

例。在馳騁中西管理的理論與智慧中，同時分享寶貴的實戰經驗，兼容並蓄，是一門創新的綜合性實用管理課程，恰好彌補西方管理學與實際經驗不足之處。

MGNT 7310 The Wisdom of Yijing and Management (3,3,0)

Prerequisite: MGNT 7040/7270 International Management, or MGNT 7230 Managing People, or MGNT 7250 Leadership and Organizational Development

Yijing (The Book of Change, written in about 1050BC) is the origin of Chinese culture. It established a comprehensive framework for explaining, analysing and forecasting human and natural phenomena based on observation of the universe. It also formulated an elaborate system on how to manage people, organizations and getting things done in complex settings with constant change. It contributed significantly to the evolution of Confucius, Daoism and modern Buddhism, etc. This course provides students with a comprehensive understanding of the key concepts of Yijing, Taichi System and related Chinese management wisdom, emphasizing on practical application to contemporary business management in meeting the challenges of the 21st century, particularly in forecasting techniques and people management.

MGNT 7710 Selected Topics in Management (3,3,0) (E)

The aim of this seminar-based course is to help students to understand the current development of the management discipline and to become familiar with current research streams. The seminar also aims at helping students to understand the process of academic research, from idea generation to writing the research proposal. Faculty members of the Department (and possibly visiting academics) will present a series of weekly research seminars. The programme and assessment will be under the direction of the subject coordinator. The final assessment will take the form of a written research paper, providing a critical review of an area of research and identifying research needs.

MGNT 7720 Required Readings in Management Research (3,3,0) (E)

This course aims to (1) provide a tailor-made and guided reading programme for research postgraduate students in their specific area(s) of concentration, and (2) induce students to acquire in-depth understanding of their specific research field in the discipline of management. The supervisor(s) and the student are required to work out a reading list to cover literature related to the student's research area. The approved list will be submitted to the Department for record. The course will conclude with a formal assessment of a written paper, consisting of a critical review of the literature surveyed, along with an oral presentation to the supervisor and at least one other Faculty member, based on the paper.

**MGT 689/ Project Dissertation (9,* ,0)
MKT 7290**

This course requires the student to research a topic appropriate to the field of global marketing management. A dissertation written by the student should be delivered to the School at the conclusion of the research. The research, and the resulting dissertation, should involve engagement with theoretical concepts and practical application to a global marketing issue. The student should apply critical analysis and engage with marketing literature that is appropriate to the selected topic.

This course aims to provide students with an opportunity to: (1) learn how to execute and manage a substantial research-based dissertation, applying methods learnt in the International Marketing Research course; (2) integrate and consolidate the learning from the programme; (3) apply knowledge selectively and creatively to a topic of the student's own choosing; (4) produce a piece of original work which will advance the knowledge and understanding of the student; and (5) produce a piece of work which will advance the career aspirations of the student and which will be of interest to a potential employer.

MGT 6073 Global Marketing (3,3,0)

This course provides students with a general overview of global marketing. It is specifically designed to prepare students for the challenge of industry and in particular working in a global context. By the end of the course students will have discovered fresh insights relating to the global market environment and be equipped for the challenge of international markets.

MGT 6145 Marketing Management (3,3,0)

This course aims to provide students with a theoretical overview of the basic principles of marketing, an understanding of the practical applications of these principles and the ability to place marketing and consumption practices in their wider environment.

MGT 6180 Contemporary Marketing Practices (3,3,0)

Various marketing concepts and practices could be applied in different business contexts. This module will evaluate a range of issues relating to contemporary marketing practices (such as the importance of small and medium sized enterprises, ever changing retail operating environment including e-tailing, increasing use of viral marketing, use of corporate marketing) and their relevance to business. In addition, the module will explore how marketing theories vary in different contexts and evaluate their impact on the practice of marketing. This unit aims to: (1) equip students with the knowledge to apply various marketing theories in different business contexts, and to (2) critically evaluate the contemporary issues which impact the practice of marketing.

MGT 6181 Marketing Communications (3,3,0)

This course provides students with a comprehensive view of marketing communications in an international environment. The aim of the course is to equip students with the knowledge to use marketing communications effectively, and to take a critical perspective towards the theory of integrated marketing communications.

MGT 6182 International Consumer Behaviour (3,3,0)

Understanding and catering for consumers' needs and wants has been recognized as the focal point of the contemporary marketing concept. Moreover, the growth in the marketing and advertising sectors globally has led to increasing interest among marketing professionals and academicians to comprehend consumers and their behaviour across countries and cultures. This course aims to provide a systematic understanding of the key principles and constructs of consumer behaviour. It also investigates the issues that arise when considering consumer behaviour in the international/cross-cultural context and their implications for the global branding and marketing communications strategy.

MKT 1110 Understanding Marketing (3,3,0)

This course is designed to familiarize students with the basic ideas and concepts in marketing. The theories will mainly be applied in the context of Hong Kong. The topics include analysis of marketing opportunities, management of the marketing mix, and appreciation of marketing principles to create customer value and maximum consumer satisfaction for long term customer relationship.

MKT 2120 Entrepreneurial Marketing (3,3,0)

Prerequisite: BUS 1240 Business and Corporate Social Responsibility

This course aims to introduce key marketing concepts relevant to entrepreneurs in the start-up and growing process of their enterprises. Focuses are put on marketing strategies which are suitable for small business with limited marketing resources.

MKT 2310 Marketing Management (3,3,0) (E)

Prerequisite: BUS 1240 Business and Corporate Social Responsibility or BUS 1630 The World of Business

The objective of this course is to introduce to students the basic marketing concepts and their application in real business situations. The orientation is primarily managerial and real-life