

**DGC 3591-2 Digital Graphic Communication (3,*,*)
Honours Project**

Prerequisite: Year III standing

An Honours Project is proposed and designed by the student, with the approval of a supervising faculty member, in an area related to the student's selected final major electives. The Honours Project involves the individual student in a creative pursuit and represents the peak of the student's creative achievement in the programme. Students receive regular reviews of their progress from supervisors. The final project must be presented in production format and will be assessed by a panel of teaching staff of the Option.

DGC 3620 Interactive Media III: Network, Community and Mobility (3,1,2)

Prerequisite: DGC 2170 Interactive Media I: Convergence, Information and Interface and DGC 3170 Interactive Media II: Interaction, Programming and Simulation

With the fundamental principles and techniques learnt from Interactive Multimedia I and II, this course will take a step forward in the advanced topics of programming techniques applicable in both multimedia authoring and Internet applications. As the line between design and programming is getting more and more blurry, only with the sufficient proficiency in programming could the creativity and design idea be fully realized.

DGC 3710 Special Topics in Digital Graphic Communication (3,2,1)

This course provides an exploration of special topics of significance in digital graphic communication. It guides students in formulating their own perspective and preparing themselves for the real world. They will be encouraged to develop their positions for their future work placements.

ECON 1010 Introductory Economic Analysis for China Studies (3,3,0)

This course introduces economic concepts and theories in a way which is understandable to students with no prior training in economics. Teaching will involve basically intuition and graphical illustrations. While general economic topics are included, those that are particularly relevant for analysing the Chinese economy will be given greater attention; and the real problems of China's economic development will be used as examples. Upon completion of the course, students should be able to appreciate how simple analytical tools in economics can help explain various economic phenomena around them, as well as the major events and trends in the Chinese economy.

ECON 1130 Mathematical Economics I (3,3,0)

This course aims to introduce students to some elementary quantitative methods commonly encountered in economic literature. It concentrates on differential calculus and matrix algebra, although some other topics relevant to economists are discussed. Illustrations are drawn from problems in economic theory.

ECON 1140 Statistics for Economists (2,2,0)

This course trains students to acquire the ability of analysing stochastic human, social behavior, and business decision quantitatively. It emphasizes conceptual understanding of various statistical techniques and the accompanying limitations. Furthermore, students will learn to manipulate large quantities of data and solve statistical problems through readily available computer packages. The techniques introduced in this course form the basis of analysing highly structured economic problems when the students learn econometrics in another course.

ECON 1150 Fundamentals of Quantitative Methods (3,3,0)

This course provides students with basic knowledge in mathematical and statistical methods that are necessary for studying economics. It will cover areas such as calculus,

optimization, probability and statistical inferences. Particular attention will be placed on the applications of these techniques in economic analysis.

ECON 1210 Principles of Microeconomics (2,5,2,5,0)

This is a core course for all BBA students. It provides a comprehensive introduction to the nature and functioning of a market economy. Concentrating on both private and public economics, the course attempts to equip students with fundamental microeconomic principles for the analysis of business and economic problems. Wherever appropriate the course relates economics to business in Hong Kong.

ECON 1220 Principles of Macroeconomics (2,5,2,5,0)

This is a core course for all BBA students. It provides a comprehensive introduction to the nature and functioning of a market economy from a macro perspective. Problems and issues on transitional economy will also be introduced. The course attempts to equip students with fundamental macroeconomic knowledge for the analysis of business and economic problems. Wherever appropriate the course relates economic and business problems in Hong Kong and mainland China.

ECON 1620 Basic Economic Principles (3,3,0)

This course is designed to introduce the principles that are essential in understanding the basic economic problems to non-business students in a straightforward and logical fashion. This one-semester survey course will cover both macroeconomics and microeconomics. It helps students to comprehend the principles essential for understanding specific economic issues and the policy alternatives.

ECON 1630 Economics of Daily Issues (3,3,0)

To provide students basic understanding of general issues from an economics perspective. Through the introduction of micro and macro economic concepts, students are equipped with good economic reasoning in analysing social issues. At the micro level, the discussion of price strategies and the behaviour of monopoly firms are presented. At the macro level, unemployment, inflation, economic growth, trade, pollution, poverty and discrimination are to be discussed in the lectures.

ECON 2110 Intermediate Microeconomics (3,3,0)

Prerequisite: ECON 1210 Principles of Microeconomics

Built on the foundation of the course "Principles of Microeconomics", this course provides a comprehensive treatment of microeconomics from the viewpoints of policy as well as theory. It aims at achieving, in a balanced manner, two equally important objectives: (1) serving as a satisfactory input to other more specialized courses within the major; and (2) providing appropriate training to students taking the major, many of whom are expected to become executives in large enterprises and organizations, applied economic researchers, analysts and forecasters, business journalists and teachers, and who will therefore need a concrete understanding of as wide a range of theoretical and policy topics as possible. As the sequel to ECON 1210, this course will probe further into the rationality behind some standard theories and introduce recent development in economic theory.

ECON 2120 Intermediate Macroeconomics (3,3,0)

Prerequisite: ECON 1220 Principles of Macroeconomics

Built on the foundation of the course "Principles of Macroeconomics", this course provides a comprehensive treatment of macroeconomics from the viewpoints of policy as well as theory. It aims at achieving, in a balanced manner, two equally important objectives: (1) serving as a satisfactory input to other more specialized courses within the option; and (2) providing appropriate training to students taking the option, many of whom are expected to become executives in large enterprises and organizations, applied economic researchers, analysts and forecasters, business journalists and teachers, and who will therefore need a concrete understanding of as wide a range of

theoretical and policy topics as possible. As the sequel to ECON 1220, this course will probe further into the rationality behind some standard theories and introduce recent development in economic theory.

