

**GDCV 1915 Visual Culture in Everyday Life (IGE) (3,3,0)**

This course aims to extend students' knowledge and experience beyond their major study by exploring the interaction between art, advertising and luxury goods, within the wider context of contemporary visual culture; and examining the interaction and influence of visual culture, in context of the contemporary art, its markets and the wider audiences.

The course will use non-traditional visual art, global TV advertising, music album covers and music videos, brand packaging, best seller book covers and so on, to identify and examine multi-dimensional engagement and insight from a range of perspectives.

In order to make connections across disciplines in context of contemporary personal, professional, and/or community situations, this course will have emphasis on critical thinking as well as analysis on art and visual cultural issues including governmental spending on culture, how an age-old painting grasps our imaginations, and how a piece of sculpture may change the outlook of our city.

Debates and questioning will be critically engaged with the development of visual culture and its association with the art market and luxury goods markets. This course assesses the contrasts and similarities, of the public and private sectors of art consumption and reflects upon aesthetic significance and monetary value of art. It also considers the changing notions of art and visual culture in terms of traditional associations of status, education and evaluates the roles of gallery, auction house, advertising and shopping mall as the centre pin of 'brands'. Further, reviewing the role of the public sector in the advancement of the art exhibition 'blockbuster' and the commercialization of art through case studies of world leading galleries such as Tate Modern, MOMA and the Guggenheim.

<http://ge.hkbu.edu.hk/course/IGE-1915/>

**GDCV 1916 The Material Life of Things: The Life Mean and Value of Objects (IGE) (3,3,0)**

Objects are the material leftover of human experiences, speaking to us about how our ancestors oriented themselves in the world. This course attempts to explore the concepts of material culture in order to contextualize place, identity and heritage in both a personal sense and within the large cultural boundaries and extend students' knowledge and experience beyond their major study.

Exploring the formal qualities, functions and histories of 'things' – ranging from personal items, works of art, geographical places of memories, monuments, and landscapes – using current examples of case studies and events in Hong Kong, this course discusses how objects shape our culture and how the material world is integral to meaning-making processes. By considering material culture of artifacts from the past, it introduces material culture theories from various disciplines, including anthropology, cultural studies, social sciences, art history and art theories, to critically study objects within a cultural, social and historical context. Students will examine objects and explore how their own personal history, interweaves with the social life of things, within a wider perspective of cultures.

This course will enable students to consider, how heritage objects can be a part of their own memories, what objects they would like to preserve, and how the presence of the past shapes, and has shaped, the cultural life of Hong Kong, with particular attention on interdisciplinary and/or community issues and situations. Through the study of tangible and intangible heritage, students will have better understanding about their personal experiences within the context of local history, and the significances of heritage preservation in embodying the civil values and sustainable development of Hong Kong.

<http://ge.hkbu.edu.hk/course/IGE-1916/>

**GDCV 1917 Aesthetics in Human Movement (IGE) (3,2,1)**

A mini lecture-laboratory interdisciplinary course designed to explore interactions between physical movement forms (e.g. sports and dance) and creative photography. Students will use their bodies as a tool in exploring design elements of shape, force, space, and time. They will apply these elements to build aesthetic

work in movement performance and photography. Students will learn how to construct photographic meaning, aesthetic composition, and colour balancing. They will also learn the basic techniques of digital camera work, proper digital workflow, and editing control in visualizing their visions. Students working together will explore how human movement aesthetics is as much a social as a physical experience.

Ideal for students with interests in dance and photography but have little to no previous experience in both disciplines. Camera device (e.g. mobile phone or compact camera) is advised.

