

MKTG 4025 Marketing in China (3,3,0)

Prerequisite: MKTG 2005 Marketing Management

This course aims at providing students with an understanding of the marketing environment and practices in China. Emphasis will be placed on the socio-cultural environment and marketing mix elements in China. Problems and prospects of doing marketing in China will also be examined.

MKTG 4026 Leisure Marketing (3,3,0)

Prerequisite: MKTG 2005 Marketing Management

This course introduces students to theories, trends and practices emerging in leisure industries. It provides a thorough discussion about leisure as a cultural phenomenon and the characteristics of leisure industries. Students will also learn to apply marketing and communications principles to leisure industries and formulate marketing campaigns. We will also have focused discussion on some selected areas such as electronic entertainment, live performances, and tourism.

MPS 7010 Research Methodology and Practices in Chinese Medicine (3,3,0)

Students will learn to master the basic programmes and methods of scientific research on Chinese medicine in order to lay a foundation for scientific research work of Chinese medicine.

MPS 7020 Utilization of Medicinal Plant Resources and Advanced Pharmacognosy (3,3,0)

This course aims to introduce the actuality and development of modern pharmacognosy and medicinal plant resources, research methods and application of new techniques, exploitation route of new resources, wild breeding and GAP (Good Agriculture Practice) cultivation on the Chinese herbal medicine resources, available exploitation and sustainable utilization of medicinal plant resources.

MPS 7030 Mechanisms and Safe Application of Chinese Medicines (3,3,0)

This one-semester course aims to allow students to understand the action mechanisms and safety of Chinese medicines, to know the pharmacological research methods for Chinese medicines and to understand the advance of the pharmacological studies of Chinese medicines.

MPS 7040 Methods and Techniques for Quality Control of Chinese Medicines (2,3,0)

To study and master the modern analytical methods and techniques for quality control, quality assessment and safety evaluation of Chinese medicines (including medicinal herbs, herbal pieces and Chinese proprietary products).

MPS 7050 Advanced Pharmaceutics and R&D of New Product in Chinese Medicine (3,3,0)

This course aims to study the new theories, new methods and new technologies of the pharmaceutics in Chinese medicine as well as the procedures, registration, intellectual property protection, and case studies of the R&D of new products of Chinese medicine.

MPS 7061-2 Laboratory Practice in Chinese Medicines (4,3,0)

To enable students to put the theoretical knowledge learnt in books into professional practice in order to cultivate their ability in analytical thinking, designing, operation and application in the pharmaceutical sciences in Chinese medicine.

MPS 7070 Advancement in Contemporary Chinese Medicines (3,3,0)

To study and understand the progress and advances of modern scientific research in Chinese materia medica.

MPS 7081-2 Dissertation (6,*,*)

(1) To identify an appropriate research or creative topic related to Chinese medicines; (2) to develop and apply methodologies

and techniques appropriate to the topic chosen; (3) to present the results of the research or creative work in the dissertation; and (4) to give an oral presentation.

MPS 7090 Pharmaceutical Affairs Management (2,3,0)

This one-semester course aims to provide students with the knowledge of management and operation of pharmaceutical affairs through the study of basic concepts in the management of pharmaceutical affairs, the legislation of drug administration in Hong Kong and the mainland of China, the management of drug identifiers and drug advertisement, the management of drug distribution, the management of pharmacist, pharmacy, pharmaceutical products and Chinese medicine in Hong Kong. This course will teach students to analyse and distinguish various pharmaceutical phenomena and problems through social investigation.

MPS 7100 Marketing and Management for the Pharmaceutical Industry (2,2,0)

This course is designed to provide students with the essential marketing and management knowledge and skills for the pharmaceutical industry. It examines the principles of marketing and management, with emphasis on marketing concept and consumer behaviour, marketing mix management, marketing planning, strategic planning and development of business plans. It adopts a case study approach to relate students with the real world situation.

MPS 7510 Overview on Chinese Medicine and Chinese Materia Medica (4,4,0)

To study and grasp the philosophical basis of Chinese medicine and the basic theories of Chinese materia medica. To understand the properties and application of different drugs and the knowledge of how to use Chinese materia medica in the clinical practice and scientific research.

MUS 1001-2 Music Assembly I (0,0,2)**MUS 2001-2 Music Assembly II (0,0,2)****MUS 3001-2 Music Assembly III (0,0,2)**

A Music Assembly is held once a week for the purpose of presenting individual student performances and compositions, presenting special lectures, staff performances, guest performances and master classes, as well as facilitating academic advising and departmental activities.

MUS 1111-2 History of Western Music I (3,3,0)

Prerequisite: Admission to BA (Hons) in Music

This is a year-long survey on the history of Western music from antiquity to the present. Students will be introduced to the historical background, musical genres, representative works, and major composers of each stylistic period. Through examining characteristic features of a large repertoire of music, students are expected to learn the canonic works, the stylistic developments, as well as the technical vocabularies of Western music.

MUS 1121-2 History of Chinese Music I (2,2,1)

This is a chronologically presented course dealing with the aesthetic, historical and stylistic development of Chinese music ca 500 BC to 960 AD. It aims to develop in the student an understanding of ancient Chinese musical theories and practices and to relate the development of Chinese music to that of Chinese aesthetic, moral, social, ritual and political thought. Foreign influences on Chinese music will also be studied.

MUS 1131 Materials and Structures of Music (2,1,1)**MUS 1132 Materials and Structures of Music (3,1,1)**

This course develops the student's conceptual and perceptual understanding of the basic musical practices of melody, harmony, counterpoint, and rhythm in Western music through an approach emphasizing original composition, aural skills, and the analytic study of representative musical examples. The course provides a foundation for composition studies, relates closely to the history