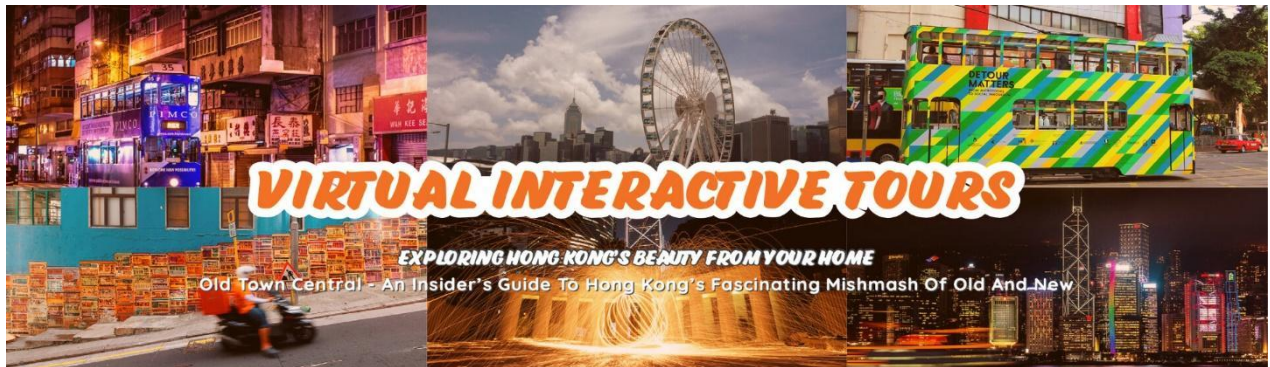


Virtual HKBU Summer program (2-29 July 2021)

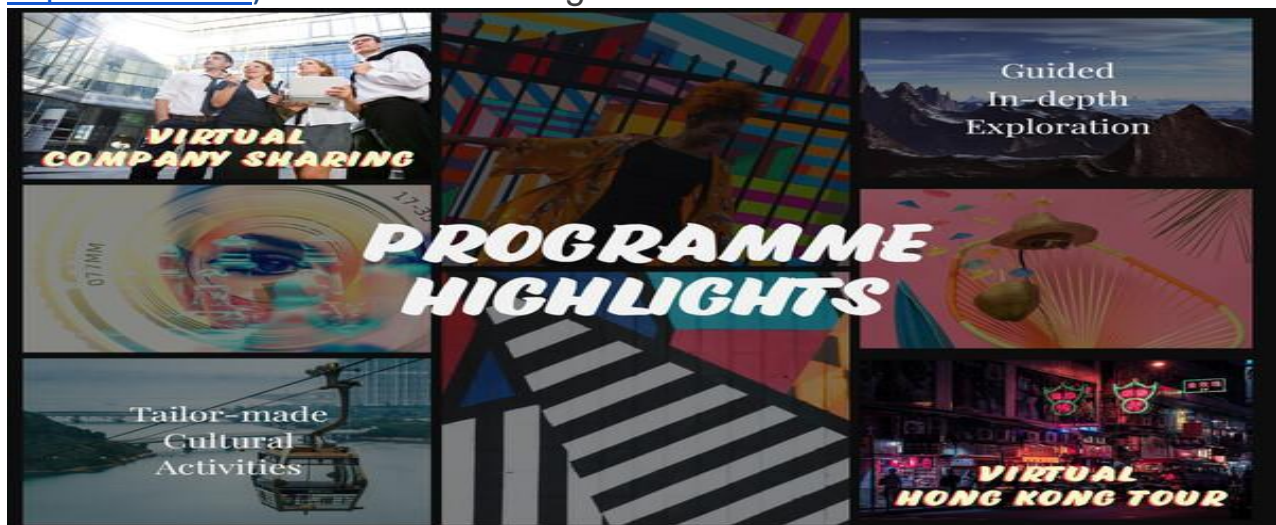


Get an insider glimpse of different industries and get to know the real Hong Kong. From a traditional floating village to a city of skyscrapers

Some 30 courses (credit-bearing) will be offered across disciplines. English will be the medium of instruction. Students who have completed the Programme will be issued an official transcript by the HKBU Academic Registry. There is a quota for each course.