<http://ge.hkbu.edu.hk/course/IGE-1917/>

**GDCV 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/>

**GDCV 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/>

**GDSC 1005 Environmental Principles and Contemporary Environmental Issues (3,3,0)**

This course intends to enhance students' understanding on fundamental environmental principles and environmental ethical principles as well as to foster their critical thinking on environment-related issues. Specific issues covered in the course will include resources management, food safety, public health,

sustainable development, ecotourism, nature conservation and ecological footprint. In order to better illustrate these core issues and their implications on policy making and application of ethical principles, relevant current environmental issues in Hong Kong, China and other countries will be cited as discussion examples.  
<http://ge.hkbu.edu.hk/course/GDSC-1005/>

**GDSC 1006 You and Your Environment (3,3,0)**

This course aims to introduce to students the principles and issues of environmental science. The topics selected will demonstrate how human activities cause environmental problems and what concepts and technologies can be applied to solve these problems.  
<http://ge.hkbu.edu.hk/course/GDSC-1006/>

**GDSC 1007 You and Your Health (3,3,0)**

This is an introductory course to students on the basics of human body and how factors from the living environment may affect our health. Topics chosen are closely related to health and diseases. Specific health problems and issues of interest will be selected for discussion.  
<http://ge.hkbu.edu.hk/course/GDSC-1007/>

**GDSC 1015 Coffee with Profs—The Fascinating Science of Everyday Life (3,3,0)**

Designed for non-science majors, the course aims to demonstrate, through daily life examples, the many important contributions and relevance of science and technology in modern living. The course will start with discussion on myths and facts of coffee, physiological effect of caffeine, to organic farming, fair trade, globalization (coffee shop industry) and globalization (invention of *Yuenyeung* [coffee with tea] at Hong Kong cafes). Connections between modern science inventions and individual's healthy living styles (home/food/travel/shopping, etc.) will also be discussed. Controversial socio-scientific issues will be used to rectify students' misconceptions in science concepts.  
<http://ge.hkbu.edu.hk/course/GDSC-1015/>

**GDSC 1016 Ocean Voyage—Science in the Sea (3,3,0)**

The course is for students who are curious to learn about the ocean and its science, history and more. Students will be introduced the concepts of marine and environmental science, as well as cultural, economic and political impacts to address marine-environmental issues at local and regional scales.  
<http://ge.hkbu.edu.hk/course/GDSC-1016/>

**GDSC 1017 Science and Technology Behind the Movies (3,2,1)**

This course will make use of examples from movies and TV drama episodes as motivations to introduce students to some key concepts and latest developments in science and technology which can make significant impacts (e.g. new opportunities and experience) on our future ways of life. It provides first an overview on key milestones in science and technology development, and their impacts on our daily life. The major portion of the course covers selected concepts and principles in science and technology to be presented under themes like human-like robots, genetic engineering, space travel, etc.  
<http://ge.hkbu.edu.hk/course/GDSC-1017/>

**GDSC 1025 Discovering Our Universe (3,3,1)**

This course will provide non-science major students with basic scientific understanding and appreciation of the wonder of the universe. It introduces the students to the study of phenomena outside the confines of the Earth and also explores the relationship between humanity and the cosmos. Physical concepts in understanding the workings of the cosmos will be emphasized and illustrated with multimedia presentations and classroom demonstrations.  
<http://ge.hkbu.edu.hk/course/GDSC-1025/>

**GDSC 1026 Nano Living: Impact of Nanoscience and Nanotechnology (3,3,1)**

This course will popularize basic knowledge of nanoscience and nanotechnology, introduce an increasing range of pragmatic applications in daily life, establish critical consciousness of their social consequences (in environment, safety and human health), and prevent misleading.  
<http://ge.hkbu.edu.hk/course/GDSC-1026/>

**GDSC 1027 Diseases and Medicine (3,3,0)**

This course teaches students to envisage the differential roles and approaches of Chinese medicine and Western medicine in the treatment of human diseases as well in the prevention of illnesses. Students can broaden the horizon in the knowledge of contemporary medical technology and the modernization of Chinese medicine, as well as general health awareness.  
<http://ge.hkbu.edu.hk/course/GDSC-1027/>

**GDSC 1035 Health Maintenance and Food Therapy in Chinese Medicine (3,3,0) (P)**

The aim of this course is to introduce the basic principles and philosophy of health maintenance and food therapy in traditional Chinese medicine (TCM). Students will learn a variety of food therapy in TCM for improving common health disorders and disease prevention. Lectures will cover examples of TCM health food therapy and their functions, as well as acupuncture demonstrations, Tui-na and massage techniques from TCM for weight control, pain relieve, etc. Students will also experience herbal tea and flower-based tea therapy for health maintenance, as well as Chinese medicinal food therapy in their daily life.  
<http://ge.hkbu.edu.hk/course/GDSC-1035/>

