

**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. 7011 Theories of Mass Media I (1,1.5,0)****A.F. 7012 Theories of Mass Media II (2,1.5,0)**

This course introduces students to some of the key theoretical developments in media theories and provide students with some of the main terms, theories and frameworks for understanding mass media culture. This also offers to students perspectives from different schools, so that they may apply them to the Chinese television culture.

**A.F. 7020 Media Economics (3,3,0)**

Media Economics combines the courses Economics and Communication into one course. This course introduces economics theories and provides comprehensive analysis on the practices of the media industry including media market, industry organization structure, business model, capital operation, and internationalization of Chinese Media Company. Students gain abilities to apply the tools of economics and deepen their understanding of Chinese media industry through the studying of these topics. The basic teaching methods for this course include lecture and discussion.

**A.F. 7030 Strategic Management (3,3,0)**

Strategic Management is a core course in management studies, and is the result of development about modern business management and competition among the enterprises. Through the study and analysis about the rules of enterprise competition, the running, the development and the strength of organization, students can figure out and master the specific feature and basic direction of enterprise from the strategic angle. They can supply methods and theories for the competition and the development of enterprise. Theory study, comparable research, case study and class discussion are the basic teaching methods for this course.

**A.F. 7041 Brand Marketing and Management I (1,1.5,0)****A.F. 7042 Brand Marketing and Management II (2,1.5,0)**

The course has three purposes. First, to provide chance for students to learn the basic principles about marketing; second, to enable students to understand the specific operation process of marketing; third, to enable students to understand the basic theory of brands.

**A.F. 7050 Capital Management (3,3,0)**

The course focuses on the investigation and exploration of creative aspects of different forms of capital management in China. Technical and typical investment banking business will be examined. These include the structure of capital market, the history and present situation of Chinese capital market, the typical examples of capital management for those famous Chinese corporations, the summarization of experience and misstep, the relation between issuing and trading market. Through lectures, discussions and practical validation, students will be guided to probe into Chinese capital market in comprehensive way, and know the essence of capital management.

**A.F. 7060 New Media and Television Broadcasting (3,3,0)**

The course has two parts. The first is an introduction to the development of the New Media, and the study of different existing modes of digital TV. The second is a seminar on the cultural and economic issues of television industry with the technological

challenge of the New Media. The students will have knowledge of different modes of digital TV, and be able to articulate different issues concerning the New Media and TV broadcasting. They will research on one particular aspect of the New Media relating to their work.

**A.F. 7070 Pay TV: Technology, Marketing, Promotion (3,3,0)**

This course offers to students basic knowledge of the history, technology, organization, and operation of pay TV. Various cases of pay TV will be studied through lectures, forums, seminars and guided research. The students will grasp essential aspects in the operation of pay TV, and be able to reflect upon their own practice, or position any possible new venture in their appropriate media ecology.

**A.F. 7080 Leadership and Management of Television (3,3,0)**

The course offers to students knowledge of television management from strategic planning to marketing, from organization to operation, and from artiste to production management. It will be organized in the form of forum or round table discussion. Senior executives from various media in the region will meet in Hong Kong to share the views on the latest trends and issues of the industry.

**A.F. 7090 Television and Globalization: Hong Kong and China (3,3,0)**

This course draws the attentions of the students to crucial issues of television culture and management in the trend of globalization. The students will discuss the dialectics of local/global in theory and practice, scrutinize some cases, and reflect upon China's situation. The students will grasp the key issues of the local/global debates, and formulate their own perspective. They can articulate their thoughts on China's TV development strategy in the trend of globalization.

**APSY 2110 Social Psychology (3,3,0)**

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.

**APSY 2130 Personality Psychology (3,3,0)**

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.

**APSY 2140 Abnormal Psychology (3,3,0)**

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.

**APSY 2150 Research Methods and Design in Psychology (3,3,0)**

Prerequisite: GS0124 Statistics 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.

**APSY 2160 Biological Psychology (3,3,0)**

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.

**APSY 2170 Basic Learning Processes (3,3,0)**

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.

