

GDAR 1945 Sharing Values: Interreligious Dialogue (3,2,1) on Real Issues in Real Life (IGE)

This interdisciplinary course aims to combine theoretical studies with experiential learning and reflection. The course will first introduce dialogical principles of deep-dialogue, critical-thinking, emotional-intelligence, and competitive-cooperation (Leonard J. Swidler), and then apply these principles to the discussion of some specific contemporary social issues from interreligious perspectives, such as environmental crisis, the gap between the rich and the poor, peace and religious violence, and gender equality and gay rights. The challenge of modernity and secular lifestyle to all religious traditions will be addressed as well.

The dialogical engagement of the course will also be supplemented by students' engagement in service leadership activities during the course, through which students will explore ways of taking action to create change and bridge differences at the interpersonal and social/community levels. Service activities will be an elective focus on one particular issue (environment, peace, poverty, gender or gay rights), according to the student's choice. Students will be assigned to work with relevant religious organizations and institutions in HK (Confucian, Buddhist, Daoist, Christian, and Islamic). The course will end with a mini conference on interreligious dialogue organized by students related to their experiences of service activities. Students will learn, through in-class studies and out-of-class activities that dialogue is not debate; dialogue requires learning to listen, asking critical questions of others and of oneself, and committing to understanding other perspectives and seeking cooperation. <http://ge.hkbu.edu.hk/course/IGE-1945/>

GDAR 1946 Service Leadership in Learning Communities (IGE) (3,3,0)

This course is intended for students of all academic disciplines. It is interdisciplinary by nature drawing on psychology, sociology and education. It aims to provide students with major theories of leadership (organizational psychology, sociology and business), service learning and learning community (education, management and sociology), and to equip them with necessary skills to act as service leaders in supporting youth undertaking community learning activities. The course will employ experiential and action learning approaches which are rooted in the integration of concepts and theories from the above-mentioned disciplines while involving in-class and out-of-class activities.

Under the context of the course, students will design and conduct community learning activities involving youth and older adults in different settings. After each activity, students will reflect on the experience collectively. Based on the reflection and what they have learned from the reflection, they will make plans for future activities and try them out. Through these learning experiences, students will analyze and apply the underlying principles of service leadership and appreciate their role in the process of community building. They will also develop critical awareness of the unique characteristics of the socio-cultural context and the processes of community building.

As part of the learning process, students are expected to allocate time off campus and outside lecture hours for planning and undertaking the community activities. <http://ge.hkbu.edu.hk/course/IGE-1946/>

GDAR 1947 Human Nature Through Poets' Eyes (IGE) (3,2,1)

Poetry is often understood as one of the most direct and authentic modes of expression for individual experience, as a way of communicating private joys and sorrows. While the impulse behind poetic composition is usually individual, though, the completed work can also be examined in terms of social roles and relationships. Even after they are composed poems continue to circulate throughout society, being quoted and adapted for other purposes.

The course is organized around several topics both fundamental to human experience and also popular subjects for poetry. These are love poetry; mystical poetry; war poetry; and dramatic poetry. There is a creative interlude halfway through for students to

experiment with composing their own poems.

The main poetic texts will be selected from literary traditions around the world, and presented in English translation. There will be an emphasis on the rich tradition of Chinese poetry, which can be read in either the original or translation, or both, depending on student interest.

Students will be expected to compose an original poem based closely on models presented in class; give a presentation on a poem that elucidates its cultural context; and write essays exploring the literary and sociocultural significance of particular poems. <http://ge.hkbu.edu.hk/course/IGE-1947/>

GDAR 1955 Observing and Reckoning: Protoscience and the Knowledge of Nature (IGE) (3,2,1)

This course aims to introduce students to the variety of ways that humans have strived to achieve accurate understanding of nature throughout history, by examining the common ground between traditional knowledge and the modern scientific practices which evolved from them.

Demonstrations will be based on the example of Chinese shushu ('techniques and calculations'), a broad range of divination-related disciplines based on the observation of pre-defined signs and on time reckoning calculations. While their application usually results in prognostication, some basic methods of shushu have been adopted as is by modern science.

To shed light on the process leading to a rigorous investigation of nature, examples from the history of science in Europe, such as the gradually autonomous evolution of astronomy out of astrology, will be presented as points of comparison.

