

helps the body to fight invading pathogens, destroy altered and cancerous cells and clear up old and dying cells. Malfunction of the immune system will cause a number of diseases. Autoimmunity causes most of the connective tissue diseases of the body. It is the objective of this course to give the students an overview of the immune system and some of the diseases caused by dysfunction of this system, including rheumatological disorders.

BMSC 3036 Nervous System (2,2,0) (tbc)

The nervous system is responsible for perception of the external environment, an individual's behaviour in it, and maintenance of the body's internal environment in readiness for this behaviour. Disorders of the nervous system are responsible for a significant percentage of acute medical admissions and are also responsible for a large proportion of chronic physical disability.

BMSC 3037 Public Health and Family Medicine (2,2,0) (tbc)

Public health is the science and art of preventing disease, prolonging life and improving the health of communities through education, promotion of healthy lifestyles and research for disease and injury prevention. It deals with preventive rather than curative aspects of health; and with population-level, rather than individual-level health issues.

Family medicine is a medical specialty that provides continuing and comprehensive healthcare for individuals and families, including all ages, sexes, organ systems, and disease entities.

BMSC 3045 Surgery and Emergency Medicine (3,3,0) (tbc)

Surgery is a discipline of medicine that treats diseases, injuries, and deformities by manual or operative methods. The objective of this course is to provide the CM students with basic vocabulary, general knowledge, and surgical principles rather than operational technical details. Students are expected to know basic knowledge about surgery and surgical patients, how to treat minor wounds, burns, fractures and other minor injuries.

Emergency medicine is a branch of medicine that deals with evaluation and initial treatment of medical conditions caused by trauma or sudden illness. It is a relatively new discipline and may involve different branches of medicine. It is important that students have a general view of various emergency conditions commonly encountered in clinical practice, their clinical features, diagnosis, investigations and the initial emergency management.

BMSC 4898-9 Honours Project I & II (3,3,0) (tbc)

The aim of the honors project is to provide students with first hand experience on scientific or scholarly research. Each student will conduct an independent research project under the supervision of a teaching staff of the School of Chinese Medicine. The topic of the project will be determined upon the discussion between the student and the supervisor in an area related to Chinese medicine. The format of the project could be clinical studies, epidemiological studies, laboratory-based studies and pure literature studies. During the span of the project, students are expected to learn the theoretical, methodological basis as well as the statistical data analysis of scientific research, and to develop the skills for professional thesis writing and oral presentation. Upon completion of the project, students should be capable of searching on database and research papers, and to have possessed the ability of objective and logical experimental design and data analysis. The findings from the research project will be collected in the writing of a dissertation and presented in an open oral presentation by each student.

BUS 1190 Mathematics for Business (2,2,0) (E)

This course is designed to provide business students with essential knowledge of mathematical techniques commonly used in business world today. Particular attention is given to teach students how to apply these techniques such as calculus,

linear algebra and probability in solving business/management problems. This course also introduces students the concept of the time value of money and helps them to understand the importance of calculating present and future values to corporations.

BUS 1200 Statistics for Business (2,2,0) (E)

In today's management decision making process, one of the useful and commonly employed tools is statistical analysis. This course provides business students with the basic knowledge in understanding and skills in performing these statistical techniques like sampling methods, interval estimation, hypothesis testing, analysis of variance and regression analysis. Nonparametric methods are also covered so as to allow students to have a broad understanding of different statistical testing methods. Applications of these techniques in the business environment will be emphasized in the course.

**BUS 1230 中國傳統智慧與企業管理 (3,3,0) (tbc)
Ancient Chinese Wisdom and
Contemporary Business Management**

在經濟、社會及文化形態急速全球化與資訊化的今天，大形勢愈來愈複雜、多變、難測，百年來生產線流水作業或金字塔層層指揮的企業模式，早已被發現並不管用。

面對如此困境，西方的企業管理論界近二十年來推出了共同願景、自主空間、學習社群、內發動機、系統思維等「有機」企管理念；他們也同時發現，這許多想法與傳統中國的易學、儒、道、釋、縱橫家等各種名家智慧竟遙遙呼應，而後者更可給他們提供成熟及完整的理論框架。更妙的是，不必花費多大工夫，只從中國的經典文獻與史料，已可擷取大量可供研習的管理學個案。

這個課程為大學裡所有院系的同學而設，他們將來無論是教師、社工、醫生、傳媒工作者、環保工作者，或真的進入工商企業的領域，都需要管理、領導及團體協作的知識與能力。課程將結合實務領域裡策劃與行事的探討，深入淺出向同學們介紹上述各家傳統智慧，反過來也讓同學們學習，在面對事業與人生的難題時，如何運用這些智慧，擬定實際可行的謀略或方案。

BUS 1240 Business and Corporate Social Responsibility (3,3,0) (E)

The course provides an overview of the primary business disciplines and the basic concepts of corporate social responsibility. Topics include human values and ethics in the workplace, multiculturalism, corporate social responsibilities, business functions, and general principles of effective business operations.

