

COURSE DESCRIPTIONS 科目簡介

COURSES FOR 4-YEAR UNDERGRADUATE PROGRAMMES

CLC9002 Managing Personal Finance (3 credits)

(Restriction(s): Students having taken, or concurrently enrolled in, RIM2250 Personal Risk and Financial Planning, are not allowed to choose this course, i.e. students taken RIM2250 cannot enroll in CLC9002.)

The course is designed to provide students with general knowledge that would enable them to manage their own finance in a smart way. Topics include personal risks, personal financial planning, personal insurance products and strategies, cash and debt management skills, investment strategies and main products, and tax basics. This is a self-contained and non-technical introductory course to all students interested in having a better control over their financial life.

CLC9003 Understanding Investment in the Stock Market (3 credits)

This course is specially designed to help students understand the basics of investments and the functions of capital markets. In this course, we will emphasize both the academic and practical aspects of fundamental investment and portfolio management. Students will learn concepts that are applicable in the field of investments.

The course integrates an understanding of basic market fundamentals, determinants of stock prices, basic chart analysis, importance of corporate governance, trading services, disciplined investing approach, practical investment skills and use of free web tools and financial reports to improve students' financial knowledge.

Moreover, the course covers the characteristics of popular products such as exchange traded funds and real estate investment trusts traded on the Hong Kong Stock Exchanges. The course also indicates how these investment products may meet the needs of investors. The active and growing IPO activities in Hong Kong will also be discussed. The course is unique in that it gives students the practical tools and knowledge they will not find in other courses. This is a self-contained and non-technical introductory course to all students interested in having a better control over their financial life.

CLC9004 Traditional Chinese Thought and Management (3 credits)

This course prepares students with an understanding of the relationship between traditional Chinese thought and Chinese management in contemporary contexts at the introductory, broad-based and general level. Through the course, students are expected to improve their understanding of the impact of traditional Chinese thought on management practices, both within Chinese culture and in cross-cultural contexts, and thus will be equipped with basic understanding and relevant competence to handle such cultural issues in their future career.

CLC9005 Finance and Politics: Public Interests and Private Manipulation (3 credits)

This course introduces students to the nature of financial institutions, corporate ownership structure and corporate governance through case studies, anecdotal evidence and academic papers. Students will be expected to develop practical perspectives on financial policies and government regulations, and be able to articulate implications for future financial development and practices in both Hong Kong and worldwide.

CLC9006 Law and Governance (3 credits)

This course attempts to cultivate students' understanding of the core issues and debates about government, law, society, and their inter-relationship, particularly in the context of

Hong Kong. At the same time, this course helps students to apply theories to analyze practical issues, think laterally, engage in community and public affairs, and present arguments intelligently and persuasively. These skills are essential to students in their future careers, particularly in the public sector.

CLC9007 Stress Management, Health and Life Balance (3 credits)

Rapid changes in this century will see enormous transformations in global and local economic, social and cultural development. These changes may present challenges to young university students, particularly in managing stress. This course will acquaint our first year students with knowledge about stress management to help cope with changes, stress, and burnout in university and wider social life.

CLC9008 Business Ethics (3 credits)

This course introduces ethical issues and dilemmas concerning aspects of business and management, and provides a foundation of ethical concepts and a wide range of perspectives that are relevant to preventing and resolving such problems. Topics include ethics in business, using ethical principles in business, why things go wrong, establishing ethical safeguards, ethics in the marketplace, ethical issues related to investors and stockholders, ethics of consumer protection and marketing, and ethical issues related to employment.

CLC9009 Corporate Social Responsibility (3 credits)

A range of perspectives on Corporate Social Responsibility (CSR), such as ownership theory and stewardship theory, will be introduced and debated in the course. The concept of stakeholders will be discussed, and the process of stakeholder analysis will be illustrated. The course will examine stakeholder perspectives on selected issues in the areas of environment such as pollution, global warming, biodiversity, and genetically modified foods; and technology such as privacy, intellectual property, health, biotechnology, etc. Actual and potential governmental policies concerning selected public and social issues involving business will be debated. Examples of the CSR policies and practices of various local and international companies, e.g., strategic philanthropy, will be examined, and the course will envisage possible directions for CSR.

CLC9010 Getting to Yes through Negotiation (3 credits)

As stated by the University, two of the ideal Lingnan Graduates Attributes are: 1) Be imaginative and possess problem solving capabilities and 2) excellent cooperative skills, based on tolerance, integrity, civility, and a sense of personal responsibility. This course addresses both of these attribute requirements through the focal topic of negotiation. Negotiation is the art and science of securing agreements between two or more interdependent parties. Whether you know it or not, you negotiate every day. You have to negotiate with your boss, your subordinates, your clients, your families, your friends, your fellow students and many others. It is essential to be equipped with the knowledge and skills to improve the outcomes of your negotiations. The course is an introductory course on negotiation. It introduces students to the theory and practice of negotiation.