The course will also show that divinatory and magical practices have not disappeared from contemporary societies, and will explore possible explanations for the coexistence of traditional methods with widely accepted scientific approaches. <http://ge.hkbu.edu.hk/course/IGE-1955/>

GDBU 1005 Accounting for Business Decisions (3,3,0)

This course aims to provide an understanding of what accounting is, what it does, and where it fits into everyday experiences as students, consumers, investors or managers. This course introduces accounting from a user perspective, that is, considers accounting information from the view point of the people who will use the information when making decisions. Users may be, for example, individuals who want to know about the future cash flow implications of buying a home versus renting one; investors who need to assess the overall performance of a company from its financial statements, perhaps to decide whether to buy or sell shares; or managers who need a more detailed understanding of the costs and profits of the firm's products or activities. The basic accounting concepts will be introduced and the decision-oriented applications of accounting will be emphasized. Students from this course will have the ability to understand both financial and managerial accounting information and use them effectively to make better decisions in various business and non-business settings. <http://ge.hkbu.edu.hk/course/GDBU-1005/>

GDBU 1006 Financial Accounting: Information Generation and Uses (3,3,0)

Accounting has been known as the language of business. In today's world, we all need to, to varying degrees, deal with accounting information in a wide range of business settings. For example, a potential investor needs accounting information to evaluate firm performance and select a stock for investment. A bank loan officer relies on accounting information to assess borrower's financial condition and credit risk in making a lending decision. Employees of a business also need accounting information to assess whether the business will survive in the long run and continue to provide employment and pension benefits. As students, you may use accounting information to manage your cash, to evaluate a job opportunity, and to decide whether you can

afford a new computer. Success in any business comes down to a thorough understanding of the language of business.

This course is designed to help students understand the basics of financial accounting through exploring three questions: What is accounting information? How is it generated? How is it used? By focusing on both the generation of accounting information and the meaning behind these numbers, this course helps students understand the information of financial reports, become an informed user of accounting information and equips them with crucial decision-making skills in various business environment.

<http://ge.hkbu.edu.hk/course/GDBU-1006/>

GDBU 1007 Law for Hong Kong Business (3,3,0)

Besides the introduction of the legal systems and relevant laws in Hong Kong, this course offers a new and interesting way of learning about Hong Kong laws by emphasizing on discussion on Hong Kong cases selected and presented by the students on their research on the web and library. Therefore each session will be unique with different topics and content to be introduced and discussed by the students. After attending this course, the students will gain a general understanding of laws in Hong Kong and be able to do basic legal research on business laws in Hong Kong.

<http://ge.hkbu.edu.hk/course/GDBU-1007/>

GDBU 1015 Management Accounting: A Tool for Planning and Control (3,3,0)

Management accounting is to help allocating money and other resources within an organization. Management accounting information is typically used by company executives for decisions about investments, plant closures, pricing, budgeting, and cost controls, etc. It is however equally useful for individuals in planning home purchases, household expenditure and holidays; and for the public administrators in their public resources allocation and control. The course aims to provide students with an overview of what management accounting information is about from a user perspective. It focuses on helping students understand the meaning of the numbers in management reports, their relationship to each other, and how they are used for planning and control in various settings. Technical details are minimized in this course whenever possible, allowing more coverage on the practical functions of management accounting reports and how they can be useful to everyday experience as students, consumers or employees; and to the public administrators.

<http://ge.hkbu.edu.hk/course/GDBU-1015/>

GDBU 1016 Business Economics (3,3,0)

The course is designed to provide students basic knowledge in applying economics concepts in managing firms in the business environment. It introduces essential economics concepts associated with the functioning of firms and markets. Through the understanding of the production costs, consumer demand, and market structures, students are able to analyse and formulate the supply decision of a firm. The course will also cover various managerial objectives and corporate behaviour in doing business. Students will learn about and understand the importance of competitive strategy and price strategy in business environment.

<http://ge.hkbu.edu.hk/course/GDBU-1016/>

GDBU 1017 China and the New World Economy (3,3,0)

This course attempts to discuss the implication of the rise of China to the new world economy. As increasingly more analysts have pointed out that China will soon become another important nation that can rival the US, the course will focus on the implications of this rise. Questions such as what caused the rise of China, how sustainable is the rise, what are the impacts of this rise to African countries and how to deal with its economic relationships with the US will be thoroughly discussed in the lectures. The course will be concluded by looking into whether the rise of China will be peacefully or not. In order to deal with the above issues, concepts like opportunity cost, comparative advantages, property right theory, agency costs, domestic demand and exchange rate, etc. will be carefully explained. By and large, the course aims to train the students to comprehend how China

will develop in the next few decades and how the international economic relationships will change over time.

