

Chinese medicine; to understand the differences and connections between health preservation and illnesses treatment in Chinese medicine, etc.

The commonly-used methods in health preservation of Chinese medicine are expected to be mastered by students through study of this course, e.g. Chinese massage for enhancement of the health and so on. Also, the influences of Chinese culture to the personal health preservation are anticipated to be understood.

MHM 7050 Medicinal Foods and Food Therapy in Chinese Medicine (2,3,0)
藥膳與中醫食療

The course aims to provide students with the knowledge and principles of food therapy by using Chinese medicinal foods that are made from safe and functional herbs and nutritional materials used for enhancement of health in daily life. In details, the preparatory processes and cooking methods of medicinal foods, as well as their reasonable applications will be introduced as a complementary therapy to improve body resistance and immunity, to prevent illnesses and enhance rehabilitation of chronic diseases.

MHM 7060 Exercises for Health Preservation in Chinese Medicine (2,3,0)
中醫運動養生學

The students are expected to understand the mechanisms and cultural characteristics of Qi Gong and Tai Ji exercises in health preservation for the healthy people, as well as for persons with chronic illness conditions.

The most commonly-used exercises, i.e. Eight-Section Brocade Exercise, 24-Form Yang Style Taiji Quan and 32-Form Yang Style Taiji Sword, will be taught.

MHM 7070 Serial Lectures in Personal Health Management (1,3,0)
健康管理系列講座

Specialists in health management are invited from overseas and mainland China to give lectures on the newest developments and practical experiences in personal health management.

MHM 7080 Rehabilitative Nursing in Chinese Medicine (2,3,0)
中醫康復護理學

The students are trained with the skills of the rehabilitative nursing in Chinese medicine for patients. All of those include: the basic principles and procedures of the rehabilitative nursing; the methods and skills of rehabilitative nursing for patients with debilitated states, the elderly people in disease, as well as the patients with terminal malignancies or with significant post syndromes after suffering from serious diseases.

MHM 7090 Health Management of Common Urban Diseases (2,3,0)
常見都市疾病管理

In this course, the following topics will be taught: disease management and the definition of disease management based on Chinese medical system; the strategy of disease management; categorizing diseases in disease management; the procedures in disease management; the treatment and prevention of common chronic non-infective diseases; and the treatment of common urban diseases using methods in Chinese medicine.

MHM 7100 Cosmetology in Chinese Medicine (2,3,0)
中醫美容學

The course aims to train students with knowledge and skills of making beauty for the people concerned by using Chinese medicine methods. Purposes of approaches using Chinese medicine for making beauty are: to prevent and abolish wrinkles; to keep face and lips moist; to make eyes sparkling and hair healthy and glossy. Correlatively, the etiology, pathology, diagnosis, prevention and treatment of relevant physical problems causing disfigurement of face and body will be taught.

MHM 7110 Public Health Education and Personal Health Assessment (2,3,0)

公共衛生教育與個人健康評估

Students are taught with knowledge of the public health education and its assessment, health related behaviour and factors affecting it, the basics of medical informatics, their basic principles and description, commonly used systems in medicinal informatics and their functions, health management related systems and their application, e.g. the establishment and management of health files, basic body functions measurements, interpretation of clinical lab data.

MHM 7120 Nutrition and Food Hygiene (2,3,0)
營養與食品衛生

This course aims at giving students a basic knowledge of nutrition in the following aspects: (1) the various types of nutrition, their functions, quantity and source; (2) the nutritional values of different types of food, and the effect of processing, storage and cooking on their nutritional values; (3) food hygiene and food safety; (4) the importance of achieving a balanced nutritional state from choosing the right diet.

MHM 7131 Practicum 見 / 實習 (1,1.5,0)

MHM 7132 Practicum 見 / 實習 (1,1.5,0)

In the course of practicum, students are expected to comprehensively use their knowledge and skills they have acquired in the previous taught courses into the practical complexes, through which they may achieve much better understanding on what they have learnt in the classroom. As such, a number of visits and practices of students will be arranged in various organizations in Hong Kong and the mainland. And, emphases of the practicum will be in rehabilitation care, as well as the physical health assessment and public health education.

MHM 7141 Dissertation 專題論文 (1,* *)

MHM 7142 Dissertation 專題論文 (2,* *)

The course aims to train students to have experience and ability of conducting research project in personal health studies, as well as to write dissertation under supervision. A research project in personal health management consisting literatures review, case studies, health survey and others will be selected by students with consultation of their supervisors. By comprehensively utilizing the learnt knowledge and trained skills in the previous courses and practicum, appropriate methods in selection of the research project and performing the studies will be implemented by students under supervision.

MKT 1110 Understanding Marketing (3,3,0)

This course is designed to familiarize students with the basic ideas and concepts in marketing. The theories will mainly be applied in the context of Hong Kong. The topics include analysis of marketing opportunities, management of the marketing mix, and appreciation of marketing principles to create customer value and maximum consumer satisfaction for long term customer relationship.

MKT 2120 Entrepreneurial Marketing (3,3,0)

Prerequisite: BUS 1240 Business and Corporate Social Responsibility

This course aims to introduce key marketing concepts relevant to entrepreneurs in the start-up and growing process of their enterprises. Focuses are put on marketing strategies which are suitable for small business with limited marketing resources.

MKT 2310 Marketing Management (3,3,0)

Prerequisite: BUS 1240 Business and Corporate Social Responsibility or BUS 1630 The World of Business

The objective of this course is to introduce to students the basic marketing concepts and their application in real business situations. The orientation is primarily managerial and real-life examples will be drawn whenever applicable. Specifically, this

course examines the importance of marketing concepts in an organization, the marketing management functions of planning, organization and control, and the need to satisfy consumers through the development of an effective marketing mix. Emphasis is on the entire marketing programme in order to develop the basic skills required to make optimal marketing decisions.

