

to accounting. Second, it should acquaint students with methodologies used by previous researchers. Third, the course will provide students with the opportunity to develop their own research ideas.

Topics include the identification of research problems, development of research hypotheses, experiments and quasi-experimental research designs, data collection and processing, statistical analysis, and interpretation of results. The course will also cover specific research methods that are useful to know when navigating the accounting literature. Selected research papers and topical research issues will also feature significantly. An emphasis will be placed on the analysis of the research design and the application of research methods to solving accounting related problems.

ACCT 7740 Issues in Financial Accounting and Corporate Governance (3,3,0)

This course aims to help PhD and MPhil students to develop their abilities to understand and conduct empirical financial accounting and corporate governance research on the following issues: (1) the role of accounting information in security valuation; (2) the accounting choices made by managers; and (3) the role of internal and external corporate governance constituents for firm valuation and performance.

The papers we will discuss are selected to illustrate the strands of empirical accounting research and their historical trends. We will use these papers to discuss and critique the motivation for empirical research, the connection between theory and empirical work, the research designs, and the methods of analysis employed. The topics of interest include: the relationship between accounting information and stock prices, the relationship between accounting information and various types of contracts in modern organizations, earnings management behavior of corporate managers, the implications of corporate governance, accounting disclosures, international accounting differences, China accounting, and contemporary accounting thoughts and theories.

ACCT 7750 Required Readings in Accounting Research (3,3,0)

This course aims to (1) provide a tailor-made and guided reading program for research postgraduate students in specific area(s) of accounting, and (2) induce students to acquire in-depth understanding of their specific research field in the discipline of accounting. The supervisor and the student are required to work out a reading list to cover literature supplementary to the student's research area. The approved list will be submitted to the Department for record.

A.F. 7410 Financial Management for Film, Television and New Media (3,3,0) (P)

This course aims to provide students with the basic principles and theories of financial management and fund-raising with practical applications. Students will be able to analyze and evaluate different types of funding methods and budgeting as well as the earning potential of a media project. Students will be equipped with global vision of the future development of both domestic and global film markets.

A.F. 7420 Promotion, Advertising and Distribution for Film, Television and New Media (3,3,0) (P)

This course aims to explain, examine and apply a wide range of marketing, advertising, sales and distribution models and theories related to specific Hollywood case studies while also applying them to Asian markets. Students will arrive at an understanding of the importance of innovation in the contemporary media production industry as well as the challenges that marketers are now facing within new-media industries.

A.F. 7430 Law, and Film, Television and New Media (3,3,0) (P)

This course aims to provide students with knowledge concerning statutory requirements and legal management within the media industry. Students will acquire a basic knowledge of laws, rulings and principles for legal management, while applying issues and rulings of specific landmark cases to practical and contemporary situations. Students will be able to grasp and articulate broad global perspectives in media and entertainment law within the industries, and also understand the film regulation and censorship in the Greater China region.

A.F. 7440 Script Analysis for the Producer (3,3,0) (P)

This course aims to equip students with excellent script-analysis skills, and to identify uniqueness, value and creativity. Students will identify important commercial elements for film distribution and marketing in relation to the script. In addition, the production feasibility for scripts will be analyzed and artistic elements of scripts will also be discussed.

A.F. 7450 Case Studies in Production and the Market (3,3,0) (P)

This course will cover the fundamental principles for the duties of film management and human resources management. The basic principles behind positions of a crew, ethics and code of practice of film productions will also be discussed. It aims to provide students with a wide range of marketing and distribution techniques in addition to models for film productions by examining and analyzing specific Hollywood case studies. Students will be able to apply acquired theories to Asian markets and develop critical analytical skills, spirit of leadership, communication and team-working. The new challenges that new marketers are facing within new media industries will also be discussed.

A.F. 7460 Graduate Seminar on Film, TV and New Media Business (3,3,0)

This course aims to provide students with the basic principles and theories of intellectual property creation, distribution (Television, film and Internet), merchandising, technology; and with a broad vision and mind-map concerning key aspects of media business and the global vision of the future development and trends of such issues and aspects.

A.F. 7470 Seminar on Non-Mainstream Producing (3,3,0) (P)

This course aims to provide students with basic principles and theories of film distribution, promotion and advertising which can be applied to non-mainstream film or media productions. A wide range of marketing and distribution techniques will also be examined during lectures by applying case studies to non-mainstream markets.

A.F. 7480 Film, Television, New Media and Globalization (3,3,0) (P)

The subject explores the Hong Kong media and the media in Greater China, with emphasis on cinema, television and New Media, in its social-historical context from the 1930s to the present. Its impact on both Asian and global media and community will be thoroughly examined. Attention will be paid to the processes and patterns of the changes in Hong Kong and Mainland China media industries as a major shaping force of globalization.

A.F. 7490 Media Management (3,3,0) (P)

This course aims to establish a firm foundation of business and management skills for specialized career training in the media industry for film, television and new media. The roles and skills of a media producer are examined, and the proper procedures for production management from project initiation to completion are analyzed in detail.