<http://ge.hkbu.edu.hk/course/GDBU-1017/>

GDBU 1025 Economic Indicators and Business Decisions (3,3,0)

Knowledge of economic conditions is fully reflected by economic indicators which closely tie with interest rates, inflation, corporate earnings and even overall standard of living. Monitoring economic indicators allow managers to make decisions with confidence on whether to buy more equipment, increase investment, or hire more workers. In a global environment, international economic indicators are of particular importance because they facilitate businessmen to explore overseas markets. This course enables students with little or no knowledge about key economic numbers to understand what these numbers tell us about the economy and how we can use them to make better investment and business decisions. To meet this goal, the course aims at answering the following questions: (1) Why are the economic indicators important to know? (2) How are the economic indicators computed? (3) What do the economic indicators have to say about the future? (4) How might various market sectors, such as bond markets, stock markets and the foreign exchange markets react to these economic indicators?

Upon completion of the course, students should be able to recognize the importance of the economic indicators, and their corresponding components. By understanding the underlying methodology of how they are calculated, students should be able to appreciate the usefulness of these indicators and their shortcomings. Particular emphasis is placed on highlighting the most interesting and useful data points in the economic release. Guidance is given on how to locate valuable information that may offer students a heads-up on how the economy might perform in the months ahead.

<http://ge.hkbu.edu.hk/course/GDBU-1025/>

GDBU 1026 Globalisation and Trade Liberalization (3,3,0)

This course discusses the impacts of the increasing integration of the world's economies on people's daily lives and business environment. This course has no pre-requisites and will not cover rigorous theory of international trade and finance. Instead, it leads students to understand the implications of globalization through studying the most recent hot cases, such as the gains and conflicts arise from the integration between Hong Kong and mainland China, the impacts of the global financial crises and the Greek debt crisis, the roles played by international organizations such as the World Trade Organization (WTO), International Monetary Fund (IMF), World Bank, Asian Development Bank (ADB), and Asian Infrastructure Investment Bank (AIIB), etc. It is especially suitable to those students who want to know more about the practical and policy side of foreign trade and foreign investment.

<http://ge.hkbu.edu.hk/course/GDBU-1026/>

GDBU 1027 Macroeconomic Policies and the Economy (3,3,0)

This course is designed to help students understand the two most important features of our macro-economy. First, it helps students understand the sources of economic growth. Second, it helps students understand why the economy does not grow smoothly, but with cycles of economic expansions, recessions, and disturbances. Based on all these introductions, this course further helps students understand the roles played by government's macroeconomic policies, which include both monetary policies and fiscal policies. It helps students evaluate these policies' effectiveness and potential impacts. Finally, and most importantly, it helps students well prepare themselves when they face economic booms and slumps in their future lives.

<http://ge.hkbu.edu.hk/course/GDBU-1027/>

GDBU 1035 IT and Society (3,3,0)

The widespread dissemination of information technology coupled with the expanding application of Internet technology creates a new digital world. This course will provide you with an

understanding of the use of IT surrounding us. The implications of the IT explosion for you as an individual and for the society as a whole will be discussed in the course.

<http://ge.hkbu.edu.hk/course/GDBU-1035/>

GDBU 1036 Business Operations and Logistics Management (3,3,0)

This course introduces the fundamental activities and concepts of business operations and logistics (e.g. transportation, purchasing, distribution, retailing) management in commercial and social life. Students from wide disciplines will expand their knowledge horizons by participating in logistics field visiting and video programs, taking group logistics projects, and closely contacting with industrial practitioners or professional to learn the operations of logistics services, and obtaining communication and analytical skills to solve business problems. In addition, the course will also introduce the logistics operational environments, and logistics operations in Hong Kong, China and global perspectives, as well as the relations of logistics operations with other business management. Throughout this subject, students will have wide views of business operations, understand the principles and practice of logistics management, and develop a solid foundation for business management.

<http://ge.hkbu.edu.hk/course/GDBU-1036/>

GDBU 1037 Exploring Entrepreneurship (3,3,0)

This course aims to introduce the students to the concepts of entrepreneurship and the role of entrepreneurs in the economy. The major contents include entrepreneurial styles, types and characteristics of new ventures, innovative business models, entrepreneurial development process, entrepreneurial management process, and entrepreneurial behaviours. In particular, it discusses the innovative business models and entrepreneurial attitudes that lead to successful development of new products and services in the competitive marketplace. It also explores the elements of creative problem-solving, the identification of new business opportunities, the implications of entrepreneurship for economic development, and the social responsibility of entrepreneurs.