BUS 1630 The World of Business (3,3,0) (E)

This course provides an introduction to the range of business skills and functions and examines how these skills and functions are useful in both profit-making and non-profit-making organizations. This course also explores the importance of business organization to contemporary Hong Kong society. It aims to investigate how business organizations contribute and respond to a variety of contemporary challenges ranging from environmental and workplace dealings to issues of maintaining competitiveness in an increasingly global economy. This course is offered to non-BBA students only.

BUS 1640 Law in Hong Kong (3,3,0) (tbc)

The course offers a new and interesting way of learning about Hong Kong laws. There is no text book and the course is based entirely 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 as the topic and content are decided by the students. After attending this course, the students will learn how to do legal research to find out the law. This course is offered to non-BBA students only.

BUS 2110 Operations Management (3,3,0) (E)

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

The course deals with the fundamental concepts of business operations management as they pertain to the service and manufacturing industries. Students will learn the fundamental

concepts and applications of operations management through problem solving and case studies. The course will focus on the extent of applications of operations principles learned in the classroom setting to contemporary business operations management problems.

BUS 2120 Business Communications (3,3,0) (E)

Prerequisite: LANG 1491-2 English I & II or equivalent

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

BUS 2130 Business Communications (2,2,0) (E)

Prerequisite: LANG 1491-2 English I & II

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

BUS 2140 Business Communications for Marketing (3,3,0) (tbc)

Prerequisite: LANG 1491 English I or equivalent

The aims of this course is to provide students with an understanding of the essential concepts, practice and basic models of communication, and to develop some of the skills necessary for communicating effectively, in order to prepare them to take up marketing related tasks or positions. Emphasis is on the applications of concepts and methods of written and oral communication activities taking into consideration fundamentals of format, style, language and tone. Written and oral communication works are partly framed within the marketing and communications professional context to allow students exposure to the future work contexts. Written work includes correspondence for tackling business situations, such as client inquiries, claims, sales, job application, memoranda and business reports. Oral communication skills for handling business interactions, such as job interviews, work meetings and handling customers, and for delivering speeches are included.

BUS 2150 Legal Aspects of Marketing (3,3,0) (tbc)

Prerequisite: LANG 1492 English II or equivalent

This course introduces to students the principles of Hong Kong legal system and the common law, and how the various branches of Hong Kong law are evolved and integrated over time. Special emphasis is placed on laws relating to marketing including the Law of Contract, Law of Tort, Agency Law and Laws relating to Intellectual Property Rights.

BUS 2170 Principles of Law (3,3,0) (E)

Prerequisite: LANG 1492 English II

This course introduces to students the principles of Hong Kong legal system and the common law, and how the various branches of Hong Kong law are evolved and integrated over time. Special emphasis is also placed on the Law of Contract, Law of Tort and Agency Law.

BUS 2210 Organizational Behaviour (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 theories and concepts related to understanding people's behaviour in organizations. Students will study the behaviour of individuals and groups within organizations in order to gain both a theoretical understanding as well as practical knowledge that can be applied in a work setting.

BUS 2240 Service Learning and Community Engagement (3,3,0) (E)

Prerequisite: BUS 1240 Business and Corporate Social Responsibility, BUS 1630 The World of Business or equivalent, and Year II standing

This course provides students with an opportunity for active learning and enables them to build a sense of social responsibility and commitment that are essential when they apply their business and professional skills to their careers. This is a community-based instruction course intended to promote student's civic responsibility and to strengthen their problem-solving and decision making skills by acquiring hands-on experience in community projects provided by NGOs and not-for-profit organizations in Hong Kong, mainland China and other countries. It is a reciprocally beneficial course, with meaningful service being provided to the community and meaningful learning experiences being provided to the student.

BUS 2340 International Business (3,3,0) (E)

Prerequisite: BUS 1240 Business and Corporate Social Responsibility, ECON 1210 Principles of Microeconomics, ECON 1220 Principles of Macroeconomics, ECON 1620 Basic Economic Principles or BUS 1630 The World of Business

The primary objectives of this course are (1) to provide students with a basic understanding of the theories and concepts of international business; (2) to discuss the economic, cultural and political factors in shaping the international business environment; (3) to introduce different functional areas of international corporations management with reference to problems and issues of doing business with developing countries.

BUS 2420 Management Science (3,3,0) (E)

Prerequisite: BUS 1190 Mathematics for Business or equivalent, and BUS 1200 Statistics for Business or equivalent

Deterministic and probabilistic models of Operations Research for solving managerial problems are introduced. Operational practical constraints and the applications of modelling are illustrated by using a wide variety of examples drawn from numerous industrial and service sectors.

BUS 2470 Legal Aspects of China Business (3,3,0) (E)

Prerequisite: BUS 2170 Principles of Law

This course aims to introduce students to (1) some of the major areas of Chinese commercial law that are of common concern to foreign businessmen doing business in China, which include its historical development and principles, its application in equity joint ventures, co-operative joint ventures and wholly foreign owned enterprises; and (2) foreign exchange problems, tax, trade and investments in China.

BUS 2520 Production and Operations Management (3,3,0) (E)

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

This course deals with the fundamental concepts of production and operations management as they pertain to the service and manufacturing industries. Students will learn the fundamental concepts and their applications through problems and case studies. The course will focus on the extent of application of production and operations principles learned in the classroom setting to contemporary production and operations management problems.