

### General Education Courses

Field of study	Subject	Course No	Course Title	School
Accounting, Finance & Corporate Governance	GEN	B167CF	Investment Fundamentals 基礎投資知識	B&A
	GEN	B188F	Stock Investing Made Easy 股票投資入門	B&A
	GEN	B267CF	Your Legal Rights in Daily Life 法律權益多面睇	B&A
	GEN	B268F	How to Start Your Business 如何創業	B&A
Chinese Language Studies & Literature	GEN	A105CF	Love in Literature 愛情與文學	A&SS
	GEN	A113CF	The Art of Humour and Daily Life 幽默語言與生活	A&SS
	GEN	A201CF	Hong Kong Literature and Society 香港文學與社會	A&SS
	GEN	A205CF	Discovering Cultures in China 中國文化探索	A&SS
	GEN	E142CF	Chinese: From Language to Culture 趣味語文與妙趣文化	E&L
Computing/Electronic & Computer Engineering	GEN	S102F	Digital Lifestyle: Cradle to Grave with Bits and Bytes 數碼生活：用數位編寫的一生	S&T
	GEN	S110W	Introduction to Digital Technologies and Tools 數碼技術及工具	S&T
Creative Arts	GEN	A101BF	Film and Popular Culture 電影與流行文化	A&SS
	GEN	A109BF	Animation Art and Culture 動畫藝術及文化	A&SS
	GEN	A110BF	The Art and Practice of Digital Photography 數碼攝影藝術與實踐	A&SS
	GEN	A111BF	Colour, Culture and Art 色彩、文化與藝術	A&SS
	GEN	A112CF	Women in Hong Kong Cantonese Films 香港粵語電影中的女性	A&SS
	GEN	A116CF	Perspectives on Japanese Anime and Manga Culture 日本動漫文化面面觀	A&SS
	GEN	A203BF	Science Fiction Films 科幻電影	A&SS
	GEN	A207F	Mobile Culture and Communication in the Digital Era 數碼時代的移動文化與傳訊	A&SS
	GEN	A209F	Music in Popular Media 流行媒體中的音樂	A&SS

Field of study	Subject	Course No	Course Title	School
	GEN	A210F	21st Century Creative Education 廿一世紀創意教育	A&SS
English Language Studies & Literature	GEN	A103BF	Language, Society and Culture 語言、社會與文化	A&SS
	GEN	E205F	IELTS Preparation 備考雅思	E&L
	GEN	E243F	Creativity in Everyday English 日用英語中的創意	E&L
Environmental Studies	GEN	S109F	Environment and Health 環境與健康	S&T
	GEN	S213F	Nature Conservation: Exploring Biodiversity and Natural Landscapes of Hong Kong 自然保育：探索香港的生物多樣性和自然景觀	S&T
	GEN	S237F	Environmental Control and Management 環境控制及管理	S&T
Fintech, Business Intelligence & Analytics	GEN	B234CF	Unleashing Innovation in Business 無限創意在商界	B&A
Health Sciences	GEN	N103CF	Strive to be Healthy 向健康出發	N&HS
	GEN	N203F	Understanding Health through Statistics 從統計學了解健康	N&HS
	GEN	S234F	The Scientific Basis of Food and Health 食物與健康的科學基礎	S&T
History	GEN	A202F	Highlights in World Civilizations 世界文明精粹	A&SS
	GEN	A204F	Plague and Civilization 瘟疫與文明	A&SS
Hospitality Management	GEN	B201CF	Cultural Heritage and Tourism: Practising the Fundamentals 文化遺產與旅遊：實務初探	B&A
	GEN	B233CF	Gastronomy and Business 美食中尋商機	B&A
Management	GEN	B160F	Fundamentals of Business Management 商業管理基礎	B&A
	GEN	B168F	You Have a Choice: Career Decision-Making 個人職業生涯規劃	B&A
	GEN	B169CF	Business Environment of Hong Kong 香港商業環境	B&A
	GEN	B288CF	Startup Bootcamp 創業特訓班	B&A
Marketing & International Business	GEN	B164CF	Marketing through Social Media 社交媒體營銷	B&A
	GEN	B235CF	Surviving in a Cross-cultural Workplace 跨文化工作間求生錦囊	B&A
	GEN	B250F	Fundamentals of Marketing 市場學基礎	B&A
Mathematics & Statistics	GEN	S100F * <sup>@</sup>	Mathematics in Daily Life 生活數學	S&T