<http://ge.hkbu.edu.hk/course/GDBU-1037/>

GDBU 1045 Personal Financial Planning (3,3,0)

This course is designed to help students realize the importance of personal financial planning. Students will understand how to build a disciplined financial plan in an early stage to achieve the financial goals and non-financial goals in their lives. An appropriate use of credit cards and loans will be emphasized to avoid being destroyed by excessive and irresponsible borrowing, a common and serious problems for youths in other countries as well as Hong Kong. Other essential tools (e.g. mortgages and savings) will be introduced to solve problems at various stages of life. Various investment alternatives will also be described with the focus on their appropriateness, risk and return trade-off and roles in personal financial planning. Students will be able to protect themselves from being pushed into making inappropriate financial decisions. This course will help students to live a life balancing various aspects of humanity.

<http://ge.hkbu.edu.hk/course/GDBU-1045/>

GDBU 1046 Understanding Finance (3,3,0)

This course is designed to help students understand the role of finance (in particular, financial markets), in individuals' daily lives, in the decision making process of corporation and in the smooth functioning of the society. Students will learn important financial concepts to guard against being misled into making inappropriate financial decisions so that catastrophic loss may be avoided. Students will also be able to participate in the discussion of financial impacts of issues faced by Hong Kong, and hence are equipped to form a balanced view of the world.

<http://ge.hkbu.edu.hk/course/GDBU-1046/>

GDBU 1047 Applied Negotiation Skills (3,3,0)

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.

<http://ge.hkbu.edu.hk/course/GDBU-1047/>

GDBU 1055 Cross-Cultural Management (3,3,0)

With today's increasingly more globalized world, the chance of working with someone from a different cultural background is extremely high. The course aims to prepare students for this eventuality by helping them understand how culture influences behaviour and how they can handle the challenges of managing people from different cultural backgrounds.

<http://ge.hkbu.edu.hk/course/GDBU-1055/>

GDBU 1056 Developing a Successful Business (3,3,0)

The idea of starting and being an entrepreneur has been very appealing to many people including students. This course will introduce the many aspects required to create a successful new venture. This course will address many issues involved in starting a new venture from identifying business opportunities and formulation of a viable business plan to implementation of the business plan.

The course covers various stages of a starting-up a company from the points of view of inventors including issues of planning, dealing with legal and tax issues, financial opportunities at different stages, and sources of technical assistance. The course also examines creativity in start-ups and creative gap analysis.

<http://ge.hkbu.edu.hk/course/GDBU-1056/>

GDBU 1057 Developing Effective Leadership Skills (3,3,0)

This course aims to provide (1) an introduction to 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 highly participative and student centred, and students will be strongly encouraged to reflect on their own experience as leaders and as followers. Examples will be drawn from the business, government and not for profit sectors.

<http://ge.hkbu.edu.hk/course/GDBU-1057/>

GDBU 1065 Ethics in Business (3,3,0)

This course will use an integrated interdisciplinary approach to teach business ethics. An integrated interdisciplinary approach highlights the importance of cognitive development in which students are given ample opportunities to experience the world through a variety of perspectives. In theory, the more connections students have with a concept, the better their chance to apply the knowledge to the real world situation. It infuses business education with moral theory and moral reasoning to help students analyse and explore the ethical dimensions/dilemmas that modern managers face.

Moreover, the course will present a broad spectrum of moral decision-making frameworks and show how they can be applied to functional business settings such as general management, human resources management, accounting, marketing and finance. Fundamental tenets for effective decision making such as morality, legality, responsibility, utilitarianism, rights and justice will be covered. The course will aim to enhance students' ethical awareness and sensitivity, and to facilitate the development of a sense of moral judgment and obligation. Emphasis will be placed on applying moral thinking to solve real business problems facing business professionals in Hong Kong.

<http://ge.hkbu.edu.hk/course/GDBU-1065/>

GDBU 1066 Doing Business in China (3,3,0)

Since its economic reform China has emerged as one of the most fastest-growing consumer markets and low-cost production sites in the world. Multinational corporations cannot hope to make a significant presence in their industry without developing some form of business relationship with China. More and more students are planning to work in China to explore better career opportunities after graduation. However, without understanding the unique characteristics of Chinese business environments, their abilities in making effective business decisions are hindered.

