

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

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) (P)

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) (P)

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) (P)

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) (P)

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,*,*) (P)

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) (P)

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 7100 Marketing and Management for the Pharmaceutical Industry (2,3,0) (P)

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) (P)

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.

MSCN 3005 Cases and Issues in Social Communication (3,2,1) (E)

This course is designed to help students integrate what they have learnt to analyze current issues and affairs, in relation to the role media have played in social practices and transformation. It also looks at the impact on society of various means of communication. Social communication includes the cultural, political and sociological aspects of communication. Students will critically analyse various cases and issues in social communication in order to better understand the depth of community organizing and breadth of human rights activism via popular media and community action. Relevant ethical dimension and responsibilities are also considered.

MSCN 3015 Digital Graphic Production (3,2,1) (C)

The course aims at developing students' knowledge and skills of graphic design in digital environment. With understanding of design elements and principles, students will develop execution skills in manipulation of graphics, imageries and typefaces in order to present messages in digital media. This visual presentation serves as a process of problem solving in media communication.

MSCN 3025 Globalization and Social Change (3,2,1) (E)

This course is designed to enhance students' understanding of the causes, processes and consequences of globalization. Globalization has reshaped contemporary social lives around the world. This course explores relationships between globalization, power and inequality; issues of development and poverty, conflicts and violence, social justice, and cultural diversity. Students will also reflect on ethical responses to globalization and the possibilities of alternatives.

MSCN 3035 Health Communication (3,2,1) (E)

This course aims at introducing students the theories, models and approaches on communication in health and illness contexts. Focus will be put on how health beliefs and behaviours are influenced by messages delivered from interpersonal, organizational, cultural and media sources. Communication in health care delivery, health care organizations, as well as health promotion and disease prevention will be explored. This course will look into how health communication is practised and examined at an individual, family, professional, organizational and societal level through a variety of perspectives.

MSCN 3045 Media and Integrated Marketing Communication (3,2,1) (E)

This course aims at providing an overview of integrated marketing communication principles and strategies. Students will be introduced to the steps in planning and implementing public relations and advertising campaigns and programmes. They will also be able to examine the roles of various traditional and emerging media in the process of marketing communication. Special emphasis will be given to current media trends.

MSCN 3055 Audio and Video Production for New Media (3,2,1) (C)

Through this course, students will acquire basic techniques necessary for audio and video production. Students will learn to develop various genres of media projects through the preproduction, production and postproduction stages. The course will build the visual literacy skills that help them communicate ideas through producing these projects. Students' sense of accustoming their creative works to new media environment will also be developed.

MSCN 3065 Media Ethics (3,2,1) (E)

The course helps media students to develop an awareness and analytical understanding of ethical issues in the media industry.