**GDSC 1036 Introduction to Medicinal Plants (3,3,0) (P)**

This course will introduce the fundamental scientific knowledge of the medicinal plants and its applications as Chinese herbal medicines. Students will learn the general anatomic and morphologic characters of plants; common medicinal plants in Hong Kong; the identification and use of Chinese herbal medicines and as well as the modern research and application on different kinds of medicinal plants. In the process of introducing medicinal plants using as Chinese herbal medicines, student will also learn the mysterious of traditional Chinese medicine.  
<http://ge.hkbu.edu.hk/course/GDSC-1036/>

**GDSC 1037 Invitation to Sports Science (3,3,0)**

This course will focus on exercise physiology, training science, and prevention and care of sports injuries. Through lectures, discussions, and group projects, this course will introduce students to factors affecting the bodily functions in humans during exercise. Some of these factors include exercise environment, training effects, and the physiological make-up of the individual. To optimize students' understanding of the effect of selected factors on exercise response, for example energy consumption and thermoregulation, students will be invited to observe demonstrations carried out in laboratory settings. Prevention and care of sports injury is another aspect of sports science addressed in this course. Students will be introduced to the knowledge and skills related to treatment of sports injury such as procedures and techniques of basic life support, on-the-field acute care, and other emergency procedures. Apart from lectures and discussions, hands-on opportunities, such as sports massage and taping, will also be provided to enhance students' learning.  
<http://ge.hkbu.edu.hk/course/GDSC-1037/>

**GDSC 1045 Wellness in Contemporary Society (3,3,0)**

This course is designed for non-science/non-Chinese medicine majors to develop knowledge and skills to enhance wellness. Wellness is the state of healthy living achieved by the practice of a healthy lifestyle. To enjoy an optimal state of wellness, people need to achieve physical, emotional, intellectual, spiritual, social, and environmental health. Through lectures, projects, laboratory works and class activities, students will be able to acquire knowledge about contributors to wellness, means to achieve an

optimal level of wellness, and management of a healthy lifestyle in Hong Kong. At the end of this course, students will be able to acquire the necessary skills to evaluate various wellness dimensions, interpret the data and apply scientific principles to make wellness enhancement plans.

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

**GDSC 1805 Biotechnology, Altering Nature, and Being Human (IGE) (3,2,1)**

This course integrates knowledge in molecular biology and philosophy (including the religious perspectives). New biotechnology is a key part of the biological revolution in the 21st century, which makes news headlines from time to time. It includes assisted reproduction, genetic therapy, genetic engineering, cloning, and stem cell manipulation. It can modify our food and our environment, alter ourselves and our offspring. It offers high hopes and arouses deep fears at the same time. This course is divided into three parts. Part I: Biology—understanding the molecular biology behind the latest biotechnological advances (e.g. molecular cloning, stem cell, the Human Genome Project, regenerative medicine). Part II: From Biology to Philosophy—understanding the notions of “nature,” “altering nature,” “improving nature,” and “unnatural” from both the biological and philosophical perspectives. Part III: Philosophical Anthropology—exploring how we can set the moral guidelines so that, via biotechnological intervention of nature, human beings will neither play God nor play slave of nature, but just being human. This course begins with basic literacy in molecular biology and ends with the philosophical puzzle, “what is humanity?”

<http://ge.hkbu.edu.hk/course/IGE-1805/>

**GDSC 1807 Energy, Environment and Sustainability (IGE) (3,3,0)**

Climate change and the depletion of energy resources are issues of major international concern in the contemporary world. This course aims to introduce the diverse facets of contemporary energy problems and their associated environmental dilemmas, such as air pollution, waste disposal and climate change. The course will adopt several lively approaches designed to enhance the teaching of relevant facts and concepts, from a layman’s perspective. This will focus on the multiple and intricate relationships that occur between energy, environment and sustainability issues. In addition to classroom learning, the teaching will be supplemented by field visits, demonstrations, group projects and debates.