Class Schedule: Each course, students would have to attend 3-hours class in the given class hours on the following days: 5, 6, 8, 9, 12 – 15, 19 -23, 26 July **(total of 42 contact hours)**. Examinations will take place on 27 and 28 July 2021.

Besides academic courses, HKBU has arranged a lot of add-on activities to Summer Programme participants, such as “back-of-house” tours and virtual interactive tours. You may wish to refer to this link ([HKBU Summer program important dates](#)) for activities arrangements.



A summary of the schedule for the 2021 programme

2 July	Orientation
5 July	First Day of Classes
7 July	Exclusive Back-Of-House Tours Offering Dialogues With Industry Pioneers Cyberport K11 MUSEA Npong Ping 360
16 July	Exclusive Back-Of-House Tours Offering Dialogues With Industry Pioneers Aloha Klook
17 July	Virtual Interactive Tours : Old Town Central - An Insider's Guide To Hong Kong's Fascinating Mishmash Of Old And New
18 July	Virtual Interactive Tours : The Traditional Floating Village - A Legacy That Endures To The Present Day
23 July	Last Day of Classes
27-28 July	Examinations
29 July	Farewell Party

ABOUT: Hong Kong Baptist University (HKBU)

QS World University Rankings # 264



Hong Kong Baptist University is a publicly funded research-intensive liberal arts university in Hong Kong delivering our distinctive education that prepares young people with the innovative impulse and creative thinking that the 21st century demands. We balance academic excellence with the development of the whole person.

The School of Business is triple-accredited by the three largest and most influential business school accreditation associations: The Association to Advance Collegiate Schools of Business (AACSB), the Association of MBAs (AMBA) and the European Quality Improvement System (EQUIS). **The School of Communication** was named one of the best journalism and media schools for Asian students by the website Asian Correspondent.

Course description

Code course	Course title	credits	Time [Hong Kong Time]
ACCT1005	Principles of Accounting I	3	14:00 - 17:00
<p><i>ACCT Level 1</i> <i>Medium of Instruction: English</i> This course aims at providing students with a general understanding of the basic financial accounting concepts, accounting cycle (bookkeeping), principles and their applications in some beginning financial accounting topics including cash, current assets and current liabilities, inventory, non-current assets, partnerships, corporations, non-current liabilities, and investments.</p>			
Code course	Course title	credits	Time [Hong Kong Time]
BUSI2005	Organisational Behaviour	3	09:00 - 12:00
<p><i>BUSI Level 2</i> <i>Medium of Instruction: English</i> The objective of this course is to introduce theories and concepts related to understanding people's behaviour in organizations. Students will study the behaviour of individuals and groups within organizations in order to gain both a theoretical understanding as well as practical knowledge that can be applied in a work setting.</p>			
Code course	Course title	credits	Time [Hong Kong Time]
BUSI3025 CANCELLED	Cross-Cultural and Comparative Management	3	14:00 - 17:00
<p><i>BUSI Level 3</i> <i>Prerequisite: BUSI2005/BUSI2025 Organizational Behaviour</i> <i>Medium of Instruction: English</i> The primary objective of this course is to enhance student awareness of the impact of culture on supposedly universal management practices designed to facilitate the effective utilization and development of the organization main asset—its employees. Students can expect to enhance their understanding of the global context of organizations, interpersonal skills needed to manage across national borders, and the structure and functioning of multinational companies.</p>			
Code course	Course title	credits	Time [Hong Kong Time]
COMM1015 CANCELLED	Introduction to Media and Communication	3	14:00 - 17:00
<p><i>COMM Level 1</i> <i>Medium of Instruction: English</i></p>			

This course introduces the basic principles and contexts of media studies and human communication. The purpose of this course is to introduce students who have had no prior experience with the field of communication to its diverse areas of study and its fundamental concepts. Therefore, the scope of the course is not only limited to mediated communication but interpersonal and intercultural communication, as well as the intersection between data science and its applications to media and communication. It will provide a common foundation for students in the School of Communication by presenting a coherent vocabulary of communication studies and a comprehensive perspective for approaching subsequent courses under the School's diverse curriculum. The course also aims to stimulate interest in and commitment to the study of communication including journalism, data and media communication, organisational communication, public relations, advertising, and film studies.

