

innovation and adaptation necessary to compete successfully, not only within the Asia/Pacific region, but in a globalized environment. Here, students will be exposed to advanced concepts of strategic and operational organizational management, combined with HR projects that advocate constant renewal of human capital and employee involvement. While other courses have provided the necessary background, this capstone course will allow the students to develop the holistic outlook necessary to implement these concepts in pragmatic settings and to deal with current issues, within an action research setting.

#### **MGNT 7210 Chinese Wisdom and Management (2,3,0)**

Prerequisite: MGNT 7040 International Management

Traditional Chinese culture holds a reservoir of wisdom of the Chinese nation. To meet the challenges of the 21st century and to make firms more competitive, managers can seek wisdom from Confucius and other traditional Chinese management philosophies. This course provides the students with a comprehensive understanding of traditional Chinese thought and management wisdom. Application of traditional Chinese wisdom to contemporary business management will be a primary focus.

#### **MGNT 7220 中華智慧與現代企業管理 (2,3,0)** **Chinese Wisdom and Modern Management**

Prerequisite: MGNT 7040 International Management

現代管理學奠基於西方文化，源於希臘哲學與基督精神，重外物、個人、科學與智性邏輯分析；相對地，中華文化重內省、群體、人文與直覺感悟，代表著不同的宇宙和價值觀。近年中國的經濟騰飛，逐漸成為重要的市場與經濟體系，世界各大小企業蜂擁而至，但因為文化與價值觀不同，往往費時而失事。現代管理者最重要的對像是人，是以必須要對文化與人性有透徹的瞭解，圓融古今中外，相輔相承，才能事半功倍。數千年的中華文化與歷史，就是活生生的管理個案，蘊含著寶貴的實踐經驗。本課程專為有經驗的管理者與企業家，提高對中國文化的理解與實踐，探究中華智慧與中國式管理的有效實踐，使他們能面對龐大而瞬息萬變的中國市場的挑戰，靈活應變，得心應手。此課程主要分為「道」與「術」兩部分。「道」篇主要為中華哲學與智慧的基礎理念和管理「心法」；「術」篇則注重實踐與案例。在馳騁中西管理的理論與智慧中，同時分享寶貴的實戰經驗，兼容並蓄，是一門創新的綜合性實用管理課程，恰好彌補西方管理學與實際經驗不足之處。

#### **MGNT 7230 Managing People (3,3,0)**

For most students, this course will be very different from any that they have taken before. The emphasis will be on developing an awareness of their own skills of managing people and systematically working through a number of readings, cases, and exercises that will lead them to become more effective. The class is highly interactive and intensive, and students will work on an individual project to document skill improvement at their current level of competence in managing people to achieve results.

#### **MGNT 7710 Selected Topics in Management (3,3,0)**

The aim of this seminar-based course is to help students to understand the current development of the management discipline and to become familiar with current research streams. The seminar also aims at helping students to understand the process of academic research, from idea generation to writing the research proposal. Faculty members of the Department (and possibly visiting academics) will present a series of weekly research seminars. The programme and assessment will be under the direction of the subject coordinator. The final assessment will take the form of a written research paper, providing a critical review of an area of research and identifying research needs.

#### **MGNT 7720 Required Readings in Management Research (3,3,0)**

This course aims to (1) provide a tailor-made and guided reading programme for research postgraduate students in their specific area(s) of concentration, and (2) induce students to acquire in-depth understanding of their specific research field in the discipline of management. The supervisor(s) and the student are required to work out a reading list to cover literature related to the

student's research area. The approved list will be submitted to the Department for record. The course will conclude with a formal assessment of a written paper, consisting of a critical review of the literature surveyed, along with an oral presentation to the supervisor and at least one other Faculty member, based on the paper.

