. Oral communication skills for reporting and public speaking are included.

BHRM 3055 Human Resources Development (3,3,0) (E)

Prerequisite: BHRM 2055 Human Resources Management or equivalent

This course aims to provide a comprehensive overview of the research, theory and practices of training and development within the organisations and to prepare the student as a potential practitioner in a managerial role or as a specialist working within an organisation, or as an external consultant working with a range of organisations.

BHRM 3065 Recruitment and Selection (3,3,0) (E)

Prerequisite: BHRM 2055 Human Resources Management or equivalent

This course aims to introduce students to various theories, concepts and issues associated with the effective staffing of organisations. After completing this course, students are expected to have acquired the conceptual background for understanding contemporary recruitment and selection issues and the competencies to address specific staffing problems. The subject matter will be addressed through a mix of lectures, case analyses, and experiential exercises.

BHRM 3125 Entrepreneurship and New Ventures (3,3,0) (E)

The focus of the course is to investigate, understand and internalise the process of founding a startup firm. Key areas include: (1) matching individual skills with the management needs of a new venture, (2) evaluating the business model of the new venture, (3) financing new ventures, (4) starting up a company, (5) operating a new venture, (6) recruiting and retaining management, and (7) creating value and liquidity for investors and management.

This course provides tools and insights, which improve the chances for success as an entrepreneur in a highly competitive and ever changing environment.

BHRM 3135 Business Internship (3,*,*)

The objective of this course is to give students the opportunity to gain practical experience working in an organisation. Under the guidance of both faculty and workplace supervisors, the students will complete a work assignment of no less than 120 hours, either paid or non-paid.

BHRM 3145 Leadership (3,3,0) (E)

Prerequisite: BUSI 2005 Organisational Behaviour or any Psychology course

This course aims to provide (1) an introduction to classic and contemporary leadership theory and to the principles of effective leadership; (2) experience in applying these in evaluating specific leadership behaviours; and (3) an opportunity to develop an action plan for self- and career-development.

The course will involve a combination of lectures, directed reading, analysis and discussion of case studies, and practical exercises and role plays. The approach will be student centred, and students will develop awareness of their preferred leadership styles and interpersonal skills through experiential exercises and self-assessment.

BHRM 3155 Negotiation (3,3,0) (E)

Prerequisite: BUSI 2005 Organisational Behaviour or any Psychology course

The course helps students to capture theory and processes of negotiation and power of social capital in order to enable them to negotiate successfully in a variety of settings, such as trade agreements, labour settlements, and acquisitions to mergers, sales transactions and government procurement. This includes negotiating and building mutually beneficial long-term relationship between two parties of conflicting interests. Besides lectures, role play exercises, case studies, and simulation games will be employed to enable students to apply negotiation process in various settings effectively and successfully.

BHRM 3165 Applied Social Psychology in Organisations (3,3,0) (E)

This course is designed to introduce students to social psychology in organisations. Students will learn about how people think about, influence, and relate to one another within the organisational context. In particular, students will examine the impact of person, situation, and cognition on behaviour.

BHRM 3175 Cross-cultural and Comparative Management (3,3,0) (E)

Prerequisite: BUSI 2005 Organisational Behaviour or equivalent

The primary objective of this course is to enhance student awareness of the impact of culture on supposedly universal management practices designed to facilitate the effective utilisation and development of the organisation main asset - its employees. Students can expect to enhance their understanding of the global context of organisations, interpersonal skills needed to manage across national borders, and the structure and functioning of multinational companies.

BHRM 4055 Performance Appraisal and Rewards (3,3,0) (E)

Prerequisite: BHRM 2055 Human Resources Management or equivalent

This course examines the major principles, concepts, and techniques of performance appraisal. Especially, common pitfalls and effective interviewing skills in conducting performance appraisal exercises are stressed. This course also takes a pragmatic look at how to reward employees for services rendered. Designing and administering an equitable and competitive compensation system that motivates employees for better performance is another major focus of the course.

BHRM 4065 Labour Relations and Law (3,3,0) (E)

Prerequisite: BHRM 2055 Human Resources Management or equivalent

This course aims to (1) introduce various theories of industrial relations and the dynamic relationships among the different actors constituting the industrial relations scene, and (2) cover employment legislation that is commonly used by HR professionals in an everyday situation. A practical and contemporary approach is taken, exposing the students to the full gambit of employee-management relations in the workplace.