Code course	Course title	credits	Time [Hong Kong Time]
FILM2045 CANCELLED	Art History	3	14:00 - 17:00

FILM Level 2

Medium of Instruction: English

This course is primarily aimed at art appreciation and introducing the academic discipline of art history and its development and application in media arts. Visual arts assimilated ideas from philosophy, religion, politics, and society in every aspect of our everyday life. Students will need to realize and understand these ideas into new forms of expression, eventually students will acquire the knowledge and influence of the art sources from which they came and every other conceivable aspect of the cultural context around them. Identifying the visual aesthetics and analysis in human history is imperative to this course.

Code course	Course title	credits	Time [Hong Kong Time]
FILM4027	Special Topic in Film (Film and Ideologies, Gender and Ethical Issues)	3	14:00 - 18:00

FILM Level 4

Medium of Instruction: English

This course allows new topics to be taught, enabling a degree of flexibility within the curriculum, for emergent ideas to appear and be realised within the teaching and learning environment, and to reflect the changing interests and expertise of staff members. There are, therefore, no subject-specific aims and objectives here, but rather general aims and objectives, within which subject-content will be articulated. The course aims to study a particular subject in a comprehensive manner. Students will attend lectures on the subject, read on the subject, view relevant films, and carry out required modes of assessment. At the end of the course students will have a good understanding of the subject, and will be able to demonstrate that understanding in specified forms of assessment.

Code course	Course title	credits	Time [Hong Kong Time]
GCNU1036	Business Numeracy	3	09:00 - 12:00
<p>GCNU Level 1</p> <p>Taking you clearly and concisely through numerous fundamental functions, both elementary and advanced, this course arms you with the tools necessary to not only approach numbers with more confidence, but also solve business numeracy problems more easily, analyse information more accurately, and make decisions more effectively. Quantitative writing assignments (e.g. understanding how economic indicators, market share, market price, share prices, financial ratios, volume of units produced, profit margins, cost of living indexes, supply and demand statistics have impacts on the business environment) in this course will not only enrich students' computational ability, but also provide an adventure for students to explore, to deduce and to draw conclusions based on numerical or other quantitative evidence.</p>			
Code course	Course title	credits	Time [Hong Kong Time]
GDAR1065 CANCELLED	Critical Thinking	3	09:00 - 12:00
<p>GDAR Level 1</p> <p>This course aims to provide a basic introduction to the methodology of critical thinking, in particular, the basic methodology of the following: the method of linguistic-conceptual analysis, the method of logic and scientific method. Special attention will be given to the basic concepts and principles of the methodology of the three areas of the study of critical thinking aforementioned. The course, in particular, will show how to apply those concepts and principles to problem solving, the construction of sound arguments as well as the tackling of linguistic pitfalls and fallacies by using both daily life and academic examples.</p>			
Code course	Course title	credits	Time [Hong Kong Time]
GDSC1007	You and Your Health	3	14:00 - 17:00
<p>GDSC Level 1</p> <p>Medium of Instruction : English</p>			

This is an introductory course to students on the basics of human body and how factors from the living environment may affect our health. Topics chosen are closely related to health and diseases. Specific health problems and issues of interest will be selected for discussion.

Code course	Course title	credits	Time [Hong Kong Time]
GDSC1027 CANCELLED	Diseases and Medicine	3	09:00 - 12:00

GDSC Level 1

This course teaches students to envisage the differential roles and approaches of Chinese medicine and Western medicine in the treatment of human diseases as well in the prevention of illnesses. Students can broaden the horizon in the knowledge of contemporary medical technology and the modernization of Chinese medicine, as well as general health awareness.

Code course	Course title	credits	Time [Hong Kong Time]
GFHC1037	The Individual and Society	3	14:00 - 17:00

GFHC Level 1

Medium of Instruction: English

Do great leaders, thinkers and artists determine the course of history? Or should we understand them instead as products of a particular time and place? In short: who shapes society? To answer these questions, this course turns to one of the most popular genres of historical writing: biography. This course studies the works and actions of prominent figures in the arts, humanities, sciences, politics and business in order to understand how people lived in the past and how societies have developed over time. Examining both the changes such people effected and the constraints they faced can offer insight into the balance between structure and agency as factors driving social change. By the end of this course, students will understand and appreciate different interpretations of the role of the individual in history.