Field of study	Subject	Course No	Course Title	School
	GEN	S150F	Data Visualization for Impressive Presentations 精彩悅目的數據圖像演示	S&T
Social Sciences	GEN	A106F	Psychology for Work Relations 心理學與工作關係	A&SS
	GEN	A107F	Psychology of Learning for Academic Success 心理學的學習應用	A&SS
	GEN	A108F	Critical Thinking for Everyday Life 日常生活中的批判思考	A&SS
	GEN	A114F	Psychology of Intimate Relationships 親密關係心理學	A&SS
	GEN	A115F	Understanding World Politics through Photojournalism 從新聞攝影看世界政治	A&SS
	GEN	A206F	Sports and Cultural Politics 運動與文化政治	A&SS
	GEN	A208CF	Psychology of Dating and Relating to Parents 戀愛及和父母相處的心理學	A&SS
	GEN	E141F	Stress and Well-being 壓力與身心健康	E&L
	GEN	E241F	Personal Development in the Knowledge Society 知識型社會與個人發展	E&L
	GEN	E242F ^	Society and Interpersonal Relationships 社會與人際關係	E&L
	GEN	E244BF	Developing Media Literacy 媒體素養的建立	E&L
Sports Management	GEN	B278CF #	E-sports: Game-changing Business 電競：玩•轉商業	B&A
	GEN	B278F #	E-sports: Game-changing Business 電競：玩•轉商業	B&A
Student Development	GEN	A117F	Psychology of Work and Internship Preparation 工作的心理學與實習準備	A&SS
	GEN	A118CF	Chinese Literature and Culture 中國文學與文化	A&SS
	GEN	A119CF	Traveling and Writing of Classical Chinese Literati 中國古代文人的旅遊與寫作	A&SS
	GEN	A211CF	Culture and Everyday Life in Ancient China 古代中國文化與日常生活	A&SS
	GEN	A212CF	What did the Ancient Chinese Think? 中國古人想什麼？	A&SS
Testing & Certification	GEN	S201F	Testing and Certification in Daily Life 日常生活中的檢測和認證	S&T

N.B. The list of GE courses is subject to change without prior notice.

**Notes:**

\* Students of Lee Shau Kee School of Business and Administration are NOT allowed to select GEN S100F (Mathematics in Daily Life) as it forms excluded combination with BUS B171CF, BUS B171F, BUS B200F, BUS B272CF, BUS B272F, FIN B280CF, FIN B280F and the predecessors of the courses.

Students should not take courses that form excluded combination, as only one of the courses of the excluded combination can count towards a single award.

@ BSCHTSCJ1 / BENGHTCJ1 students are NOT allowed to select GEN S100F (Mathematics in Daily Life) as it forms an excluded combination with STAT S151F (Probability and Distributions). Students should not take courses that form excluded combination, as only one of the courses of the excluded combination can count towards a single award.

# GEN B278CF (電競：玩•轉商業) and GEN B278F (E-sports: Game-changing Business) form an excluded combination. Students should not take courses that form excluded combination, as only one of the courses of the excluded combination can count towards a single award.

^ BSSCHPJ1 / BSSCHECJ1 / BSSCHPAJ1 / BSSCHJ1 students are NOT allowed to select GEN E242F (Society and Interpersonal Relationships) as GEN E242F and SOCI A123F (Foundations of Social Sciences: Sociology) form an excluded combination. Students should not take courses that form excluded combination, as only one of the courses of the excluded combination can count towards a single award.

**Accounting, Finance & Corporate Governance**

**GEN B167CF**      **基礎投資知識**                      **Investment Fundamentals**  
學分: 5              程度: 基礎                      授課語言: 中文                      學院: B&A

本科採用通識概念作為教學的路向，通過香港不同種類的金融投資工具及市場運作，闡釋投資理論的基礎。本科首先介紹投資的概念、定義和理論，並論及投機和投資的分別、風險管理，以及在投資時所需注意的程序和事項等。接着，各單元會逐一論述香港金融投資工具（包括衍生工具）的特點和功能，並利用試算表計算金錢的時間值，債券的價格和回報率，以及股票的價值和回報率等，讓學生了解市場的運作，掌握投資理財之道，擬定適合自己的投資策略。

本科的宗旨是讓學生了解香港金融市場的狀況，以及投資的定義、概念、理論和應用，從而分辨出投資與投機的分別；本科也會論述各種投資工具的特點，以及一般投資的注意事項（包括投資程序、風險管理），讓學生對投資活動有更深入的認識。

**GEN B188F**      **Stock Investing Made Easy**  
Credits: 5              Level: Foundation              Medium of Instruction: English              School: B&A

This course aims to provide students with fundamental concept and knowledge in stock investing by applying finance and economics principles, theories and concepts. It also aims to equip students with the necessary knowledge and skills to develop stock investment strategy appropriate to their risk appetite.

**GEN B267CF**      **法律權益多面睇**      **Your Legal Rights in Daily Life**  
學分: 5              程度: 中級                      授課語言: 中文                      學院: B&A

本科的宗旨是向學員提供日常生活所需的法律常識，通過趣味性的案例研究，教授與個人消費、財產、家庭和職場等相關法律，讓學生明白所擁有的權利和應盡的責任，協助建立公民意識，並了解法律給予市民在日常生活中的保障，協助學生避免因缺乏法律常識而墮進陷阱。

**GEN B268F**      **How to Start Your Business**  
Credits: 5              Level: Middle                      Medium of Instruction: English              School: B&A

This course aims to provide students with a practical guide to starting a business, covering the fundamental knowledge in creating a business plan, processes in company formation, securing finance, and relevant accounting and taxation issues. It also aims to provide students with the opportunity to develop a business plan based on their desired goals in entrepreneurship.

