

retailing practices and the general retailing theories are described in order to provide students with the necessary insight to operate a retail establishment successfully.

MKT 3830 Global Marketing (3,3,0)

Prerequisite: MKT 2310 Marketing Management

Global marketing addresses global issues that challenge today's international marketer and describes the concepts relevant to all international marketers regardless of the extent of their international involvement. This course aims at students up-to-date with the changes facing businesses now and into the future. As global economic growth occurs, understanding marketing in all cultures is increasingly important. Progress toward the single market in Europe has continued, the former communist countries have continued to embrace free markets, a number of symptoms including major declines in currency values and widespread bankruptcy of highly leveraged firms that had taken on an enormous burden of dollar debt to finance of dubious expansion projects. These are not simply news reports but changes that affect the practice of business worldwide.

MKT 3840 Business to Business Marketing (3,3,0)

Prerequisite: MKT 2310 Marketing Management

The business-to-business arena entails a complex market of commercial enterprises, public organizations and government institutions. This course aims to teach the students to market products or services to other companies, government bodies, institutions, and other organizations. It also provides the student with an overall understanding of the different components in the B2B market. Last but not least, it enables the student to learn the theories and practical skills in designing and managing the B2B marketing strategy effectively.

MKT 3850 Marketing in China (3,3,0)

Prerequisite: MKT 2310 Marketing Management

This course aims at providing students with an understanding of the marketing environment and practices in China. Emphasis will be placed on the socio-cultural environment and marketing mix elements in China. Problems and prospects of doing marketing in China will also be examined.

MKT 3860 Services Marketing (3,3,0)

Prerequisite: MKT 2310 Marketing Management

This course provides students with the up-to-date philosophies and practices of services marketing. An overview of the services marketing process and its differences from the marketing of customer products will be presented. Topics will also include the issues of quality control and customer satisfaction.

MKT 3880 Qualitative Marketing Research (3,3,0)

Prerequisite: MKT 3110 Marketing Research Methods

This course enables students to build up solid theoretical and practical foundations of qualitative marketing research (QMR). Specifically, students will learn to distinguish the roles and limitations of qualitative and quantitative research and determines occasions when qualitative research is appropriate. Students will also learn how to systemically apply qualitative research methods in collecting and analysing data to assist marketing decision making. Apart from lectures and discussions, students can obtain field experience by conducting a qualitative research project.

MKT 7010 Global Marketing Management (2,3,0)

The aim of this course is to provide students with the knowledge and skills needed to analyse and solve global marketing problems.

MKT 7040 Management of Marketing Communications (2,3,0)

The aim of this course is to provide students with the knowledge and skills needed to analyse and solve marketing communication problems at a strategic level, taking into account the impact on the firm as well as society in general.

MKT 7050 Seminar in Marketing (2,3,0)

This course aims at providing an opportunity for students to further their knowledge in selected areas of the marketing discipline. The areas include marketing thought and theory, strategic marketing, and current issues in marketing. By means of active participation in this seminar, students will be better equipped to master marketing knowledge and to face new challenges in the marketing discipline.

(Note: Seminar outline is very much dependent on the choice of specific seminar topic(s) and the instructor's judgement. As such, deviations from the prototype are often likely.)

MKT 7060 Services Marketing Management (2,3,0)

Although firms have long recognized the value of services, most business programmes still focus on the marketing and management of physical products. This course addresses the importance of the services industry, and the distinctive characteristics of services. Students develop a firm understanding of key challenges and issues associated with marketing in a services environment, gain a broad understanding of the interaction between marketing and management in a service organization, and become familiar with issues in developing and assessing service quality.

MKT 7070 Global Marketing Strategy (3,3,0)

The aim of this course is to give students an understanding of contemporary issues in global marketing and media issues, with a special focus on the Asia/Pacific region. The specific objective of this course is to focus on the practical problems involved in global marketing and media management, on a global and regional basis, in the context of the new millennium business environment.

It is expected that by the end of the programme students will be able to understand the principles of global marketing and its context, and develop and apply global marketing strategies, with an emphasis on the global versus local issue and standardized versus localized marketing and media mix. The assessment methods will be strongly oriented towards achieving this learning outcome, in the sense that they focus on the application of theory to real global marketing and media situations.

MKT 7710 Required Readings in Marketing 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 concentration, and (2) induce students to acquire in-depth understanding of their specific research field in the discipline of marketing. 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.

MKT 7720 Selected Topics in Marketing (3,3,0)

The aim of this seminar-based course is to help students to understand the current development in various areas of the marketing discipline and become familiar with the main research streams. The seminar also aims at helping students to understand the process of academic research, from idea generation to writing the research proposal.

MPS 7010 Research Methodology and Practices in Chinese Medicine (3,3,0)

Students will learn to master the basic programmes and methods of scientific research on Chinese medicine in order to lay a foundation for scientific research work of Chinese medicine.

MPS 7020 Utilization of Medicinal Plant Resources and Advanced Pharmacognosy (3,3,0)

This course aims to introduce the actuality and development of modern pharmacognosy and medicinal plant resources, research methods and application of new techniques, exploitation route of new resources, wild breeding and GAP (Good Agriculture Practice) cultivation on the Chinese herbal medicine resources,

available exploitation and sustainable utilization of medicinal plant resources.

MPS 7030 Mechanisms and Safe Application of Chinese Medicines (3,3,0)

This one-semester course aims to allow students to understand the action mechanisms and safety of Chinese medicines, to know the pharmacological research methods for Chinese medicines and to understand the advance of the pharmacological studies of Chinese medicines.