Code course	Course title	credits	Time [Hong Kong Time]
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GFQR1036	Algorithmic Life	3	14:00 - 17:00
<p>GFQR Level 1</p> <p>Medium of Instruction : English</p> <p>This course is intended to introduce the basic concept of computer algorithms and to teach several computational methods for quantitative reasoning. This course adopts a practical approach. Students are given tasks to acquire, process, and interpret data in different daily scenarios, and they will be guided to write computer codes to complete these tasks. They will use Matlab, a computer language simple enough for absolute beginners, yet widely adopted in various industries including machine learning, data analysis, and algorithmic trading in finance. The software is also used to generate plots and charts for data visualization and presentation. The focus of this course is the application of algorithmic methods and computational skills to solve daily life problems requiring quantitative reasoning.</p>			
Code course	Course title	credits	Time [Hong Kong Time
GFQR1045	Making a Smart Decision	3	09:00 - 12:00
<p>GFQR Level 1</p> <p>Antirequisite : GCNU1026 Smart Decisions or GFQR1017 Smart Decisions</p> <p>Medium of Instruction: English</p> <p>This course aims to introduce students a basic understanding of quantitative reasoning behind making smart decisions to maximize our benefit in different situations, and to apply quantitative methods to understand and possibly resolve related current affairs. This course also focuses on applying mathematical tools to solve real-world problems. By exploring underlying mathematical idea, students will learn how to identify the objects to be maximized (or minimized) and clarify the notion “best” under various situations. One major tool to solve these problems is graph consisting of only vertices and edges, but other tools will also be introduced briefly. Interactive learning activities in the form of quizzes and group discussions, etc, form important parts in this course.</p>			

Code course	Course title	credits	Time [Hong Kong Time
GFQR1046 CANCELLED	Demystifying Data-Driven Strategies and Policies with Excel	3	09:00 - 12:00

GFQR Level 1

Medium of Instruction: English

This course aims at unveiling the mask of data science using the simplest computing tool—Excel. Starting with a few well-known business and government cases, students will learn how data scientists identify patterns in data to build smart cities and make recommendations to their customers that finally turn into business value. The objective of this course is to build a bridge between non-tech people and data scientists by introducing how the data scientists identify real world problems in the specific areas of finance, healthcare, human resources, marketing, and government operations that can be solved by data; how they build a recommendation system to predict what their customers want; and how they inform strategic decisions using data visualization tools. This course also motivates students without programming and mathematical background to learn data science using Excel, and emphasizes on drawing insights from data analysis and delivering the message to the audience effectively.

Code course	Course title	credits	Time [Hong Kong Time
GFVM1027	Ethical Controversies in Hong Kong Today	3	09:00 - 12:00

GFVM Level 1

Medium of Instruction: English

This course is designed to provide students with an interdisciplinary approach to the study of social and ethical issues, and encourage students to apply social and ethical theories to discuss issues in Hong Kong. This course begins with an overview of social theories and major ethical theories, which provides students

with basic concepts to understand issues. It continues by looking at selected topics of controversies in the social and cultural context of Hong Kong. Major areas may include topics such as life and death, sexual ethics, environmental ethics and business ethics. Within this framework, special attention will be given to issues relevant to these considerations in Hong Kong today.

Code course	Course title	credits	Time [Hong Kong Time]
GFVM1036	Happiness: East and West	3	09:00 - 12:00

GFVM Level 1

Medium of Instruction: English

Everyone desires happiness, yet happiness is elusive. What is it and how can it be attained exactly? There are at least two senses of happiness: happiness as a state of mind, a psychological concept, and happiness as well-being, a life that goes well for the person leading it. This interdisciplinary course investigates the nature of happiness and people's pursuit of it among civilizations in the East and the West. Interwoven with discussions from psychology, biology, politics, economics, philosophy and religion across history and continents, this course aims to enhance students' understanding of happiness and to engage students in interpretive, critical and reflective discussions to establish their own values and views toward a good life. Topics include subjective and objective theories of well-being, relations between well-being and morality, conceptions of happiness in the West such as the Aristotelian, the hedonist, the materialist and the existentialist, and conceptions of happiness in the East such as the Confucian, the Daoist, the Buddhist and the Hindu.