## **Chinese Language Studies & Literature**

### **GEN A105CF 愛情與文學**

學分: 5

程度: 基礎

### **Love in Literature**

授課語言: 中文

學院: A&SS

文學是一種情感教育，也是學習、理解自我與他人的重要方式。本科旨在為學員介紹中國文學中表現的情感面相，在提升中國語文及文學鑒賞能力的同時，使學員心靈得以成長。通過閱讀中國文學，比較古今中國人的思想角度，以及分析作家表達思想情感的方法，學員將能從文學作品中的人生哲理探討生命的價值。

### **GEN A113CF 幽默語言與生活**

學分: 5

程度: 基礎

### **The Art of Humour and Daily Life**

授課語言: 中文

學院: A&SS

本科將以幽默的視角審視中國文學作品，發掘幽默於文學及日常生活的功能。學員可學習及應用幽默的語言技巧，並提昇對中國文學及文化的興趣。

### **GEN A201CF 香港文學與社會**

學分: 5

程度: 中級

### **Hong Kong Literature and Society**

授課語言: 中文

學院: A&SS

本科的宗旨在於增進學員對香港文學與香港社會的認知。學科選讀內容主要包括現當代香港文學家的作品，有廣為大眾認識的西西、也斯、劉以鬯、李碧華、鍾曉陽等。其他與學科內容和宗旨有關的散文文學作品也會包括在內。課堂分析也牽涉到兩性關係、香港社會、香港文化、意識形態、社會身份等問題。

### **GEN A205CF 中國文化探索**

學分: 5

程度: 中級

### **Discovering Cultures in China**

授課語言: 中文

學院: A&SS

隨著時代的轉變，中國傳統社會對我們來說似乎遙不可及。事實上，只要細心觀察，中國傳統文化仍在不斷地影響著我們的日常生活。本科旨在拓寬學員的文化視野，並提高學員對傳統文化藝術的思辨和鑑賞能力。透過對不同時期、不同面向的文化現象之重新探索，以及對中外文化相互交流、融和的過程之深入理解，學員將具備辨識中國傳統文化特徵之能力，並將能更深入了解現今華人社會多元文化和思想之來源。

### **GEN E142CF 趣味語文與妙趣文化**

學分: 5

程度: 基礎

### **Chinese: from Language to Culture**

授課語言: 中文

學院: E&L

本科將精選語文學習材料(包括文獻、口語、文物、影片等)，引發學生對中國語言文字與中華文化的興趣，特別是讓學生認識中國語文的精粹及其所蘊含的文化趣味。

## **Computing/Electronic & Computer Engineering**

**GEN S102F      Digital Lifestyle: Cradle to Grave with Bits and Bytes**  
Credits: 5      Level: Foundation      Medium of Instruction: English      School: S&T

In the past decades, digital technologies such as the Internet, the World-Wide-Web, personal computers, and mobile phones have drastically changed our ways of living. Furthermore, they have changed how we see things, how we see ourselves, and how we see the world. In this general education course, we will explore how we should live in the world where digital technology is ubiquitous, and how to live smarter with digital information under control. The course will introduce practical methods of managing digital lifestyle effectively. It will also explore the impact of key digital technologies at various stages in a person's lifespan. Throughout the course there will be case studies, investigations, and interactive exercises.

**GEN S110W      Introduction to Digital Technologies and Tools (e-Learning course)**  
Credits: 5      Level: Foundation      Medium of Instruction: English      School: S&T

This course aims to introduce non-S&T students to the basics of digital technologies, the problem-solving paradigms commonly used in coding, and hands-on experience of designing a simple 3D product. The skills and knowledge gained in this course will be useful for carrying out projects in multiple disciplines.

## **Creative Arts**

**GEN A101BF      電影與流行文化      Film and Popular Culture**  
Credits: 5      Level: Foundation      Medium of Instruction: Bilingual      School: A&SS

This course aims at introducing students to popular imagination and diversities of culture found in films. As repository of collective memory, films are texts that contain social values, shared feelings and cultural identities. By studying popular culture embedded in films, students will have a better perception of society and a better understanding of the various forces shaping their values and identities. The course will fulfill the institutional outcome of cultural diversity.

**GEN A109BF      動畫藝術及文化      Animation Art and Culture**  
Credits: 5      Level: Foundation      Medium of Instruction: Bilingual      School: A&SS

This course aims to widen students' horizon in understanding animation. It introduces the history, as well as, the global development of animation both as an art form, a technological development and a business practice. This course also offers an opportunity for students to experiment with basic techniques of animation. Students will be required to write an analytical written report and do a group presentation on various kinds of animation techniques or works of their own choice.

**GEN A110BF      數碼攝影藝術與實踐      The Art and Practice of Digital Photography**  
Credits: 5      Level: Foundation      Medium of Instruction: Bilingual      School: A&SS

The course aims at introducing students to Photography as an academic discipline under Fine Art and Communication Studies. Students will learn the basic skills of Photography both as a form of communication and a way for artistic expression. Students will be familiarized with the industrial workflow for Photography and Cinematography. Contemporary issues in Photographic Imaging such as media consumption, ideology, social history and cyber social network will be addressed. Emphasis will be placed on the understanding of local Hong Kong media culture in the Cinematic / Photographic context. The course will help students develop graduate attributes of cultural diversity.

