

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.

A.F. 7500 Internship (0,0,0)

Students are encouraged to undertake a non-graded and zero-credit professional optional internship during their study. The aim is to help them discover their strengths and weaknesses, learn and apply working experience in a real-world industry setting, realize their responsibility as a team member and communicate with other people in a real working situation.

A.F. 7510 Fundamental of Media Arts (3,3,0) (P)

This course will introduce the meanings of media arts related to Film, TV, and New Media through the study of media history and archaeology from traditional film and video art to multimedia design, net art, digital art, computer animation, computer graphics, interactive installation, robotic art, biotechnology, and so forth. Different media arts and their applications of different media technologies and interface design will be studied to explore their relationship to transforming culture and society. The students will gain broader understanding and critical awareness of

different concepts and developments of media arts and mediated interaction from early experiments by futurists and constructivists to most recent practices like interactive games and virtual reality experiments with wearable and portable media. Eventually the students will be able to identify creative ideas of design solutions related to Film, TV and New Media for different applications ranging from conceptual to virtual art computer graphics to digital animation, and performance to interactive installation.

A.F. 7520 Interactive Media Design (3,3,0)

This course provides a comprehensive study and understanding of the art and practice of digital media. The learning goal will focus on the aesthetic as well as cognitive theory and applications of visual ideas and industrial standard by different creative digital media. The major learning activities will be hands-on practices in digital media and design experience of communication and transformation such as graphic arts, multimedia design and interactive publication. Exploration of content creations and media solutions in contemporary creative business are expecting to be realized and delivered by students. Cross-media narrative skill and visualisation techniques will be required to achieve the creative expression and idea. In addition, exploiting different visual skill sets together with demonstrations on professional techniques will be provided to student. After completing this course, student will be able to understand the discourse of design solutions and cultural changes in digital media aesthetics and practices.

A.F. 7530 Principles and Applications of Computer Graphics (3,3,0)

This course is designed to introduce the fundamental principles of computer graphics and its applications in Film, TV and New Media. The course will approach the landscape of computer graphics from the aesthetic and technical perspectives. On one hand, aesthetic issues will encompass concept, composition, appreciation and historical context. On the other hand, technical topics will include raster and vector imaging, scanning, retouching, printing, animated graphics, and other related topics. The course is based on lectures, demonstrations, and a series of workshops which will involve the creation of computer generated images.

A.F. 7540 The Art and Practice of Digital Media (3,3,0)

This course aims to extend students' visual literacy and application of creative ideas from medium to dynamic interactive media with the introduction of programming skills and the relationship between codes and visual elements. In order the harness the full potentials of the emerging dynamic media, a thorough understanding of the general programming principles and interactivity design is indispensable. However, this course is not going to train students as programmes but prepare them with sufficient knowledge to develop and exploit the dynamic media for their creative endeavours. Students will learn the underlying mechanisms of manipulating, creating and transforming visual elements using programming codes. Moreover, students will explore the domain of generative visuals and arts through the evolutional computing concepts of iterations, recursion, random function and L-system. After finishing this course, students will be able to develop dynamic and generative visual applications for various domains of creative and media productions.

APPY 3005 Basic Learning Processes (3,3,0) (E)

This course aims to introduce students to the basic psychological approaches to the understanding of the learning processes. Students will learn how behaviours are acquired, shaped and controlled by biological and environmental factors. Emphasis will also be placed on applying the theories learned to everyday life situations.

APPY 3007 Research Methods and Design in Psychology (3,3,0) (E)

Prerequisite: GEGR 1302 Understanding Statistical Data or equivalent

This course aims to help students in developing an understanding of the research methods used in psychology. Upon completion of this course, students should be able to explore multivariate techniques and to develop critical awareness of the problems in methodology in relation to psychometric methods, the usage and purposes of the different statistical procedures, and to be proficient in interpreting statistical data.

APPY 3015 Biological Psychology (3,3,0) (E)

This course aims to provide students with an overview of the biological basis of behaviour. The following topics shall be explored: structure of the brain and the nervous system, psychopharmacology, wakefulness and sleep, reproductive behaviours, biology of learning, memory, language as well as mental disorders.

APPY 3017 Personality Psychology (3,3,0) (E)

This course provides an introduction to the major theoretical perspectives and research in the study of personality. In addition, this course seeks to examine the Chinese personality and its related research. This course aims to provide a solid foundation for advanced studies in psychology.

APPY 3025 History and Systems of Psychology (3,3,0) (E)

The course aims to introduce students to the basic ideas and issues concerning the history and traditions of psychology. Emphasis will be given to the contemporary and major psychological systems.

APPY 3027 Abnormal Psychology (3,3,0) (E)

This course introduces students to an overview of abnormal behaviours in terms of the emotional, psychological, and cultural constellation of the person. It also aims to develop students' understanding of the patterns, syndromes and classifications of various disorders, methods of psychological and pharmacological therapies, the analysis of the emotional, physical, medical, and legal implications of psychological disorders, and the formulation of health-coping and problem-solving strategies.

APPY 3035 Experimental Psychology (3,3,0) (E)

This course aims to introduce students to the philosophy and methods of scientific research in psychology. The fundamental assumptions and principles of scientific observation as well as the different research designs will be explored. Students will learn the techniques and related issues in conducting psychological research.

APPY 3037 Social Psychology (3,3,0) (E)

This course is designed to introduce students to the understanding of human interactions, how one's behaviour, feelings, and thoughts are influenced by others and in turn affect others. The course aims to heighten awareness of the relationship between the social environment and behaviour. Students will examine and analyse current personal and societal issues in the local as well as global contexts.

APPY 3045 Lifespan Developmental Psychology (3,3,0) (E)

This course aims to foster students' understanding of different aspects of human development from a lifespan perspective. It introduces the factors and processes in human development and psychological adjustment, critical concepts, theories and studies that provide a broad understanding of the nature and needs of individuals at different developmental stages.

APPY 3055 Sensation and Perception (3,3,0) (E)

This course aims to introduce students to the major aspects of perceptual processes in vision, hearing, touch, smell, and taste. The course will examine the basic concepts of neuro-psychology which are related to perception and perceptual development.