<http://ge.hkbu.edu.hk/course/IGE-1807/>

**GDSC 1815 God, Creation and the Evolving Cosmos (IGE) (3,2,1) (P)**

This course will examine the current scientific views about the origins and the workings of the universe and explores their implications for contemporary interdisciplinary dialogue between science and religion, especially the beliefs concerning God, creation and the nature of the universe in the Christian tradition. Students will be introduced to the Christian concept of creation and the scientific concepts of Big Bang and other modern cosmologies.

<http://ge.hkbu.edu.hk/course/IGE-1815/>

**GDSC 1816 Interactive Computing for Visual Communication (IGE) (3,3,0)**

Media convergence has transformed the computational machine into an unprecedented rich multimedia communication medium with ubiquitous connectively and interactive capability. This new medium presents endless possibilities with applications full of dynamic contents and rich visual user interface experience. Expertise in both computer science and visual communication are needed in order to fulfil the application demands.

This course aims to address these demands and prepare the students with all-around trainings and skills to master the challenges. Unlike traditional courses which are merely designed for one specific discipline of students, this course offers a unique platform for students without any prerequisites in mathematics,

computer programming or visual design to acquire and establish the knowledge necessarily for the challenges.

This course introduce high-level programming concepts and approaches visual design on the new medium using approachable and intuitive computational visual building block environment such as Processing developed by MIT.

<http://ge.hkbu.edu.hk/course/IGE-1816/>

**GDSC 1826 Seeing the World from Scientific and Artistic Perspectives (IGE) (3,3,0)**

The course will give students a well-rounded and advanced approach towards arts and science. The course will be taught by a team of artists and scientists from both faculties. It will cover topics on the development of art forms from a historical perspective that have a distinct relationship with the advancement of science. Examples of integration between artistic inspiration and scientific knowledge will be illustrated.

<http://ge.hkbu.edu.hk/course/IGE-1826/>

**GDSC 1835 Music, Mind, and Human Experience (IGE) (3,3,0)**

Is music a language? Is “Mozart Effect” a myth? Are we born to be creative? Is emotion processed on the right brain and reason on the left? In this course students will develop a critical knowledge of music and the human brain and how they are interrelated with other disciplines such as language, psychology, robotics, mathematics, and mental health.

<http://ge.hkbu.edu.hk/course/IGE-1835/>

**GDSC 1836 Creativity 101 (IGE) (1,1,0)**

The course objective is to improve individual’s creativity and innovative skill by strengthening one’s mindset in observation, curiosity seeking, association, visualization, out-of-box thinking and the ability to capture the flash of brilliance.

<http://ge.hkbu.edu.hk/course/IGE-1836/>

**GDSC 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/>

**GDSC 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 iQlickers 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/>

**GDSC 1857 Service Leadership in Action (3,3,0)  
 (Health Services) (IGE)**

The aim of this course is to introduce the concepts of service leadership and their actualization in health services, with particular emphasis on Chinese medicine. It is envisaged that through the sharing of experiences from stakeholders of the different sectors of health services in Hong Kong, it will provide a foundation for the students to draw up a service leadership business plan and deliver services in health care with competence, responsibilities and care in the future.

<http://ge.hkbu.edu.hk/course/IGE-1857/>

**GDSC 1866 Music, Science, and the Sublime (IGE) (3,2,1)**

The first half of the course will be devoted to an historical overview of the topic and establishing a commonality of key concepts and vocabulary for student of differing backgrounds. The second half of the course will comprise a series of more in-depth lectures, demonstrations and field trips on topics taken predominantly from the last 20 years, as well as topics germane to student's interest and backgrounds, and the availability of guest lecturers on those topics. All students will have the opportunity of creating their own, scientifically inspired aesthetic objects of music, visual arts, poetry, graphics, and/or other art forms.