Code course	Course title	credits	Time [Hong Kong Time]
GFVM1046	The Meaning of Love, Sex and Body	3	14:00 - 17:00

GFVM Level 1

Medium of Instruction: English

This course introduces an interdisciplinary perspective on love, sex and body, together with the underlying ethical values, as well as their integral relation with the whole person. It explores critically their implications for and relevance in fast

changing Chinese societies in the last few decades. Students will be introduced to concepts of love, body, intimate relation, sexual intercourse and personhood, etc. These concepts and related theories will be critically evaluated in the context of contemporary Chinese societies, including the problems, tensions and challenges arising from selected social issues. Special attention will be given to public discourses as reflected in Chinese mass media and popular writings

Code course	Course title	credits	Time [Hong Kong Time]
GTCU2036	Social Innovation and Entrepreneurship	3	14:00 - 17:00

GTCU Level 2

Medium of Instruction: English

This course aims to engage students in social issues and to bring positive societal changes through social innovation and social entrepreneurship, and to empower students from diverse backgrounds to grow into aspiring social entrepreneurs. Students are encouraged to work together to develop innovative solutions to address real-world social problems using concepts and theories from the fields of marketing and sociology.

This course begins with an overview of social entrepreneurship in Hong Kong and examples from other countries, including how entrepreneurial and social value creation concepts will be used to examine, diagnose, and address the social problems. It also proceeds to a discussion of frameworks and tools from marketing and sociology that will be used to evaluate the effectiveness, impact, value, and sustainability of social innovations that are designed to solve the social problems. This course also focuses on managing the growth of a social venture and maximizing its impact. By the end of the course, students will apply the concepts they have learnt in creating a viable and sustainable social venture plan.

Code course	Course title	credits	Time [Hong Kong Time]
GTSU2007	Fighting Poverty and Striving for a Sustainable Society	3	14:00 - 17:00

GTSU Level 2

Medium of Instruction: English

This course aims to help students acquire a solid foundation of knowledge on poverty issues, to understand the critical role of ending poverty in sustainable development, and to develop their own thinking of anti-poverty strategies in the developing and developed countries. The course materials are organized into three themes: understanding poverty, fighting poverty, and striving for a sustainable society. The aim of understanding poverty is to make students gain familiarity with poverty issues from the economic, political, and social perspectives. Fighting poverty introduces a wide range of anti-poverty strategies to help students developing their thinking on ending poverty. Striving for a sustainable society connects fighting poverty to building a sustainable society through integrated solutions, and emphasizes how a society can manage its resources to provide access to education, health services and a social safety net for all people.

Code course	Course title	credits	Time [Hong Kong Time
GTSU2036	Ethics, Governance, and Public Policy	3	14:00 - 17:00

GTSU Level 2

Medium of Instruction: English

This course aims to ask how public policies intersect with larger questions of moral and political philosophy, such as individual rights, social justice, and the common good. It will show, through arguments and actual examples, how moral and political philosophy can inform public policy decisions and how moral and political philosophy can benefit from the study of public policy. In a community, public policies express a choice among alternative options. To maintain a sustainable community, the choices made have to reflect commitment, and often trade-offs, among conflicting values. The overarching theme of this course is to explore the moral and political values implicit in a range of policy decisions, such as environmental, sustainable development, education, social inequality, welfare and taxation. In order to do so, this course considers a number of controversial policy issues and illustrates the application of moral and political values for policy recommendation and evaluation.

Code course	Course title	credits	Time [Hong Kong Time]
HRMN2005 CANCELLED	Human Resources Management	3	14:00 - 17:00
<p>HRMN Level 2</p> <p>Prerequisite: BUSI2005 or BUSI2025 Organizational Behaviour</p> <p>Medium of Instruction: English</p> <p>This course is designed to provide students with an applied knowledge and understanding of Human Resources Management. The compatibility of the productive utilization of people in achieving an organization's objectives and the satisfaction of employee needs will be emphasized. The course will focus on current issues and trends as they relate to Hong Kong and the Asia Pacific region.</p>			
Code course	Course title	credits	Time [Hong Kong Time]
LANG1105	Introductory Mandarin for Non-Chinese Speakers (Part I)	3	14:00 - 17:00
<p>LANG Level 1</p> <p>Medium of Instruction: English</p> <p>This course aims at introducing non-Chinese speakers to the study of Mandarin (locally known as Putonghua) through practices in the basics of the phonetics of modern Chinese. Students who are real beginners to the language will become familiar with the initials, finals, the four basic tones as well as the rules of pinyin. Students will also learn to identify the Chinese basic sentence patterns and expressions and communicate in short dialogues with native speakers.</p>			
Code course	Course title	credits	Time [Hong Kong Time]
LANG1107	Introductory Cantonese for Non-Chinese Speakers	3	09:00 - 12:00