**GEN A111BF**      **色彩、文化與藝術**      **Colour, Culture and Art**  
Credits: 5      Level: Foundation      Medium of Instruction: Bilingual      School: A&SS

This is a 5-credit General Education course offered by the School of Arts and Social Sciences, and is purposely designed for students to enrich their knowledge of colour to enhance their visual experience, as well as to discover the world in a new way of seeing with colour. This course focuses on the basic visual and aesthetic interactions of colour. Equally important is the personal colour research initiated by each student to draw connections between that which is directed in class to their own particular interests and personal areas of study.

**GEN A112CF**      **香港粵語電影中的女性**      **Women in Hong Kong Cantonese Films**  
學分: 5      程度: 基礎      授課語言: 中文      學院: A&SS

「香港粵語電影中的女性」由人文社會科學院開設，屬基礎程度課程，佔 5 學分。本學科旨在培訓學生分析電影的能力，讓學生了解香港粵語電影女性形象和表現手法的轉變，並思考當中的女性議題與歷史和社會的關係。修畢課程，學生將能以女性主義電影理論、文本分析和文化研究等方法分析香港粵語電影，並掌握香港粵語電影與各種女性議題的關係。本學科將以中文(粵語)講授。

**GEN A116CF**      **日本動漫文化面面觀**      **Perspectives on Japanese Anime and Manga Culture**  
學分: 5      程度: 基礎      授課語言: 中文      學院: A&SS

「日本動漫文化面面觀」屬基礎程度通識學科，佔五個學分。本科用中文講授。本科將以輕鬆手法，深入淺出地介紹日本動漫作品及其對日本流行文化的影響，從而加深學員對跨媒體文化創意的理解，並提昇對中日流行文化的興趣。

**GEN A203BF**      **科幻電影**      **Science Fiction Films**  
Credits: 5      Level: Middle      Medium of Instruction: Bilingual      School: A&SS

This course aims to offer visions and treatments of the future through studying the great visionary film masters and their sci-fi films and animations about the future. Looking to “the future” is one way to meet our curiosity with questions and answers about the past and present. This course is not just about the future but also about the present conditions of our civilization through films about the future. As French philosopher Simone Weil puts it: “*The future is made of the same stuff as the present.*” From Melies’ 1902 “*Trip to the Moon*” to Kubrick’s 2001 “*Space Odyssey*”, in which human has finally broken the speed of light barrier, this course covers the important science fiction films and offers a deep and reflective exploration of human issues, social conditions and technological development through these films about the future.

*"We all want to escape occasionally. But science fiction is often very far from escapism, in fact you might say that science fiction is escape into reality... It's a fiction which does concern itself with real issues: the origin of man; our future. In fact I can't think of any form of literature which is more concerned with real issues, reality." - Arthur C Clarke*

This course re-examines the developing historical timeline of human issues and also offers an opportunity for students to use their imagination to create their own vision of the future in short story synopsis.

**GEN A207F****Mobile Culture and Communication in the Digital Era**

Credits: 5

Level: Middle

Medium of Instruction: English

School: A&amp;SS

This course aims to train students to have a better understanding of digital culture and mobile communication in contemporary information society and creative economy within the dynamics of digital media and mobile culture and technology. This course introduces the new challenges and directions of the global development of Internet and mobile culture and technology within the dynamics of digital marketing and communication. Knowledge of being digital and mobile communication in relation to digital humanities and societies will be discerned from historical narratives to social, economic, cultural, political and technological concerns. In line with the increasing digital media convergence within the rapidly changing media environment of international communication, the power relationships between mobile communication and youth culture as well as mobile networks and public life and opinion will be investigated. Students will learn how the rapid changes of digital culture and mobile communication have shaped and reshaped their everyday lifestyles and social, cultural, as well as politico-economic environments in both local and global contexts.

**GEN A209F****Music in Popular Media**

Credits: 5

Level: Middle

Medium of Instruction: English

School: A&amp;SS

GEN A209F Music in Popular Media is a 5-credit middle-level course offered by the School of Arts and Social Sciences. This course is designed to enhance students' music literacy with particular reference to how music is being represented or used as a tool for communication and reflection on identity within the context of contemporary media and city life. Our scope of study will extend beyond the traditional field of "Print / Broadcast / Mass Media" into the field of games, social media, sports, architecture/public space and "popular media such as drama, dancing, story-telling and proverb telling."

**GEN A210F****21st Century Creative Education**

Credits: 5

Level: Middle

Medium of Instruction: English

School: A&amp;SS

The course aims to explore creative education with forward-looking perspectives on the effects of various social changes such as advances in digital technologies, social media and globalization. This course examines issues of creative education as social issues not just for the educational professional but also for every concerned citizen, who cares about how society invests and prepares for the future. In addition to the different topics of creative education, this course will also introduce theory, methodology and methods of understanding and conducting small-scale educational research. It encourages students to take a critical approach to examine various issues in creative education. Among the key questions that will be often asked and discussed in this course are:

- Is our current education practice able to meet the challenges and demands of the changing knowledge-based society?
- What knowledge and skills will prepare students for a global information age?
- What is our vision for the future of creative education?