#### **MHM 7010 Introduction of Personal Health Management (3,3,0)** **個人化健康管理概論**

Students are expected to have a strong awareness and sufficient general knowledge in personal health management through learning in the following aspects of the course: the concept and special features of personal health management in daily life; the strategies, steps, procedures, methods and contents for managing personal health, including management of lifestyle, management of basic necessities in daily life, health management schemes under condition of illness or under disastrous circumstances or serious injuries.

#### **MHM 7020 Anatomy and Physiology of the Human Body (2,3,0)** **人體結構與生理功能**

In this course students are taught with the knowledge of the anatomy and physiology of the human body; the relationship between imbalance of the body functions and diseases; when and how to seek medical advice and different aspects of mental health.

#### **MHM 7030 Introduction of Preventive Medicine (2,3,0)** **預防醫學導論**

This course teaches students the basics of preventive medicine, e.g. the principle and practice of hygiene and health promotion, the idea of classifying disease prevention in three levels, the strategy and practice of prevention and control of diseases. They are also taught with the basics of epidemiology, statistics, the frequently used benchmarks and methods of research.

#### **MHM 7040 An Overview on Health Preservation in Chinese Medicine (3,3,0)** **中醫養生學概論**

Upon study of the course, students are expected to understand the concept, theory and management for health preservation in Chinese medicine; to understand the differences and connections between health preservation and illnesses treatment in Chinese medicine, etc.

The commonly-used methods in health preservation of Chinese medicine are expected to be mastered by students through study of this course, e.g. Chinese massage for enhancement of the health and so on. Also, the influences of Chinese culture to the personal health preservation are anticipated to be understood.

#### **MHM 7050 Medicinal Foods and Food Therapy in Chinese Medicine (2,3,0)** **藥膳與中醫食療**

The course aims to provide students with the knowledge and principles of food therapy by using Chinese medicinal foods that are made from safe and functional herbs and nutritional materials used for enhancement of health in daily life. In details, the preparatory processes and cooking methods of medicinal foods, as well as their reasonable applications will be introduced as a complementary therapy to improve body resistance and immunity, to prevent illnesses and enhance rehabilitation of chronic diseases.

#### **MHM 7060 Exercises for Health Preservation in Chinese Medicine (2,3,0)** **中醫運動養生學**

The students are expected to understand the mechanisms and cultural characteristics of Qi Gong and Tai Ji exercises in health preservation for the healthy people, as well as for persons with chronic illness conditions.

The most commonly-used exercises, i.e. Eight-Section Brocade

Exercise, 24-Form Yang Style Taiji Quan and 32-Form Yang Style Taiji Sword, will be taught.

**MHM 7070 Serial Lectures in Personal Health Management (1,3,0)**  
健康管理系列講座

Specialists in health management are invited from overseas and mainland China to give lectures on the newest developments and practical experiences in personal health management.

**MHM 7080 Rehabilitative Nursing in Chinese Medicine (2,3,0)**  
中醫康復護理學

The students are trained with the skills of the rehabilitative nursing in Chinese medicine for patients. All of those include: the basic principles and procedures of the rehabilitative nursing; the methods and skills of rehabilitative nursing for patients with debilitated states, the elderly people in disease, as well as the patients with terminal malignancies or with significant post syndromes after suffering from serious diseases.

**MHM 7090 Health Management of Common Urban Diseases (2,3,0)**  
常見都市疾病管理

In this course, the following topics will be taught: disease management and the definition of disease management based on Chinese medical system; the strategy of disease management; categorizing diseases in disease management; the procedures in disease management; the treatment and prevention of common chronic non-infective diseases; and the treatment of common urban diseases using methods in Chinese medicine.

**MHM 7100 Cosmetology in Chinese Medicine (2,3,0)**  
中醫美容學

The course aims to train students with knowledge and skills of making beauty for the people concerned by using Chinese medicine methods. Purposes of approaches using Chinese medicine for making beauty are: to prevent and abolish wrinkles; to keep face and lips moist; to make eyes sparkling and hair healthy and glossy. Correlatively, the etiology, pathology, diagnosis, prevention and treatment of relevant physical problems causing disfigurement of face and body will be taught.