<http://ge.hkbu.edu.hk/course/IGE-1866/>

**GDSC 1887 Paths to Service Leadership in (3,3,0)  
 Health Services (IGE)**

Service leadership is about providing high quality caring service. Since "the Server is the Service", the emphasis of this course is on the quality of the server. Through a review of the different care services such as those provided by Christian Care Services in Hong Kong over the past years, and an insight into the ethos behind such services, the different elements of service and leadership competencies including knowledge, skills, values, communication and attitudes will be introduced. Special emphasis will also be on health communication involving healthcare personnel, administrators, the community and the media.

In the course students will be given opportunities to put what they have learned through serving in two host organizations to the needy groups in the community.

<http://ge.hkbu.edu.hk/course/IGE-1887/>

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

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/>

**GDSC 1906 Becoming Critically Thoughtful (3,2,1)  
 Cyberworld Citizens (IGE)**

This course will provide the opportunity for challenging discussions and explorations of the complex social and ethical

issues introduced by the cyber-world, so that students gain perspectives on how to become responsible cyber-citizens. It begins by providing students a brief introduction to ethical concepts, ethical theories, and critical thinking. Supported by numerous case studies and discussion sessions, AV materials and special seminars and forums, this course covers a wide range of topics including computer security, privacy, intellectual property right, intellectual commons and freedom of speech that would enhance the student's interaction with and participation in the larger society through the cyber-world. The interesting evolution of the cyber-world or cyber-space from private relationship domains into the unique public arena will be explored. Social and ethical issues including professional ethics, cyber-crime, cyber-law, the digital divide, as well as others introduced by emerging cyber-technologies will be discussed. Particular attention will be paid to the notion that technology is neutral in the cyber-world. Through lectures and discussion sessions, students will develop a critical mind and suitable value perspectives to become responsible cyber-citizen to face this rapidly changing information age and its various emerging technologies.

<http://ge.hkbu.edu.hk/course/IGE-1906/>

**GDSC 1907 Can we Stop Believing in Magic? (IGE) (3,1,2)**

This course is for all students. It provides students with an understanding of some evolutionary, biological, social, philosophical, and psychological explanations of how and why humans believe what they believe. The course further aims to make students familiar with the scientific method and to be able to use it to test the validity of commonly held beliefs, including their own.

The course introduces the students to some interdisciplinary concepts about knowledge. It overviews the evolutionary development of the human mind in relation to how and why we form beliefs, and provides biological explanations. It then explains a number of social, philosophical and psychological reasons behind our formation of beliefs. After that, it introduces the scientific method and its position within the broader concepts of rationalism and empiricism. It then explains how the scientific method can be used to test some beliefs but not others, and how this can be determined. The role of testimony will also be discussed in relation to the dissemination of scientific knowledge. Examples of commonly-held beliefs are then illustrated, and explanations are given as to why people believe such things even in the face of compelling counter evidence. Examples are then given of individuals and societies that have experienced drastic changes in their beliefs (e.g., individuals changing from one believing in one religion to another, or going from atheist to religious or religious to atheist; society going from believing the earth is flat to knowing it is spherical, or going from believing the sun revolves around the earth to knowing the earth revolves around the sun, etc.). Guided by students' own interests and input, a number of current commonly-held beliefs (e.g., "Chinese medicine works"; "ghosts exist"; "global warming is a left-wing conspiracy"; "the 'war on terror' is what its name implies," etc.) are then presented for discussion, evaluation, and (where possible) testing.

<http://ge.hkbu.edu.hk/course/IGE-1907/>

**GDSS 1005 Coping with Life Challenges (3,2,1)**

This course will introduce background knowledge on the processes involved in adjustment of individuals to their personal and social environments. Students will explore key theories, concepts and techniques in psychology concerning personal growth and behaviour change. Topics covered include personality, aspects of the self, stress, social influence, interpersonal attraction and communication, emotional expression, transition and trauma, gender roles and differences, sexual expression, workplace challenges and developing healthier behaviours. Techniques for managing stress, reducing anxiety, coping with anger, increasing assertiveness, and achieving self-control are considered in this course.

<http://ge.hkbu.edu.hk/course/GDSS-1005/>