This course aims at providing non-business students with a fundamental understanding of how China's unique cultural, economical, historical, legal, and social environments affect business practices. Within this framework, the course will introduce ways to enter the Chinese market as well as management of major business functions (such as human resource, financial, and marketing management) in China. The course highlights common problems that managers will encounter and suggests ways to manage a business in China in a socially responsible manner.

<http://ge.hkbu.edu.hk/course/GDBU-1066/>

GDBU 1067 Marketing and Society (3,3,0)

Marketing does not operate in a vacuum and as such it impinges on all sectors of society at a macroeconomic, firm, and individual level. Marketing is often lambasted for being reckless and socially irresponsible. Misleading advertising, predatory pricing strategies, physically dangerous or tainted products are just some examples of marketing activities that are, by some, considered to be a reasonable means of making money.

To counter socially reckless marketing activities, this course aims to introduce non-business students to the fundamental concepts of socially responsible marketing (SRM). By taking a critical reflection on the nature of marketing practice, the course explores the interrelated areas of corporate social responsibility, marketing ethics and social marketing. The effect of marketing activities on a broad range of societal constituencies is considered, and how these marketing activities can be used in a positive way to generate advancement and well-being for the global society. The role of social responsibility in the marketing process is also considered in terms of the roles and responsibilities of consumers, manufacturers and the government.

While this is a self-contained course with assessable intended learning outcomes, it is also hoped that students will emerge from the course with a renewed sense of the importance of socially responsible marketing, and carry this sense with them into their personal lives as consumers and/or corporate employees.

<http://ge.hkbu.edu.hk/course/GDBU-1067/>

GDBU 1075 Marketing Yourself (3,3,0)

Marketing does not just apply to conventional products and services. Marketing applies to any context where competition exists. Life is competitive. Individuals compete with each other, be it in finding a life time partner or seeking career advancement. In this sense, people require knowledge and skills for how to market themselves effectively.

The aim of this course is to introduce students to the concepts of personal marketing, from self-analysis and goal setting through to market analysis, strategy development, strategy implementation, and evaluation. Grounded in fundamental marketing concepts and models, students will learn how to formulate their personal ambitions, vision, and mission; perform a personal SWOT (strengths, weaknesses, opportunities, threats) analysis; establish personal success factors, objectives and personal improvement actions; identify and analyse a target market; and implement and control their personal marketing plan so as to satisfy the target market and in doing so achieve their personal objectives.

Although this is a self-contained course with assessable intended learning outcomes, it is primarily intended that a more enduring outcome will be achieved, i.e. students will emerge from the course with a renewed sense of the importance of personal marketing, and carry this sense with them into their lives so as to facilitate their personal and professional success. Students may

also use the knowledge and skills gained to assist significant others around them who may also benefit from personal marketing. This is an inspiring and innovative subject that is ideally matched to all tertiary students since they are at a lifecycle stage where personal marketing skills may determine their ultimate success or failure. By emphasizing whole person analysis and development, the course also concurs with the university's whole person ethos.

<http://ge.hkbu.edu.hk/course/GDBU-1075/>

GDBU 1076 International Business Etiquette (3,3,0)

Business etiquette skills are an essential requirement in today's global business environment. Graduates from all disciplines are likely to find themselves working in a business of one form or another, and more open than not that business will be involved in activities outside of its home country. Even if they are not involved in a business, graduates are likely to find themselves mingling with cultures other than their own.

In today's increasingly diverse and ever-changing global working environment, the old rules of conduct often do not apply. Customs vary, and language and cultural differences are among the many factors making interaction an increasingly complex challenge. As global business continues to expand and bring people closer, the most important element of successful business outcomes may be the appreciation and respect for regional, country and cultural differences. The rules of proper etiquette and protocol have been around for years, but they are far more important now-a-days.

Business etiquette is a set of rules and guidelines that make an individual's professional relationships more harmonious, productive, manageable and meaningful. While students are often taught about functional aspects of business, they are seldom taught about business etiquette. Employing proper etiquette in any business or social environment communicates an attitude of respect, equality and trust toward them. Knowledge of business etiquette and manners enhances personal effectiveness. The aim of this course is to highlight global business etiquette dos and don'ts involving dress, body language and gestures, dining, gift-giving, meetings, customs, negotiation, greetings, conversations, and entertaining. By the end of the course students will have an increased cultural sensitivity and appreciation of how applying the correct etiquette can enhance business outcomes.