## **English Language Studies & Literature**

**GEN A103BF**      語言、社會與文化      **Language, Society and Culture**  
Credits: 5      Level: Foundation      Medium of Instruction: Bilingual      School: A&SS

This course aims at enhancing students' awareness of the relationship of language, culture, and society in different societies around the world as well as in the Hong Kong society. It also provides students with an understanding of the ways in which a wide range of social and cultural factors impinge on the study and uses of language. It will thus enhance students' language and language-appreciation capabilities through a theoretical approach to the analysis of different language issues in culture and society. The course will fulfill the institutional outcome of "Adopt a global outlook and appreciate cultural diversity".

**GEN E205F**      **IELTS Preparation**  
Credits: 5      Level: Middle      Medium of Instruction: English      School: E&L

This is a middle-level course which provides non-English specialist students with a good foundation for sitting the IELTS (International English Language Testing System) test. The course builds up students' proficiency in four skills assessed – reading, writing, listening and speaking – familiarizes students with the test components, and provides them with extensive practice in tackling the types of test items they will face in the IELTS test. Course assessment includes continuous assessment (50%) and an end-of-course assessment (50%) which is externally administered by an authorized IELTS testing organization.

*Special notes:*

- 1. Students shall complete the IELTS test application and pay for the test fee (currently HK\$2010.00) with the assistance of the Tutor/Course Coordinator in the beginning weeks of the course. They will be able to reimburse the test fee from the Student Affairs Office after achieving an overall score of 6.0 or above on the IELTS test.*
- 2. This course is especially suitable for Years 3 and 4 students given that the validity of the test score obtained is two years. Other students are also welcome.*

**GEN E243F**      **Creativity in Everyday English**  
Credits: 5      Level: Middle      Medium of Instruction: English      School: E&L

This course introduces students to examples of the kinds of creativity found in everyday spoken and written English and discusses their origins and the theoretical perspectives which have been developed to account for them. Creative language use involves both playful and persuasive uses of language which perform important roles in relation to identity construction and display as well as in the management of interpersonal relations and which employ techniques similar to those employed in literary creativity. Students will be given a historical perspective on creativity as realized in the popular writing emerging in 19th century England. They will then be introduced to contemporary examples of creativity in order to identify their underlying structure and the social and interpersonal roles they play. They will then go on to explore some of the theoretical perspectives which help us to understand the structure, purpose and role of such creativity.

## **Environmental Studies**

**GEN S109F**      **Environment and Health**  
Credits: 5      Level: Foundation      Medium of Instruction: English      School: S&T

The course aims to equip students with core knowledge and skills in handling environmental pollution and health issues. Students will be trained to develop independent thinking, analytical techniques and research skills in making judgments relevant to environmental pollution and health issues.

**GEN S213F Nature Conservation: Exploring biodiversity and natural landscapes of Hong Kong**  
Credits: 5 Level: Middle Medium of Instruction: English School: S&T

This course aims to increase students' awareness and interest of biodiversity and landscape conservation in Hong Kong.

**GEN S237F Environmental Control and Management**  
Credits: 5 Level: Middle Medium of Instruction: English School: S&T

This course is designed for students coming from a wide range of backgrounds and with different levels of experience and knowledge in environmental studies. The course also aims to develop students' knowledge of technological developments in environmental control and management.

### **Fintech, Business Intelligence & Analytics**

**GEN B234CF 無限創意在商界 Unleashing Innovation in Business**  
學分: 5 程度: 中級 授課語言: 中文 學院: B&A

本學科旨在幫助學生了解創新的概念及其商業應用，當中介紹創新及創意設計的主要原理。本學科透過識別個人的特點及思考過程，來探討如何培養創意人才。為培養理論與實踐兼備的學生，本學科除教授一些商業創新問題解決模型外，還要求學生使用這些模型來製訂出商業創新行動計劃書。

### **Health Sciences**

**GEN N103CF 向健康出發 Strive to be Healthy**  
學分: 5 程度: 基礎 授課語言: 中文 學院: N&HS

本科目主要從中、西醫角度介紹維持生理、心理及社交活動等整全健康的各種策略，籍此提升學生對整全健康的認識，為現今社會對追求整全健康作好準備。

**GEN N203F Understanding Health through Statistics**  
Credits: 5 Level: Middle Medium of Instruction: English School: N&HS

This course aims to equip students with knowledge of basic statistics that are commonly used in health-related research studies. Students will be introduced with the common lifestyle-related health issues and the application of statistics to understand health.

**GEN S234F The Scientific Basis of Food and Health**  
Credits: 5 Level: Middle Medium of Instruction: English School: S&T

This course aims to increase students' awareness and understanding of the underlying science in relation to food, diet and health. The course will provide integrated knowledge of nutrition and health-related science including human physiology, food science, Chinese medicine, chemistry and biology. The course will fulfill the institutional outcomes of "communicate effectively" and "think critically, analytically and creatively".

## **History**

### **GEN A202F Highlights in World Civilizations**

Credits: 5      Level: Middle      Medium of Instruction: English      School: A&SS

This course aims to guide students to bridge the knowledge gaps between the past and the present, and sharpen their awareness in terms of their local presence and global reach.

