

MGT 6181 Marketing Communications (3,3,0)

This course provides students with a comprehensive view of marketing communications in an international environment. The aim of the course is to equip students with the knowledge to use marketing communications effectively, and to take a critical perspective towards the theory of integrated marketing communications.

MGT 6182 International Consumer Behaviour (3,3,0)

Understanding and catering for consumers' needs and wants has been recognized as the focal point of the contemporary marketing concept. Moreover, the growth in the marketing and advertising sectors globally has led to increasing interest among marketing professionals and academicians to comprehend consumers and their behaviour across countries and cultures. This course aims to provide a systematic understanding of the key principles and constructs of consumer behaviour. It also investigates the issues that arise when considering consumer behaviour in the international/cross-cultural context and their implications for the global branding and marketing communications strategy.

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