

ACCT 7750 Required Readings in Accounting Research (3,3,0)

This course aims to (1) provide a tailor-made and guided reading program for research postgraduate students in specific area(s) of accounting, and (2) induce students to acquire in-depth understanding of their specific research field in the discipline of accounting. The supervisor and the student are required to work out a reading list to cover literature supplementary to the student's research area. The approved list will be submitted to the Department for record.

A.F. 7011 Theories of Mass Media I (1,1.5,0)**A.F. 7012 Theories of Mass Media II (2,1.5,0)**

This course introduces students to some of the key theoretical developments in media theories and provide students with some of the main terms, theories and frameworks for understanding mass media culture. This also offers to students perspectives from different schools, so that they may apply them to the Chinese television culture.

A.F. 7020 Media Economics (3,3,0)

Media Economics combines the courses Economics and Communication into one course. This course introduces economics theories and provides comprehensive analysis on the practices of the media industry including media market, industry organization structure, business model, capital operation, and internationalization of Chinese Media Company. Students gain abilities to apply the tools of economics and deepen their understanding of Chinese media industry through the studying of these topics. The basic teaching methods for this course include lecture and discussion.

A.F. 7030 Strategic Management (3,3,0)

Strategic Management is a core course in management studies, and is the result of development about modern business management and competition among the enterprises. Through the study and analysis about the rules of enterprise competition, the running, the development and the strength of organization, students can figure out and master the specific feature and basic direction of enterprise from the strategic angle. They can supply methods and theories for the competition and the development of enterprise. Theory study, comparable research, case study and class discussion are the basic teaching methods for this course.

A.F. 7041 Brand Marketing and Management I (1,1.5,0)**A.F. 7042 Brand Marketing and Management II (2,1.5,0)**

The course has three purposes. First, to provide chance for students to learn the basic principles about marketing; second, to enable students to understand the specific operation process of marketing; third, to enable students to understand the basic theory of brands.

A.F. 7050 Capital Management (3,3,0)

The course focuses on the investigation and exploration of creative aspects of different forms of capital management in China. Technical and typical investment banking business will be examined. These include the structure of capital market, the history and present situation of Chinese capital market, the typical examples of capital management for those famous Chinese corporations, the summarization of experience and misstep, the relation between issuing and trading market. Through lectures, discussions and practical validation, students will be guided to probe into Chinese capital market in comprehensive way, and know the essence of capital management.

A.F. 7060 New Media and Television Broadcasting (3,3,0)

The course has two parts. The first is an introduction to the development of the New Media, and the study of different existing modes of digital TV. The second is a seminar on the cultural and economic issues of television industry with the technological challenge of the New Media. The students will have knowledge

of different modes of digital TV, and be able to articulate different issues concerning the New Media and TV broadcasting. They will research on one particular aspect of the New Media relating to their work.

A.F. 7070 Pay TV: Technology, Marketing, Promotion (3,3,0)

This course offers to students basic knowledge of the history, technology, organization, and operation of pay TV. Various cases of pay TV will be studied through lectures, forums, seminars and guided research. The students will grasp essential aspects in the operation of pay TV, and be able to reflect upon their own practice, or position any possible new venture in their appropriate media ecology.

A.F. 7080 Leadership and Management of Television (3,3,0)

The course offers to students knowledge of television management from strategic planning to marketing, from organization to operation, and from artiste to production management. It will be organized in the form of forum or round table discussion. Senior executives from various media in the region will meet in Hong Kong to share the views on the latest trends and issues of the industry.

A.F. 7090 Television and Globalization: Hong Kong and China (3,3,0)

This course draws the attentions of the students to crucial issues of television culture and management in the trend of globalization. The students will discuss the dialectics of local/global in theory and practice, scrutinize some cases, and reflect upon China's situation. The students will grasp the key issues of the local/global debates, and formulate their own perspective. They can articulate their thoughts on China's TV development strategy in the trend of globalization.

APSY 2110 Social Psychology (3,3,0) (E)

This course is designed to introduce students to the understanding of human interactions, how one's behaviour, feelings, and thoughts are influenced by others and in turn affect others. The course aims to heighten awareness of the relationship between the social environment and behaviour. Students will examine and analyse current personal and societal issues in the local as well as global contexts.

APSY 2130 Personality Psychology (3,3,0) (E)

This course provides an introduction to the major theoretical perspectives and research in the study of personality. In addition, this course seeks to examine the Chinese personality and its related research. This course aims to provide a solid foundation for advanced studies in psychology.

APSY 2140 Abnormal Psychology (3,3,0) (E)

This course introduces students to an overview of abnormal behaviours in terms of the emotional, psychological, and cultural constellation of the person. It also aims to develop students' understanding of the patterns, syndromes and classifications of various disorders, methods of psychological and pharmacological therapies, the analysis of the emotional, physical, medical, and legal implications of psychological disorders, and the formulation of health-coping and problem-solving strategies.

APSY 2150 Research Methods and Design in Psychology (3,3,0) (E)

Prerequisite: GS0124 Statistics or equivalent

This course aims to help students in developing an understanding of the research methods used in psychology. Upon completion of this course, students should be able to explore multivariate techniques and to develop critical awareness of the problems in methodology in relation to psychometric methods, the usage and purposes of the different statistical procedures, and to be proficient in interpreting statistical data.