<http://ge.hkbu.edu.hk/course/GDBU-1076/>

GDBU 1077 Social Entrepreneurship: Opportunities to Change the World (3,3,0)

This course is about encouraging the entrepreneurial intention and venture creation of students to address social issues, create effective responses to social needs and innovative solutions to social problems, suggest ways to change the community and society, and provide impacts to the global community.

The aims of this course are: (1) to introduce students to the concepts, practices, and challenges of social entrepreneurship in Hong Kong, Greater China and around the world; (2) to equip students with frameworks and tools that offer insights into how social value is created and how social impact can be measured, and (3) to engage students in a joint learning process with social entrepreneurs in Hong Kong so as to enable students to acquire a strong grasp of the various forms, models and approaches that social entrepreneurs are using to attain the "triple bottom line", that is having the greatest financial, social and environmental impact.

<http://ge.hkbu.edu.hk/course/GDBU-1077/>

GDBU 1085 Understanding Chinese Consumers (3,3,0)

China's economic reform has made it one of the most promising consumer markets in the world. With growing purchasing power, Chinese consumers seek more and better products to improve their lives, creating huge opportunities for international marketers. However, traditional understanding of consumer behaviour is based on Western conceptualizations which make it difficult for international marketers to understand the psychology and behaviour of Chinese consumers. In turn, the effectiveness of their marketing strategies is also limited.

This course aims at providing non-business students with a self-contained and fundamental understanding of Chinese consumers. Specifically, it discusses how cultural values, the historical background, legal regulations, and socioeconomic trends affect Chinese consumers' perception, attitude, and behaviour towards various marketing stimuli. Based on this understanding, the course will discuss how marketers can formulate effective and socially responsible marketing strategies to serve Chinese consumers.

<http://ge.hkbu.edu.hk/course/GDBU-1085/>

GDBU 1086 Understanding the World of Business (3,3,0)

Everyone is involved in a business, either as an employee, a consumer, and/or an owner. It is in everyone's benefit, therefore, to understand how a business operates. The aim of this course is to introduce students to the central features of a modern business. The course provides students with an overview of the business trends both domestically and internationally, the principles important to starting a new business, and different forms of business ownership. Students will be exposed to a multitude of business disciplines such as management, marketing, finance and accounting, and appreciate how they come together to form an integrated organization. In addition, various institutions that operate in the business environment such as government and financial institutions are studied.

As we move into the twenty-first century, clear trends are emerging in the business world. For instance, the business world is becoming more global, social responsibility and ethical practices are being emphasized more, and demographic and lifestyle shifts are changing the way we shop, where we work and how we live. Graduates, regardless of discipline, need to understand the business environment, the changes that are occurring in it, and how to succeed in it. This course enlightens students by using principles, guidelines and application exercises to illustrate the way in which business impacts our daily lives as employees, consumers, and owners.

<http://ge.hkbu.edu.hk/course/GDBU-1086/>

GDBU 1846 Leadership in Sustainability (IGE) (3,3,0)

The course, Leadership in Sustainability, is proposed to help develop responsible business graduates who can decipher the importance of leadership practised by sustainability leaders in the corporate world. The aspects of good practice include environmental protection, good governance, quality and safe product and service offerings, motivational human resources management and proactive stakeholder engagement.

This new course extends far beyond the classroom. It includes several teaching and learning methods including case studies, mentoring by green leaders, outreach project, experiential learning and reflective writing.

The objective is to maximize students' exposure to experience taking a service leadership role in driving sustainability. In the process, students will generate intrinsic motivation to delve into the understanding of related issues, develop the right values for ethical and responsible management and be prepared to become change agents. Partnership from green organization will be sought so that students can learn about sustainability issues and practice through first hand visits and data gathering to organize an outreach event to promote sustainability to the community.

This course will facilitate self-transformation in students who will then develop a right mindset to practise responsible management with the goal in achieving sustainability for our future. It is this kind of 'transform-synthesis' that will equip students to understand and meet the ecological, social and economic opportunities of our time.

<http://ge.hkbu.edu.hk/course/IGE-1846/>

GDBU 1847 Everyday Physics for Future Executives (IGE) (3,2,1)

In this course, a descriptive approach will introduce non-science students to concepts of physics that considerably overlap other disciplines and impact societal issues; the concepts and analyses will enable them to develop well-informed opinions and decisions

in business, in public policy-making, in communications, in visual arts, in daily life, etc. Thereby leadership capabilities will be instilled in our students. This course is adapted from a famous GE course given at the University of California, "Physics and Technology for Future Presidents". It will use HKBU's iClickers to immediately gauge the students' understanding, as well as Peer Instruction developed at Harvard by physicist Prof Eric Mazur.