LANG Level 1

Medium of Instruction: English

This course is designed for beginning learners of Cantonese with no prior knowledge of Chinese to develop simple and practical oral skills to deal with daily communication in Cantonese in Hong Kong. Through a functional and communicative approach, students will become familiar with useful vocabulary items and basic daily expressions to converse on simple everyday topics with Cantonese speakers.

Code course	Course title	credits	Time [Hong Kong Time
MKTG2005	Marketing Management	3	14:00 - 17:00

MKTG Level 2

Prerequisite: BUSI1005 The World of Business (for non-BBA students)

Medium of Instruction: English

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 the 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.

Code course	Course title	credits	Time [Hong Kong Time
ORGC3015	Intercultural Communication	3	09:00 - 12:00

MEDIUM OF INSTRUCTION: English

The course will cover some important theories and practices that underlie the study of intercultural communication. Structures and barriers developed within and between cultures as they affect communication will be examined.

Code course	Course title	credits	Time [Hong Kong Time]
UCHL1037	<u>Hand-eye Rally: Tennis, Taspony and Pickleball</u>	2	09:00 - 11:00

UCHL Level 1

Medium of Instruction: English

Hand-eye coordination plays an important role in the overall well-being of an individual. From performing daily chores for personal hygiene to participating in entertaining and exciting physical activities and games, good hand-eye coordination makes life easier and more enjoyable. This course aims to enhance students' hand-eye coordination and general physical fitness through three games, namely Tennis, Pickleball, and Taspony. Tennis is a well-known sport around the world. Pickleball, invented in the mid-1960s, is a fast-growing sport in the USA; the game combined elements of badminton, tennis and table tennis. Taspony, a game similar to a rudimentary form of tennis, was invented in Japan in 1981. Tennis, pickleball, and taspony all involve skills including serve, drive, volley, and smash; students could potentially transfer skills learned in one to the other. These games are ideal for practicing hand-eye coordination in a fun and social atmosphere.

This course also provides students with the knowledge of healthy lifestyle and its relationship with the three games as forms of physical activity. Training exercises to enhance students' general and game related fitness will be introduced. Strategies for developing an exercise pattern will be explored. Upon completion of this course, students could enjoy playing tennis in standard-size tennis court, and taspony and pickleball in a small area (e.g. size of a badminton court) with family and friends.

Code course	Course title	credits	Time [Hong Kong Time]
UCPN1005	The Art of Persuasion (Section 21)	2	09:00 - 11:00

UCPN Level 1

Medium of Instruction: English

The course aims to develop students' persuasive speech skills in English for the purpose of effectively expressing their points of view in a variety of settings. After completing the course in this category, students should be able to (1) demonstrate a grasp of key concepts, principles, and theories underlying effective communication and persuasion by applying them appropriately in various speaking and presenting engagements; (2) conduct audience analysis to prepare speeches for intended audiences; (3) draw upon a variety of sources to enrich their oral presentations; (4) apply principles of effective communication to the preparation and delivery of presentations; and (5) analyse and evaluate persuasive presentations produced by themselves and others.

Code course	Course title	credits	Time [Hong Kong Time
UCPN1005	The Art of Persuasion (Section 22)	2	14:00 - 16:00

UCPN Level 1

Medium of Instruction: English

The course aims to develop students' persuasive speech skills in English for the purpose of effectively expressing their points of view in a variety of settings. After completing the course in this category, students should be able to (1) demonstrate a grasp of key concepts, principles, and theories underlying effective communication and persuasion by applying them appropriately in various speaking and presenting engagements; (2) conduct audience analysis to prepare speeches for intended audiences; (3) draw upon a variety of sources to enrich their oral presentations; (4) apply principles of effective communication to the preparation and delivery of presentations; and (5) analyse and evaluate persuasive presentations produced by themselves and others.