**MHM 7110 Public Health Education and Personal Health Assessment (2,3,0)**  
公共衛生教育與個人健康評估

Students are taught with knowledge of the public health education and its assessment, health related behaviour and factors affecting it, the basics of medical informatics, their basic principles and description, commonly used systems in medicinal informatics and their functions, health management related systems and their application, e.g. the establishment and management of health files, basic body functions measurements, interpretation of clinical lab data.

**MHM 7120 Nutrition and Food Hygiene (2,3,0)**  
營養與食品衛生

This course aims at giving students a basic knowledge of nutrition in the following aspects: (1) the various types of nutrition, their functions, quantity and source; (2) the nutritional values of different types of food, and the effect of processing, storage and cooking on their nutritional values; (3) food hygiene and food safety; (4) the importance of achieving a balanced nutritional state from choosing the right diet.

**MHM 7131 Practicum (1,1.5,0)**  
見 / 實習

**MHM 7132 Practicum (1,1.5,0)**  
見 / 實習

In the course of practicum, students are expected to comprehensively use their knowledge and skills they have acquired in the previous taught courses into the practical complexes, through which they may achieve much better understanding

on what they have learnt in the classroom. As such, a number of visits and practices of students will be arranged in various organizations in Hong Kong and the mainland. And, emphases of the practicum will be in rehabilitation care, as well as the physical health assessment and public health education.

**MHM 7141 Dissertation (1,\*,\*)**  
專題論文

**MHM 7142 Dissertation (2,\*,\*)**  
專題論文

The course aims to train students to have experience and ability of conducting research project in personal health studies, as well as to write dissertation under supervision. A research project in personal health management consisting literatures review, case studies, health survey and others will be selected by students with consultation of their supervisors. By comprehensively utilizing the learnt knowledge and trained skills in the previous courses and practicum, appropriate methods in selection of the research project and performing the studies will be implemented by students under supervision.

**MKT 1110 Understanding Marketing (3,3,0) (E)**

This course is designed to familiarize students with the basic ideas and concepts in marketing. The theories will mainly be applied in the context of Hong Kong. The topics include analysis of marketing opportunities, management of the marketing mix, and appreciation of marketing principles to create customer value and maximum consumer satisfaction for long term customer relationship.

**MKT 2120 Entrepreneurial Marketing (3,3,0) (tbc)**  
Prerequisite: BUS 1240 Business and Corporate Social Responsibility

This course aims to introduce key marketing concepts relevant to entrepreneurs in the start-up and growing process of their enterprises. Focuses are put on marketing strategies which are suitable for small business with limited marketing resources.

**MKT 2310 Marketing Management (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 to students the basic marketing concepts and their application in real business situations. The orientation is primarily managerial and real-life examples will be drawn whenever applicable. Specifically, this course examines the importance of marketing concepts in an organization, the marketing management functions of planning, organization and control, and the need to satisfy consumers through the development of an effective marketing mix. Emphasis is on the entire marketing programme in order to develop the basic skills required to make optimal marketing decisions.

**MKT 2330 Marketing Research (3,3,0) (tbc)**  
Prerequisite: BUS 1190 Mathematics for Business or equivalent, BUS 1200 Statistics for Business or equivalent, and MKT 2310 Marketing Management

This course introduces (1) the role, importance and limitations of marketing research; (2) basic procedures of marketing research; (3) various research techniques commonly used in marketing research; and (4) applications of marketing research.

**MKT 2350 Consumer Behaviour (3,3,0) (E)**  
Prerequisite: MKT 2310 Marketing Management

The purpose of this course is to study the overall consumer decision-making process. Consumer decision determines the sales and profits of a firm; through the understanding of consumer behaviour, students are better equipped for more sophisticated marketing decision-making. Major areas covered are: the consumer as an individual, consumers in their social and cultural settings, the consumer's decision-making process. The implications for the effects of consumer behaviour on marketing will be emphasized.