

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.