MPS 7040 Methods and Techniques for Quality Control of Chinese Medicines (2,3,0)

To study and master the modern analytical methods and techniques for quality control, quality assessment and safety evaluation of Chinese medicines (including medicinal herbs, herbal pieces and Chinese proprietary products).

MPS 7050 Advanced Pharmaceutics and R&D of New Product in Chinese Medicine (3,3,0)

This course aims to study the new theories, new methods and new technologies of the pharmaceutics in Chinese medicine as well as the procedures, registration, intellectual property protection, and case studies of the R&D of new products of Chinese medicine.

MPS 7061-2 Laboratory Practice in Chinese Medicines (4,3,0)

To enable students to put the theoretical knowledge learnt in books into professional practice in order to cultivate their ability in analytical thinking, designing, operation and application in the pharmaceutical sciences in Chinese medicine.

MPS 7070 Advancement in Contemporary Chinese Medicines (3,3,0)

To study and understand the progress and advances of modern scientific research in Chinese materia medica.

MPS 7081-2 Dissertation (6,*,*)

(1) To identify an appropriate research or creative topic related to Chinese medicines; (2) to develop and apply methodologies and techniques appropriate to the topic chosen; (3) to present the results of the research or creative work in the dissertation; and (4) to give an oral presentation.

MPS 7090 Pharmaceutical Affairs Management (2,3,0)

This one-semester course aims to provide students with the knowledge of management and operation of pharmaceutical affairs through the study of basic concepts in the management of pharmaceutical affairs, the legislation of drug administration in Hong Kong and the mainland of China, the management of drug identifiers and drug advertisement, the management of drug distribution, the management of pharmacist, pharmacy, pharmaceutical products and Chinese medicine in Hong Kong. This course will teach students to analyse and distinguish various pharmaceutical phenomena and problems through social investigation.

MPS 7100 Marketing and Management for the Pharmaceutical Industry (2,2,0)

This course is designed to provide students with the essential marketing and management knowledge and skills for the pharmaceutical industry. It examines the principles of marketing and management, with emphasis on marketing concept and consumer behavior, marketing mix management, marketing planning, strategic planning and development of business plans. It adopts a case study approach to relate students with the real world situation.

MPS 7510 Overview on Chinese Medicine and Chinese Materia Medica (4,4,0)

To study and grasp the philosophical basis of Chinese medicine and the basic theories of Chinese materia medica. To understand the properties and application of different drugs and the knowledge of how to use Chinese materia medica in the clinical practice and scientific research.

MUS 1001-2 Music Assembly I (0,0,2)

MUS 2001-2 Music Assembly II (0,0,2)

MUS 3001-2 Music Assembly III (0,0,2)

A Music Assembly is held once a week for the purpose of presenting individual student performances and compositions, presenting special lectures, staff performances, guest performances and master classes, as well as facilitating academic advising and departmental activities.

MUS 1111-2 History of Western Music I (3,3,0)

Prerequisite: Admission to BA (Hons) in Music

This is a year-long survey on the history of Western music from antiquity to the present. Students will be introduced to the historical background, musical genres, representative works, and major composers of each stylistic period. Through examining characteristic features of a large repertoire of music, students are expected to learn the canonic works, the stylistic developments, as well as the technical vocabularies of Western music.

MUS 1121-2 History of Chinese Music I (2,2,1)

This is a chronologically presented course dealing with the aesthetic, historical and stylistic development of Chinese music ca 500 BC to 960 AD. It aims to develop in the student an understanding of ancient Chinese musical theories and practices and to relate the development of Chinese music to that of Chinese aesthetic, moral, social, ritual and political thought. Foreign influences on Chinese music will also be studied.

MUS 1131 Materials and Structures of Music (2,1,1)

MUS 1132 Materials and Structures of Music (3,1,1)

This course develops the student's conceptual and perceptual understanding of the basic musical practices of melody, harmony, counterpoint, and rhythm in Western music through an approach emphasizing original composition, aural skills, and the analytic study of representative musical examples. The course provides a foundation for composition studies, relates closely to the history of music, and enhances the understanding of performance practice.

MUS 1210 First Instrument I (2,1,0)

MUS 1220 First Instrument II (2,1,0)

MUS 2210 First Instrument III (2,1,0)

MUS 2220 First Instrument IV (2,1,0)

MUS 3210 First Instrument V (2,1,0)

MUS 3220 First Instrument VI (2,1,0)

Each student studies a first instrument, either Western or Chinese, for the duration of the programme. These courses are designed to establish a high standard of performance ability in an individual performance medium. Students will receive one 60-minute lesson per week during each academic year.

MUS 1221-2 Choir/Orchestra/Music Activities I (1,2,0)

MUS 2221-2 Choir/Orchestra/Music Activities II (1,2,0)

MUS 3221-2 Choir/Orchestra/Music Activities III (1,2,0)

These courses are taken for three years by all students in the Music programme. They aim to develop skills in ensemble performance, enhance awareness and understanding of the problems of music-making, foster a sense of teamwork, and continue the development of aural and sight-reading skills. Choir/orchestra is to be assessed as PASS or FAIL based upon attendance and contribution to the organization.

MUS 1240 Music Theory Fundamentals (1,1,0)

This course is designed for students enrolled in the first semester of MUS 1131 Materials and Structures of Music who do not pass the departmental theory diagnostic test administered at the beginning of Semester I. It consists of an intensive review of basic music theory skills, including rudiments of music, notation, score reading, and basic harmony and voice leading. The principal objective is to bring students up to a level of proficiency commensurate with successful work in MUS 1131 Materials and Structures of Music and other relevant courses.