### **GEN A204F Plague and Civilization**

Credits: 5      Level: Middle      Medium of Instruction: English      School: A&SS

This course surveys how disease, human civilization and socio-political institutions influenced and shaped one another. It explains the ways in which plagues, pandemics and health risks have transformed societies and economics, contributed to the rise and fall of empires, and reinvigorated global institutions. It also considers how human activities and societal interactions have altered the realm of the state and the treatment towards disease and illness.

## **Hospitality Management**

### **GEN B201CF 文化遺產與旅遊：實務初探**

#### **Cultural Heritage and Tourism: Practising the Fundamental**

學分: 5      程度: 中級      授課語言: 中文      學院: B&A

本科宗旨是讓同學通過方案設計規劃的實踐，從而讓同學懂得、了解及鑒別文化遺產與旅遊的基本概念，並應用相關的概念去分析該旅遊市場的動態及發掘市場機遇。同學在修讀本科期間，需要往內地城市進行一至兩星期的考察。

### **GEN B233CF 美食中尋商機 Gastronomy and Business**

學分: 5      程度: 中級      授課語言: 中文      學院: B&A

本學科旨在介紹香港飲食業的情況，包括不同種類的菜式和飲食業的未來發展，期能幫助學生對本港飲食業的性質和商機有更多的認識和了解。

## **Management**

### **GEN B160F Fundamentals of Business Management**

Credits: 5      Level: Foundation      Medium of Instruction: English      School: B&A

This course aims to:

- (i) Introduce students to the knowledge and skills that are needed to manage a business organization effectively.
- (ii) Provide students with an overview of management's key business challenges.
- (iii) Provide students with a basic understanding of each core business area, such as marketing, accounting, finance, operations and human resource management.

### **GEN B168F You Have a Choice: Career Decision-Making**

Credits: 5      Level: Foundation      Medium of Instruction: English      School: B&A

The course is designed to help students develop a thorough understanding of themselves in terms of their own values, skills, and career interests so that they will be able to make a better choice in choosing a career and a job when they graduate.

**GEN B169CF**                      **香港商業環境**                      **Business Environment of Hong Kong**  
學分: 5                      程度: 基礎                      授課語言: 中文                      學院: B&A

本科旨在協助學員認識香港商業環境。具體宗旨包括：

- 向學員闡述香港商業環境及影響香港商業環境的基本要素；
- 協助學員了解香港獨特的營商與經濟發展狀況；
- 讓學員認識香港商業發展藍圖，以增加學員對香港經濟的理解；
- 與學員探討香港製造業、服務業、及金融業的未來發展路向；
- 幫助學員建立良好的商業知識基礎，以協助他們將來發展個人事業。

**GEN B288CF**                      **創業特訓班**                      **Startup Bootcamp**  
學分: 5                      程度: 中級                      授課語言: 中文                      學院: B&A

GEN B288CF《創業特訓班》是一個實用學科。本科的宗旨是幫助學生認識創業精神，教授他們創業知識和技巧；透過實踐，讓學生將創業意念轉化為可行的計劃，從而幫助他們了解創業的過程。

### **Marketing & International Business**

**GEN B164CF**                      **社交媒體營銷**                      **Marketing through Social Media**  
學分: 5                      程度: 基礎                      授課語言: 中文                      學院: B&A

GEN B164CF《社交媒體營銷》旨在探討社交媒體如何影響公司與客戶的溝通。本學科將會介紹學生認識Facebook、Twitter以及Instagram等多種常用的社交媒體工具，並分析這些工具的利弊，從而幫助他們掌握新媒體的運用。

**GEN B235CF**                      **跨文化工作間求生錦囊** **Surviving in a Cross-cultural Workplace**  
學分: 5                      程度: 中級                      授課語言: 中文                      學院: B&A

在跨文化工作中，當你遇到問題時，你會如何應對呢？你會以「佛系」態度，置之不理，還是積極面對？本學科旨在討論文化差異對於機構運作的影響，探究跨文化職場上管理團隊的方法；通過面授講課、角色扮演、個案討論、電影欣賞和實踐練習等方式，學習如何應對關鍵情況（critical situations），助你「升呢」成為跨文化職場的求生達人。

**GEN B250F**                      **Fundamentals of Marketing**  
Credits: 5                      Level: Middle                      Medium of Instruction: English                      School: B&A

This course aims to introduce students to the marketing concept in business environment and to provide them with the opportunity to apply marketing principles, theories and concepts in real cases based on the organizational objectives and other reasonable conceptual frameworks faced by the marketers. It also aims to equip students with the skills to develop a marketing plan within the Hong Kong marketplace.

## **Mathematics & Statistics**

### **GEN S100F\*<sup>@</sup> Mathematics in Daily Life**

Credits: 5      Level: Foundation      Medium of Instruction: English      School: S&T

This course is a university-level general education course. It is specifically designed to suit the needs of university students who are interested in money management, especially those who are not majoring in mathematics and do not have mathematical knowledge beyond the high school level. The objective of this course is to teach students to make smart decisions about money through an understanding of the basic principles of wealth management. Instead of massive and tedious formula, this course focuses on mathematical modeling skills and usage of spreadsheet software for iterative calculations.

