

However, as far as the training of qualified professionals is concerned, foreign language-culture education is gaining more and more importance with the increasing need of communication and interaction at different levels.

At the same time, most of the nations in Europe as well as in Asia, have to face multilingual and multicultural diversity, due to the presence of permanent and/or immigrant minorities.

Country case studies—among which the PRC and Hong Kong will always be included—will be used in order to illustrate the choices by decision-makers in view of implementation in the educational network at the national as well as international level through their representative institutions abroad.

The course will highlight the various concerns—educational, economic, social and political—to be found in the field of language and cultural policy.

#### **EURO 7110 Case Studies in EU–China Economic and Trade Relations (3,3,0)**

With 380 million consumers and 20 per cent of global GDP, the European Union is one of the major markets for Chinese companies and also the source of substantial inward foreign direct investment. Local Chinese and local foreign or multinational businesses in Hong Kong handle a considerable share of imports/exports between China and the EU.

This course will analyse the development of European-Chinese economic and trade relations since 1978, with particular emphasis on Hong Kong and the Pearl River Delta. It will address EU and national regulations governing investment in and export to the European Union as well as the prevailing business climate in Europe, as far as local enterprises are affected. It will also investigate the parameters for European business practice in Southern China and Hong Kong.

The main focus will be on case studies of selected enterprises and the support activities of European Chambers of Commerce and/or Trade Commissions in Hong Kong and Guangdong. To this end, seminar sessions will alternate with presentations by guest speakers from such institutions or companies. On site visits in the Pearl River Delta region will also be organized.

#### **EURO 7120 Dissertation/Project (6,\*,\*)**

The Dissertation is an essential component of the programme, as reflected in the assessment. It is intended to enhance the students' capacity to construct a topic for research, to make use of the literature and methodologies of Social Sciences, to collect data and to develop analytical reasoning. For this reason, the taught courses devote a large part to theory building and methodologies for empirical investigation. Dissertations should be 15,000 to 20,000 words long, and may be written in English, French or German. They are prepared under the supervision of a member of academic staff. Students must prepare a written proposal and obtain approval for their course by the end of Semester 2. The Dissertation is then written in Semesters 3 and 4. Students defend their dissertation in front of a jury at the end of Year II.

Alternatively, students may write a Project which will be more professionally oriented. It will be less-demanding regarding theory, and aimed at developing the students' ability to diagnosis and problem-solving in practical situations. The Project will usually rely on the professional experience of students, and take the form of a case study. It will develop alternative propositions for action regarding the problem considered. Its length will be 10,000 to 15,000 words and may be written in English, French or German. They are prepared under the supervision of a member of academic staff. Students must prepare a written proposal and obtain approval for their course by the end of Semester 2. The Project is then written in Semesters 3 and 4. Students defend their project in front of a jury at the end of Year II.

#### **EURO 7130 Study Abroad Course I (3,\*,\*)**

For students opting and eligible for study abroad, this course is selected in the host institution according to their concentration and research orientation.

#### **EURO 7140 Study Abroad Course II (3,\*,\*)**

For students opting and eligible for study abroad, this course is selected in the host institution according to their concentration and research orientation.

#### **EURO 7150 Study Tour (0,\*,\*)**

This study tour provides students with an opportunity to go on an extended educational visit to major destinations in Europe in order to study the very last developments of integration. It highlights the complexities and difficulties in constructing a European order in the aftermath of Communism in East Central Europe. The tour is designed to enhance students' ability to perceive, evaluate and understand Europe in transition through lectures in local universities, site visits, meetings with professional milieus, use of media and discussions.

#### **FILM 2005 Film History (3,3,0) (tbc)**

The course will introduce students to some of the key moments in the history of the cinema, and to a number of key issues relevant to a study of the subject. Topics covered will include the historical context of film production, major movements, stylistic trends, directors and films.

#### **FILM 2006 Introduction to Digital Video and Sound Production (3,3,0) (tbc)**

The course aims to introduce students to the essential aspects of sequential media, especially digital video and sound production. With a view to understanding unique potentials, as well as limitations of the fundamental design with discrete media in the process of visual-aural communication, students will learn how to create and develop ideas via related practical skills including video shooting and editing, sound recording, and media design and production. In line with aesthetic and theoretical studies of different digital video and computer animation artworks, students will be provided with hands-on practices of digital video and sound production skills and knowledge. Both theoretical and practical trainings aim to provide students the developing multidisciplinary knowledge for using sequential media in digital video and computerized media productions.

#### **FILM 2007 Principles of Photo-imaging (3,2,2) (tbc)**

This course introduces students the basic visual grammar of photographic language. They will experience and appreciate contemporary photo imaging forms and concepts through a practical, analytical and critical approach. Students will learn photographic seeing from the practical knowledge of analog/film, digital manipulation and control of professional quality output.

#### **FILM 2015 Script Writing (3,3,0) (tbc)**

This course is designed on the principle that creativity can be cultivated through the deliberate and dynamic use of creative thinking and the creative process. Students will be encouraged to engage in critical and creative thinking in all aspects of learning and to gain on-hand experience of the creative process.

#### **FILM 2016 Film and Video Cinematography (3,3,0) (tbc)**

Instruction in the use of the equipment available for hands-on exercises is provided to illustrate fundamental principles of cinematography in film and video. Workshops are also conducted to allow students to learn to shoot in the studio and on location. By the end of the semester, students must demonstrate an ability to communicate in basic visual terms and to produce work in both film and video cinematography.

#### **FILM 2025 Visual Communication (3,3,0) (tbc)**

This course attempts to introduce students the basic knowledge of visual principles and its cultural and originative contexts. Students will identify visual communication as a form of non-verbal communications. The functions of visual design and its cognitive usage and context will be expressed and analysed. Examples of art and design will be employed to illustrate the different ideas and design approaches.