MKT 2330 Marketing Research (3,3,0)

Prerequisites: BUS 1190 Mathematics for Business or equivalent, BUS 1200 Statistics for Business or equivalent, and MKT 2310 Marketing Management

This course introduces (1) the role, importance and limitations of marketing research; (2) basic procedures of marketing research; (3) various research techniques commonly used in marketing research; and (4) applications of marketing research.

MKT 2350 Consumer Behaviour (3,3,0)

Prerequisite: MKT 2310 Marketing Management

The purpose of this course is to study the overall consumer decision-making process. Consumer decision determines the sales and profits of a firm; through the understanding of consumer behaviour, students are better equipped for more sophisticated marketing decision-making. Major areas covered are: the consumer as an individual, consumers in their social and cultural settings, the consumer's decision-making process. The implications for the effects of consumer behaviour on marketing will be emphasized.

MKT 2360 Marketing Practicum (3, *, *)

Pre-requisite: MKT2310 Marketing Management

This course aims to provide students an opportunity to acquire real-life hands-on business experience related to various issues and activities associated with an organization's marketing function. Under the guidance of both a faculty member and a project sponsor (a for profit or non-profit organization), students will form a practicum team and engage in an ad hoc project that is primarily related to the sponsor's marketing activities. The practicum placement is expected to take up no less than 120 hours to complete, and it may or may not be paid. Students will be given an "S" grade for satisfactory completion of the course or a "U" grade for unsatisfactory performance.

MKT 2770 Marketing Internship (3,*,*)

Antirequisite: BUS 2770 Business Internship

Prerequisite: MKT 2310 Marketing Management

This course aims to provide students an opportunity to gain real-life working experience related to the various issues and activities associated with an organization's marketing function. Under the guidance of both faculty and workplace supervisors, students will work in an organization as interns and complete with assignments that are primarily related to the organization's marketing activities. The internship assignment is expected to take up no less than 120 hours to complete, and it may not be paid.

MKT 3110 Marketing Research Methods (3,3,0)

Prerequisites: BUS 1190 Mathematics for Business or equivalent, BUS 1200 Statistics for Business or equivalent, and MKT 2310 Marketing Management

This course aims at enabling students to build up solid theoretical and practical foundations of marketing research. Students will learn how to systemically apply qualitative and quantitative approach in collecting and analysing data for marketing decision making. Apart from lectures and discussions, students can obtain field experience by conducting a marketing research project.

MKT 3310 Marketing Communications (3,3,0)

Prerequisite: MKT 2310 Marketing Management

This course aims to equip students with the necessary knowledge, skills and independence of thought so that they can appreciate the role of marketing communication within its broader context, and critically evaluate marketing communication theories and models before applying them to practical marketing situations.

MKT 3320 Strategic Marketing (3,3,0)

Prerequisite: MKT 2310 Marketing Management

This course focuses on providing students with the knowledge and experience of planning and executing marketing strategies. This course balances theories and practices. Apart from lectures, it also utilizes other means, such as case studies, guest talks, computer simulation, to enhance students' critical thinking abilities, problem solving capabilities and effective communication skills. To familiarize students with current marketing situations, marketing issues in Hong Kong and China are examined.

MKT 3410 Marketing for Social Enterprise (3,3,0)

Prerequisite: MKT 2310 Marketing Management

This course offers a survey of marketing functions and a framework for organizing, planning and implementing marketing strategies in social enterprise. Special treatment is given to the important areas of marketing research and marketing communications. The course also provides in-depth treatment of the most important marketing activities such as direct marketing, fund raising, special events, attracting major gifts, and volunteer recruitment.

MKT 3610 Marketing in Computer-Mediated Environments (3,3,0)

This course provides students with concepts and tools necessary to understand and practise eMarketing by means of lectures, case discussions and group activities. An interactive teaching approach has been adopted in order to enhance students' critical thinking, effective communication, logical deduction, and problem solving capabilities.

MKT 3620 Customer Relationship Management (3,3,0)

Prerequisite: MKT 2310 Marketing Management

This course introduces students to the theories and practices of customer relationship management. Students are learned how to translate the CRM business strategy into marketing and how to build analytical CRM and enable organizational processes. Emphasis is placed on customer profiling, buyer motivation, customer communications, customer service centre operations, customer databases, different CRM strategies, and the role of measuring and managing customer satisfaction and loyalty.

MKT 3630 Brand Management (3,3,0)

Prerequisite: MKT 2310 Marketing Management

This course focuses on providing students with the knowledge and experience of brand building and management. On successful completion of this programme, students should understand the nature and importance of branding building in marketing practice. In addition, they should also possess the strategic thinking and techniques in developing and managing brands that enhance an organization's marketing competence.

MKT 3700 Event Marketing (3,3,0)

Prerequisite: MKT 2310 Marketing Management

The aim of this course is to provide an understanding of the dynamic nature of event marketing. It illustrates how the different institutions can make use of the marketing functions to accomplish the various event objectives.

MKT 3810 Sales Management (3,3,0)

Prerequisite: MKT 2310 Marketing Management

Effective management of a company's sales force is essential to the successful implementation of its overall marketing plan. This course provides students with an overall understanding of the role of sales management in a corporation and the theories as well as the empirical practices in managing sales force effectively.

MKT 3820 Retailing (3,3,0)

Prerequisite: MKT 2310 Marketing Management

This course aims at providing students with the understanding of the critical role that retailing plays in the business world and how retailing can be coordinated with other marketing mix elements to further enhance the marketing functions. Both the current