\* Students of Lee Shau Kee School of Business and Administration are NOT allowed to select GEN S100F (Mathematics in Daily Life) as it forms excluded combination with BUS B171CF, BUS B171F, BUS B200F, BUS B272CF, BUS B272F, FIN B280CF, FIN B280F and the predecessors of the courses. Students should not take courses that form excluded combination, as only one of the courses of the excluded combination can count towards a single award.

@ BSCHTSCJ1 / BENGHTCJ1 students are NOT allowed to select GEN S100F (Mathematics in Daily Life) as it forms an excluded combination with STAT S151F (Probability and Distributions). Students should not take courses that form excluded combination, as only one of the courses of the excluded combination can count towards a single award.

### **GEN S150F Data Visualization for Impressive Presentations**

Credits: 5      Level: Foundation      Medium of Instruction: English      School: S&T

We are in the era of information explosion and our brains are often overloaded and overwhelmed. Data visualization is an important tool for everyone who wishes to effectively present data and make an impact. Visual representations go easy on our eyes and last longer in our mind. This course enables students to create a range of effective visual representations and attractive infographics with easy-to-use tools, based on a small number of basic but crucial principles. Students will put into practice what they have learned in a group project, which is the main form of assessment.

## **Social Sciences**

### **GEN A106F Psychology for Work Relations**

Credits: 5      Level: Foundation      Medium of Instruction: English      School: A&SS

This course aims at introducing students to the basic principles and processes underlying human relations in an organizational context. Various key concepts in organizational psychology are used to guide the understanding of personal motives and interpersonal dynamics in a work world. Students would benefit from this initial encounter to prepare for their career life or further studies in organizational behavior or applied psychology. The course will fulfill the institutional outcome of “Contribute constructively in teamwork and play a leadership role”.

**GEN A107F Psychology of Learning for Academic Success**  
Credits: 5 Level: Foundation Medium of Instruction: English School: A&SS

This course aims to develop in students effective learning strategies that prepare them for academic success. Throughout this course, students will engage in a series of structured activities, hands-on exercises, and reflective writing assignments that help them to acquire and practice a variety of learning strategies. These learning strategies are practically-oriented and are grounded on current theories and empirical research of cognitive psychology, psychology of learning, and psychology of motivation. The course will fulfill the institutional outcome of “Show a commitment to lifelong learning”.

**GEN A108F Critical Thinking for Everyday Life**  
Credits: 5 Level: Foundation Medium of Instruction: English School: A&SS

This course aims to develop in students effective critical thinking skills for recognizing, analyzing, diagramming, evaluating, and constructing arguments as well as detecting fallacies. This course emphasizes skill transference and helps students apply the skills to their everyday lives.

**GEN A114F Psychology of Intimate Relationships**  
Credits: 5 Level: Foundation Medium of Instruction: English School: A&SS

This course aims to develop in students an understanding of the psychology of intimate relationships. To this end, this course draws on and integrates current theories and empirical research in various domains of psychology pertaining to intimate relationships, including evolutionary psychology, biological psychology, social psychology, developmental psychology, and clinical psychology.

**GEN A115F Understanding World Politics through Photojournalism**  
Credits: 5 Level: Foundation Medium of Instruction: English School: A&SS

This course aims to (1) offer students exposure to world affairs and enhance their understanding of the norms, values, and ideas embedded; (2) empower students with tools to actively perceive and understand political issues in a critical and independent way, which can be different from the narrative of the mainstream media. Students will also be equipped with the ability to question the information source and conduct deeper investigation of the issues; (3) cultivate among students a sense of compassion, empathy, and cosmopolitanism by the practice of explaining the images. The course also urges them to reflect on how to decipher “Otherness” and the dilemma of inclusion and exclusion.

**GEN A206F Sports and Cultural Politics**  
Credits: 5 Level: Middle Medium of Instruction: English School: A&SS

This course evaluates the interplay between politics and sports. It first examines Sports event from the disciplines of political sociology, comparative politics and international relations. Then it turns to 6 salient cases in which the dynamic between sports and politics in the modern world could be examined.

**GEN A208CF 戀愛及和父母相處的心理學 Psychology of Dating and Relating to Parents**  
學分: 5 程度: 中級 授課語言: 中文 學院: A&SS

本科引導學生明白人際關係的重要性，年青人異性相戀關係的重點及年青人和父母相處的重點。完成本科後，學生應可說明及評論人際關係及跨文化；描述及分析年青人異性相戀關係的成因、過程及後果；描述及分析年青人和父母相處的過程、因素及後果；及評論相戀的關係及和父母的關係對年青人其他事項的相互影响。本科設有三份作業及期考。

**GEN E141F      Stress and Well-being**  
Credits: 5      Level: Foundation      Medium of Instruction: English      School: E&L

This course explores different types and sources of stress in today's world and their impact on health and well-being. The aim is to enhance students' awareness of the causes of stress, develop their coping strategies, and promote a holistic approach to health. Different models of stress, the body-mind-spirit connection, and assessment and stress-management strategies, are introduced. Stress prevention at the individual, organizational and societal level is discussed to cultivate a positive attitude towards stress and well-being.