ECON 2130 Money and Banking (3,3,0)

Prerequisite: ECON 1220 Principles of Macroeconomics or ECON 1620 Basic Economic Principles

This course aims to provide a general survey of financial institutions and markets, bank management, monetary theory and policy, and to help students understand why the financial system is organized as it is and how the financial system and economy are interconnected. Students are expected to link the monetary and financial theories and international experiences learned in the lectures to the local financial system and monetary arrangements.

ECON 2140 Transition and Emerging Economies (3,3,0)

Prerequisite: ECON 1620 Basic Economic Principles

This course aims to provide a deeper understanding and insights into the backgrounds and characteristics of emerging economies (such as China, India, Mexico, Brazil, Russia, etc.) and the transition economies of Eastern Europe and Asia (such as Vietnam and the central Asia countries). Comparative analytical tools and techniques will be employed to investigate important aspects concerning the current economic growth and performance, business environment and opportunities across widely differing emerging and transition economies; and issues of economic attractiveness, difficulties and challenges will be discussed. This course will enable students to broaden their international understanding of the growing importance of the emerging and transition markets.

ECON 2170 Applied Econometrics (3,3,0)

Prerequisite: BUS 1200 Statistics for Business or ECON 1150 Fundamentals of Quantitative Methods or equivalent

This course aims at giving students basic understanding of econometrics theories and applying econometric techniques to specific empirical economic problems. Numerous examples are examined to achieve this goal. Emphasis is placed on the classical linear model, least squares estimation, hypothesis testing, and model building. Econometric models are then adopted to analyse practical problems and make forecasts. Furthermore, students are trained in this course to use computer statistical software.

ECON 2180 Comparative Economics (3,3,0)

Prerequisite: ECON 1120 Principles of Macroeconomics or ECON 1620 Basic Economic Principles

This course aims to provide students with the basic conceptual tools for evaluating and comparing different economics of the world. A generally focus approach will be adopted to encourage student to have a general understanding of how economic systems work and how economic theory interacts with government policy, history, culture, social, political and philosophical factors to explain economic performance and evolution. A wide range of current issues confronting economic transition structural change will also be emphasized. Country studies will include market capitalist countries (e.g. the US, Japan, France, Sweden, British and Germany), and the transforming former socialist economies (e.g. Russia, Poland, Hungary and other East-European).

ECON 2230 Intermediate Microeconomics for China Studies (3,3,0)

Prerequisite: ECON 1620 Basic Economic Principles

This course aims at providing students with more knowledge of economic theories which are relevant for the analysis of both market economies and planned economies, as well as systems which are in the process of transition. After discussing major approaches to the investigation of different microeconomic phenomena, efficiency and welfare issues concerning capitalist and socialist systems will be covered, leading to a study of microeconomic transition options. Students will be familiarized with examples involving China through exercises.

ECON 2240 Intermediate Macroeconomics for China Studies (3,3,0)

Prerequisite: ECON 1620 Basic Economic Principles

This course covers macroeconomic theories applicable to both market economies and centrally planned economies in the pre-reform and the post-reform eras. Closed and open economy versions, as well as relevant growth models, will be investigated.

ECON 2250 Introduction to Technical Analysis (3,3,0)

This course aims to analyse market data by using mainstream technical analysis techniques such as chart pattern analysis and moving average. Technical analysis involves the use of historical stock prices, volume, and other related data to forecast future price movements. Its objective is to identify trend changes at an early stage based on information available. In this course, we will introduce contemporary approaches to technical analysis. In particular, we will examine the performance of technical trading rules in different markets.

ECON 2260 Crisis Economics (3,3,0)

This course attempts to review the historical experiences of the four major financial crises that had happened around the World: The great depression in 1929–1931, the Japanese financial crisis in the 1990s, the Asian financial crisis in 1997 and the US financial meltdown in 2008. The central focuses are to understand why these crises occur and to evaluate effectiveness of the government policies that dealt with these crises. Lessons of the crises policies and proposals to reform the financial system will be discussed during the lectures.

ECON 2510 Medical Economics (3,3,0)

The primary purpose of the course is to apply basic economics concepts to the study of health and medical (health) care. In particular, emphasis would be placed on the application of microeconomic theory and statistical techniques to issue related to the production and distribution of medical services, and decision making in health care markets. Through this course, students should be able to understand the role of economic incentives, competition, and regulation on the functioning of the health care market. The exposure of analyses related to the economic evaluation of medical services provides students the knowledge of economic justification on resource allocation among different medical programmes and health care services.

ECON 2610 Asia-Pacific Economies (3,3,0)

This course aims to introduce to students a general survey of economic development in the Asia Pacific region. It is designed to help students to be familiarized with economic affairs in the region and equip themselves with basic analytical tools for tackling economic issues. Socio-economic factors and changes in the global environment that have given rise to the “East Asian miracle”, the subsequent financial crisis in 1997, and the following development will be carefully analysed. Emphasis will be placed on the understanding of economic problems in the real world.

ECON 2620 Information Economy (3,3,0)

This course aims to introduce to students the economic concepts and tools for analysing the operation of the information economy, which is characterized by the widespread application of personal computers and the Internet. The features of information goods will be identified and new business strategies in the sector will be analysed. The impact of the information technology revolution on the economy as well as the challenges that have been brought to policy-makers will also be discussed. Emphasis will not be placed on formal mathematical modelling. Interested students from all faculties are expected to find no difficulty in understanding the course content.

ECON 2640 Economic Environment in China (3,3,0)

Prerequisite: PA 0101 Principles of Microeconomics or equivalent

This course aims at providing students with basic knowledge about China's economic environment where business activities take