

**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.

It combines a comprehensive introduction to the theoretical principles and the philosophies of media ethics, with studies of the current ethical issues in journalism, broadcasting, advertising, public relations and new media.

**MSCN 3075 Media Professional Practices (3,2,1) (E)**

Many media and communication students start their career as journalists. Therefore knowledge of journalistic basics is necessary for the graduates of this school. This course is intended to provide students with systematic understanding and a critical awareness of the current trends and practices of journalism, laying a foundation for their professional working practices in media after graduation.

**MSCN 3085 Writing for Media and Community Resources (3,1,2) (C)**

The students will be equipped with writing abilities needed in non-governmental, commercial/business, Public Relations and media organizations. Students will learn various types of writings in handling different media situations, acquiring funding and publicizing their missions.

**MSCN 3105 Children, Adolescents and Media (3,2,1) (E)**

This course aims at discussing issues with students regarding media consumption among children and adolescents in relation to their biological, psychological and social development. Approaches that position children and adolescents with various roles in media will be adopted. The issues discussed will include the use of media, media influence, and the role of media in the daily lives of children and adolescents.

**MSCN 3115 Communication and Active Ageing (3,2,1) (E)**

This course aims at giving an overview about communication activities of older adults in the global trend of changing population structure, starting with the discussion of the changing physical, mental and social conditions among older adults, and the relations of these changes with their communication acts. Students will learn to develop communication programmes suitable to these individuals to enhance their quality of life and acquire a more macro vision through discussing the policies regarding communication and active ageing.

**MSCN 3125 Communication and Sustainable Development (3,2,1) (E)**

This course aims to examine one of the most prominent development paradigms in the last twenty years—sustainable development leveraging on the communication perspective. Sustainable development implies a participatory, multi-stakeholder approach to policy making and implementation, mobilizing public and private resources for development and making use of the knowledge, skills and energy of all social groups concerned with the future of the planet and its people. Within this framework, communication plays a strategic and fundamental role contributing to the interplay of the different development factors, improving the sharing of knowledge and information as well as the active participation of all concerned.

**MSCN 3135 Computer Animation (3,2,1) (E)**

The course aims at developing students' knowledge and skills of computer animation production. The process of animation production will be introduced from storyboarding, modeling, texturing, animation, lighting, rendering and compositing. Hands-on practices are emphasized for the production of animation sequences or short films.

**MSCN 3145 Digital Journalism and Data Presentation (3,2,1) (C)**

Students will acquire from this course essential skills of writing and delivering journalistic works on contemporary digital platforms such as the Internet and mobile communication devices. They will also learn how to make their works on traditional news media more impressive with the help of effective data presentation. The course focuses on hands-on skills of multimedia

delivery as well as news gathering, writing and producing on digital channels.

**MSCN 3155 Digital Photography (3,2,1) (C)**

This course covers the principles and techniques of photography, focusing on digital photography as creative communication. Students will be introduced to the visual language of photography in application of digital camera equipment, formats and editing software. Course content includes both conceptual introduction to the nature and culture of photography and hands-on techniques of photo-taking. After taking this course, students should be able to have in-depth understanding to digital photography and know how to produce good photographs digitally.

**MSCN 3165 Gender and Communication (3,2,1) (E)**

This course is designed to enhance students' understanding of gender issues in communication. It starts with an overview of various theoretical approaches to gender, and then investigate how gender concepts are created and contested through communication. With a heightened awareness to gender issues, students will increase their understanding of the self and others as well as their effectiveness as a communicator.

**MSCN 3175 Negotiation and Lobbying (3,2,1) (E)**

This course is designed to provide the theoretical and practical training to negotiation and conflict management. Emphasis is put on the negotiation workshop approach which will be adopted to provide various simulated exercises to help students apply concepts into practice. The subject will also cover aspects the background and current applications of lobbying as a global industry which thrives wherever democracy is established.

**MSCN 3905 Internship (0,0,0)**

MSC students are encouraged to undertake a non-graded and zero-credit internship. The internship is normally of at least two months full-time employment or professional practice during the summer between the third and fourth years but it can be a minimum of 320 hours of work. Students are required to conform to all reasonable requirements of their internship employer. Both the employer and the student file reports with the Course Director after the internship.

**MSCN 4005 Communication Campaign Planning and Practices (3,2,1) (E)**

This purpose of this course is to examine in depth the steps in researching, planning, implementing, and evaluating communication campaigns and programmes, to analyse case histories, and to design appropriate social marketing, PR and advertising campaigns and programmes for selected client and sponsoring organizations. Emphasis is on practical application and integration of social marketing, public relations and advertising techniques in developing a strategic communication programme. Towards the end of the module, students are to show ability to customize information and communication, formulate a strategic communication plan for a NGO or a client organization, and produce communication material.

**MSCN 4008-9 Honours Project I & II (3,\*,\*) (E)**

Prerequisite: Completion of MSC Year 3

The project allows students to develop an independent, integrated social marketing communication campaign proposal for an actual client. Under the guidance of an adviser, students are assigned to work on an account (the client), research the competitive situation, identify the target market, and construct a specific part of an integrated social marketing communication campaign such as creative media, public relations, internet marketing, multi-media presentation or other promotional activities.

**MSCN 4015 Communication Research Methods (3,2,1) (E)**

The students will learn basic concepts of research and research methodologies as applied in communication. This course provides an overview of the concepts, methods, and tools by which communication research is designed, conducted, interpreted,