<http://ge.hkbu.edu.hk/course/IGE-1847/>

GDBU 1855 Celebrity and Entertainment Business (IGE) (3,2,1)

More than just as a spokesperson of a product/brand, celebrities and figures of fame play an important role in the creative sector to date. This course maps the increasingly central importance of fame and celebrity from a mass communication and marketing perspective. In this course, students will investigate the culture of celebrity in relation to entertainment, media, advocacy, identity and business models. It aims to introduce the phenomenon of stardom including some case studies of individual film, television, advertising, popular music and political stars, and to investigate the media influence of celebrities in a Chinese cultural context. This is fundamentally a preliminary course designed to help students think more critically about the intersection of entertainment and civic engagement in the new media era. It also aims to strengthen student's understanding of the culture of celebrity on the societal values and choices in a Chinese culture.

<http://ge.hkbu.edu.hk/course/IGE-1855/>

GDBU 1856 How Ideas Spread (IGE) (3,3,0)

This course explores cultural propagation of ideas from an interdisciplinary perspective that includes communication studies, anthropology, psychology, sociology, and marketing. It comprehensively, yet succinctly, takes you through what gets propagated (nature of popularly propagated ideas), who are involved in propagating (opinion leaders, early adopters, etc.), when cultural propagation arises (circumstances leading to the generation and spread of ideas), where ideas are spread (social networks, online communities, etc.), why individuals propagate ideas (motives, goals, and desires), and how ideas are propagated (modes of transmission).

<http://ge.hkbu.edu.hk/course/IGE-1856/>

GDBU 1867 Children as Consumers: Marketing to the Youth (IGE) (3,2,1)

Children and youth are future of the society. Due to the prolonged period of education, the position of youth had become increasingly ambiguous. The course aims at introducing the different perspectives and often competing interest among marketers, parents, educators, and policy makers regarding communication to children and youth. The course will begin with the changing concepts of childhood and the position of children and youth in a social context. It continues with the cognitive and affective responses toward commercial communication, as well as development of the understanding of brands among children and youth consumers. Parental and peer influence and the role of marketers and legislators will be explored. Ethical issues considered by media executives, marketers, parents, citizens, and the government regarding children as consumers will be discussed. The course will conclude by examining concerns related with undesirable consequences of advertising to children and youth consumers, such as unhealthy eating, gender stereotyping, and materialism.

<http://ge.hkbu.edu.hk/course/IGE-1867/>

GDBU 1895 Digital and Social Media Engagement (IGE) (3,3,0)

The course examines the major themes and debates in different disciplines and in different time periods that have shaped human civilization. After the course, students will have a better understanding of our society as a global and complex phenomenon. From scientific prose to love poems, to documentary films and to detective stories, the course also focuses on how language is used to convey some controversial

ideas and themes. At least two themes will be chosen, depending on students' preferences and the expertise of instructor/guest speakers and can cover a range of topics such as evolution, gender, love, violence, utopia, environment, globalization and human rights. The focus is on how to integrate insights from different disciplines in order to address an important problem or issue. Through the reading of a range of works drawn from different disciplines, students will also improve their reading, writing and argumentation skills.

<http://ge.hkbu.edu.hk/course/IGE-1895/>

GDBU 1935 Creative Entrepreneurship (IGE) (3,3,0)

The last two decades have seen extraordinarily rapid changes in the political, economic, social and cultural environment in which we live, globally as well as locally in Hong Kong. The rise of the Internet, the emergence of 'smart technology', and the broader phenomenon of 'globalisation' have led to significant changes in the structure of national economies around the world, and have given rise to concepts such as the 'knowledge economy' or the 'new economy' to characterise the dynamism of an economic system in which information is the key to the future development.

The concept of creativity has been co-opted as the driving force in this new economy, and was put at the centre of economic and social development; it is the key resource in business innovation, and it makes members of the 'creative class' potentially the decisive force in creating successful new ideas, products and/or services.

Nevertheless interpreting this principle observation of "doing business in the creative and cultural sector is the secret to success" is certainly falling short of its implications. Instead – as economist Günter Faltn says – "doing business with an artist's mind" is probably closer to the necessities of reality. Accordingly this course looks at the possibilities and potentials of doing business creatively, i.e. in new, original and un-expected ways, through a hands-on approach inspired by artistic practice. This does not (necessarily) imply that students will be doing works of visual arts, yet that they will apply the thinking of visual artists to ideas of making business.

