

**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