**GEN E241F      Personal Development in the Knowledge Society**  
Credits: 5      Level: Middle      Medium of Instruction: English      School: E&L

To cope in a 'knowledge society', individuals need to develop a wide range of skills. This course will explore the features of a 'knowledge society'; analyse the extent to which Hong Kong has moved in this direction; and discuss the changing roles and policies of governments, both locally and in other cultural contexts. The course will then focus on a practical consideration of various aspects of personal development – such as managing change, risk-taking and developing the capacity for lifelong learning – which university students require to meet the challenges of a 'knowledge society'.

**GEN E242F ^      Society and Interpersonal Relationships**  
Credits: 5      Level: Middle      Medium of Instruction: English      School: E&L

The course discusses major forms of interpersonal relationships in relation to society. There are three main sections. First, we discuss the concepts of society, interpersonal relationships and the ways in which they interact. Second, we explore interpersonal relationships in different settings including family, peer, lifelong partners and work relationships. Third, we will focus on the tension among different social classes, such as cultural stratification, stereotypes, prejudices, abuse, violence and discriminations. Lastly, we will examine the interpersonal relationships in traditional Chinese and modern societies with special reference to contemporary Hong Kong society. Throughout the course, we will consider how these issues contribute to the social construction of interpersonal relationships in the contexts of cultural diversity.

^ BSSCHPJ1 / BSSCHECJ1 / BSSCHPAJ1 / BSSCHJ1 students are NOT allowed to select GEN E242F (Society and Interpersonal Relationships) as GEN E242F and SOCI A123F (Foundations of Social Sciences: Sociology) form an excluded combination. Students should not take courses that form excluded combination, as only one of the courses of the excluded combination can count towards a single award.

**GEN E244BF      Developing Media Literacy**  
Credits: 5      Level: Middle      Medium of Instruction: Bilingual      School: E&L

This course helps learners to explore the concept of 'media literacy'; to analyse the importance of media literacy in university learning and lifelong learning; and to develop media literacy.

## **Sports Management**

**GEN B278CF #      電競：玩•轉商業      E-sports: Game-changing Business**  
學分: 5      程度: 中級      授課語言: 中文      學院: B&A

本科旨在幫助學生了解更多有關新世代電子競技(電競)的情況和行業發展趨勢。除簡述電競的歷史發展和行內利益相關者外，本科亦會探究電競流行的原因。此外，本科亦從商業角度去闡釋電競業的不同課題，包括電競遊戲分析、電競品牌和營銷規劃、電競活動項目的策劃和執行、電競團隊領導能力和教練培訓、跨國電競企業合作、電競公司的財務分析，以及電競業的商業倫理和行為守則等。

**GEN B278F # E-sports: Game-changing Business**  
Credits: 5      Level: Middle      Medium of Instruction: English      School: B&A

The course aims to help students understand Electronic Sports (E-sports) and promote e-sports industry to the new generation. It introduces students to the history of e-sports and various stakeholders in the e-sports industry, and discusses the reasons for its popularity. The course examines e-sports from a business perspective including game analysis, e-sports branding and marketing, planning, managing and implementing e-sports event/project, e-sports leadership and coaching, forming e-sports business co-operations across national boundaries, evaluating e-sports companies' financial performance, and business ethics and codes of conduct issues in e-sports arena.

# GEN B278CF (電競：玩•轉商業) and GEN B287F (E-sports: Game-changing Business) form an excluded combination. Students should not take courses that form excluded combination, as only one of the courses of the excluded combination can count towards a single award.

### **Student Development**

**GEN A117F Psychology of Work and Internship Preparation**  
Credits: 5      Level: Foundation      Medium of Instruction: English      School: A&SS

This course surveys how various psychological theories help our understanding of, and contribute to explaining, human thinking and behaviour in the workplace. Throughout the course, students will be introduced to psychology of work and various practical skills and strategies to secure an internship opportunity and prepare to meet employer's expectation during internship. This course aims to provide students with a general understanding of the application of Psychology in work context and to prepare students for learning the most from their internship experience.

**GEN A118CF 中國文學與文化 Chinese Literature and Culture**  
學分: 5      程度: 基礎      授課語言: 中文      學院: A&SS

本學科旨在教導學生中國文學及中國文化的特色，讓學生了解各種文化因素，包括時代、社會、政治和文化思潮等，與中國文學的關係。修畢本科後，學生將能分辨各種作家的創作風格，並掌握欣賞和評鑑的方法，通過分析與之相關的寫作背景，能說明中國文學作品中的思想和文化內涵。

**GEN A119CF 中國古代文人的旅遊與寫作 Traveling and Writing of Classical Chinese Literati**  
學分: 5      程度: 基礎      授課語言: 中文      學院: A&SS

本學科重點講授中國古代文人一生的旅行遊歷及其間的文學創作，讓學生能夠從文人自身遊歷路線出發，了解文學經典作品的歷史文化背景及其藝術性，並認識不同地域的風土和名勝。修畢本科後，學生將能掌握李白、杜甫、蘇軾、歐陽修和柳宗元等文人的遊歷路線，分析遊歷其間所創作重要作品的特點，與其人生際遇和當時歷史文化背景的多重關係。