<http://ge.hkbu.edu.hk/course/IGE-1935/>

GDBU 1936 Fashion Communication and Media (IGE) (3,2,1)

This course examines the intersection between fashion, media, personal identity, body and image management in today's society. Drawing on theories of social criticism and mass communication, we will assess the persuasive influence of fashion to consumers' image. We will also study how those images are created and reinforced by media. This course will assess fashion from different dimensions (such as textual, visual, physical, sexuality, psychological and spatial); and discuss its relations to art, culture, media and marketing; to questions of identity and self-fashioning, body, sex and image; to notions of style and anti-style. Students will learn critical approaches to public communication and apply those approaches to media, marketing communication, as well as fashion and lifestyle industry.

The course material will be delivered mainly in the form of lectures with creative sketching and "collaging", case studies, class discussions, individual writing, group project as well as company visit. The course design enables students to acquire communication skills pertinent to Fashion Communication, Lifestyle promotion as well as branding.

<http://ge.hkbu.edu.hk/course/IGE-1936/>

GDBU 1937 Improving Mental Health for University Success (3,1,2)

In order to maximize the learning and development for university students, it's essential for them to have effective coping skills and sufficient resilience capacity for stress management. This course is designed to help university students identify stressors experienced in their university life, understand stress process and responses and to better manage their challenges in university life by learning and applying skills of cognitive behavior intervention and adventure training.

This course will be jointly delivered by the Department of Social Work and Counseling and Development Centre, Office of Student Affairs. It consists of three parts. The first part is lectures on basic concepts of university adjustment and mental health of university students, theories of stress and coping, and theoretical framework and models of cognitive behavioral intervention. In the second part, students will be divided into 2-3 groups for skills workshops. A variety of cognitive behavioral skills will be introduced to students and demonstrate how to apply these skills to cope with their university stress. The skills workshop will be conducted in the form of stress management and coping skills training, demonstrations and skills practice. The third part is adventure-based activities, including a one-day camp of adventure training. In this part, various adventure-based activities will be conducted to enhance students' self-awareness and confidence. Briefing and debriefing will be included in each session to facilitate students' self-reflection and self-understanding. The second and third parts will be led by experienced counselors and a team of experienced adventure trainers.

This course is characterized by interactive and experiential learning experiences, integration of theory and application, teaching in a small group setting, and focus on applying the skills learned in class to cope with real life issues for students.

<http://ge.hkbu.edu.hk/course/IGE-1937/>

GDBU 1956 Service Leadership Practicum (IGE) (3,3,0)

This course aims to provide students with an opportunity to gain real-life working experience related to service learning and community engagement. Furthermore, this course goes beyond simply "participating in service-learning" by developing students leadership skills as they learn to work collaboratively with the community. Although, as novices, the students cannot be expected to strategically lead the NGO, they are expected to take the initiative to recognize opportunities for improvement (even if small) in the NGO, and lead the process of taking the improvement forward. Students therefore become engaged leaders who take responsibility for solving problems, making improvement and meeting the tangible needs of a defined community with competence, character, humility, and care. In doing so, they become familiar with the political, economic, and social forces that influence the survival and success of NPOs/NGOs, and how the NGO influences society.

This course represents a guided self-discovery learning experience for students. Although the placement, learning outcomes, and supervision are provided to students, within this broad framework students have the responsibility to explore, make the necessary connections, and understand. Under the guidance of both faculty and workplace supervisors, students will work in an NPO/NGO. The placement assignment is expected to take up no less than 120 hours to complete, and would not normally be paid. The exact distribution of the 120 hours is up to negotiation between the student and workplace supervisor. It may be more intensive, or less intensive. The only requirement is that the 120 hours be completed within the duration of this semester course. The distribution of the 120 hours, and the expected nature of the workplace tasks, must be signed off by student, faculty supervisor and workplace supervisor in the course registration form before the practicum commences. During the practicum the faculty supervisor will make periodic site visits and phone calls to keep in regular contact with both the student and the workplace supervisor.

<http://ge.hkbu.edu.hk/course/IGE-1956/>

GDCV 1005 Film, History, and Social Change (3,3,0)

This course will explore the way in which film has represented history and social change, and also seeks to inform students about the nature and character of particular historical events, and periods of social change. The course will also explore film as film: as a constructed, aesthetic and expressive artifact; and pertinent aspects of film theory will also be considered in relation to this. Emphasis will be on both the historical and social meaning and