**APSY 2180 History and Systems of Psychology (3,3,0)**

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.

**APSY 2210 Life-span Developmental Psychology (3,3,0)**

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.

**APSY 2220 Experimental Psychology (3,3,0)**

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.

**APSY 2230 Sensation and Perception (3,3,0)**

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.

**APSY 2810 Consumer Psychology (3,3,0)**

This course aims to introduce students to the application of psychological theories and concepts to the behaviours of consumers. Managerial implications of consumer behaviours as well as consumer research as an academic discipline will be considered. A case-study approach will be adopted to facilitate students' ability to apply relevant theories/research to the understanding of different marketing strategies.

**APSY 2820 Industrial and Organizational Psychology (3,3,0)**

This course aims to introduce students to both the science and practice of I/O psychology. Emphasis will be given on the evaluation of theories and research in major topics of interest to I/O psychologists (e.g. personnel selection, performance appraisal, motivation and leadership) as well as on the application of theories and research to improve productivity and quality of work life.

**APSY 2830 Qualitative Research Methods (3,3,0)**

Prerequisite: APSY 2150 Research Methods and Design in Psychology or equivalent

This course aims to introduce students to the methods of conducting qualitative research in psychology. The topics to be examined include qualitative research as a general research

strategy, and the interrelated methods of collecting qualitative data: unstructured observations, structured observations, focus group interviews, diaries, and archives. This course will also introduce a content analysis strategy to assess written documents and the media.

**APSY 2840 Clinical Psychology (3,3,0)**

Prerequisite: GS0042 General Psychology or equivalent

This course aims to introduce students to the field of clinical psychology. The typical work areas of clinical psychologists, including psychological assessment and therapy will be examined. A number of theoretical approaches to therapy and specialties in the field will also be considered.

**APSY 2850 Educational Psychology (3,3,0)**

Prerequisite: GS0042 General Psychology or equivalent

This course aims to introduce students to the current psychological theories and research in teaching and learning. This course will highlight the major developmental theories, research methods, classroom management, and instructional techniques. Through participation and completion of a learning project, students will gain hands-on field experience.

**APSY 2870 Ethics and Writing in Psychology (3,3,0)**

This course aims to introduce students to the ethical issues in psychological research. Students will acquire an understanding of the ethics codes stipulated by professional bodies and how the principles are applied to various research settings. Moreover, students will acknowledge some controversial issues pertaining to research with human participants and non-human animals. This course also aims to enhance students' reading and writing skills, as well as their understanding of the writing conventions in psychology. Students will also engage in critiques of writings in psychology.

**APSY 3110 Cognitive Psychology (3,3,0)**

This course aims to introduce students to cognitive psychology and its daily application. The course will examine the following topics: attention, perception, memory, knowledge representation and organization, language, problem-solving and decision making.

**APSY 3120 Psychological Testing and Assessment (3,3,0)**

Prerequisite: GS0124 Statistics or equivalent

This course aims to introduce students to the major aspects of psychological measurements. Types of assessment tools, specifically relating to personality, intelligence, and vocational interests will be examined. Related concepts in statistics such as reliability, validity, item analysis will also be explored.

**APSY 3210 Motivation and Emotion (3,3,0)**

This course aims to introduce students to the theories and research related to human motivation and emotion. By integrating a strong theoretical foundation with current research and practical application, this course will enhance students' understanding of why people do what they do and why people feel how they feel.

**APSY 3220 Psychology of the Chinese People (3,3,0)**

This course aims to introduce students to the challenge of developing a psychology of Chinese people. Recent research findings in cognitive psychology, developmental psychology, social psychology, abnormal psychology, and educational psychology will be examined.

**APSY 3810 Issues and Practice in Educational Settings (3,3,0)**

Prerequisite: APSY 2850 Educational Psychology or equivalent

This course aims to introduce students to the major contemporary issues and professional practice in the area of educational psychology. While students will develop an understanding of the importance of a lifespan approach in educational psychology, this course focuses specifically on the child and adolescent stages and their key contexts such as family and school.