This seminar-style course examines the wide variety of approaches to the analysis of and practice of negotiation and related issues. Students will learn frameworks for analysing negotiation, and roles of specific factors, including: affect, culture, relationship, alternatives, time pressures, third parties (mediators), and power. This course explores negotiations in many contexts: simple personal transactions, public and private sector collective bargaining, resolving conflicting interests within an organisation and across organisations. This course will also explore ethical issues in negotiation.

CLC9011 China as a Business and Consumer Society (3 credits)

This course takes a cross-disciplinary approach to the understanding of business institutions, consumer culture, and increasing diversity and disparity in the post-reform mainland China. It reviews how shifting policies including opening and reforms affect social institutions, business ownership, and organisational behaviour in terms of governance and business practices. Further, it explores how social institutions and cultural factors have transformed the Chinese society and affected consumer identities, values and lifestyles and consumption patterns in mainland China. It provides a solid foundation for understanding the business environment, characteristics of Chinese business organisations, and emerging consumer classes and the related challenging socio-cultural issues in a rapidly changing society. Implications for public policies and business strategies are explored.

CLC9012 To Care About Our Society - Social Marketing (3 credits)

Social marketing is a discipline that focuses on using commercial marketing concepts and techniques to influence behavior for delivering positive impacts for the society. This discipline has been making profound contributions to social issues in the areas of public health, injury prevention, community involvement, and more recently, financial well-being. It is of particular relevance to Hong Kong or any other societies that is experiencing social challenges in the quest for sustainable growth. Students will be exposed to different social issues. Through a mix of lectures, class discussions, and group and individual projects, students will be equipped with the marketing concepts, tools and strategies to address different social issues. This course is offered in the spirit of taking responsibility for ourselves as well as caring for those around us. It therefore targets at students who are concerned about social issues and passionate about bringing positive influence to the society.

CLC9013 Comparative Economic and Social Systems (3 credits)

This course aims to provide information on principles, organisation, and performance of historical and contemporary economic systems. Topics of discussion include, but not limited to, theory of market capitalism, theories of socialism in its various forms, and the emergence of religion-driven new traditional economies. We will also study a variety of existing economic systems, such as variants of advanced market capitalist and transition and developing economies. The course will discuss transition between socialism and capitalism and contrast the experience of Russia and China. The discussion of social systems will focus on health systems.

CLC9014 Hong Kong Civil Service (3 credits)

The course analyses the civil service system of the Hong Kong SAR, and the societal and political impacts on civil service management structures. It examines the institutions, management processes, and major issues confronting the civil service system. A brief introduction to the civil service systems of mainland China, the United Kingdom and the United States will also be provided in the later stage of lectures to further enhance students' understanding of important international public personnel systems. If possible, guest talks by former Hong Kong senior civil servants will be arranged to provide students with insights into the current operation and practices of the system in post-handover Hong Kong. This course will benefit students who are planning to pursue their career in the government or other public sectors after graduation.

CLC9015 Human Relationship and Interpersonal Skills in Organisations (3 credits)

This course emphasises the understanding and development of effective interpersonal skills and strategies in verbal and non-verbal communication in organisations. Personal, situational, and cultural influence on human interaction will be addressed. Key topics in

this course include interpersonal dynamics, listening skills, conflict management, effective negotiation, communication in work team, and business communication styles, etc. Video clips will be used to demonstrate effective and ineffective communication. Group discussion will be facilitated to discuss factors which may influence the interpersonal communication process.

CLC9016 Contemporary Socio-Economic Issues (3 credits)

This course provides an introduction to contemporary socio-economic issues using socio-economics as an analytical tool. Socio-economics is an emerging inter-disciplinary field of social sciences that combines economics-based and sociological research methods. From street crime to global climate change, we are surrounded by problems that can be analyzed with socio-economic principles and practices. In this course, we mainly focus on examples that are relevant to our everyday life. Each lecture presents socio-economic concepts within the context of current issues facing our society. With further discussion of socio-economic theories and policy applications, students will gain more insights into the real world.

CLC9017 Labour Markets, Employability and Career Development (3 credits)

Employability includes the ability to gain initial employment, to maintain employment, and to obtain new employment if required, while meeting one's own job and career preferences. This course helps students to explore their career options, identify career preferences, establish career goals and gain insights into how to enhance and demonstrate their own employability. Students in groups are required to interview human resource management practitioners in order to identify requisite graduate attributes and how these are being assessed. Other learning activities include analysis of the market for occupations, self-assessment career tests to develop students' personal awareness of their own strengths and weaknesses, and career aspiration. This course requires students to engage critically with conceptual frameworks for diagnosing and assessing salient factors in career choices, and to apply appropriate conceptual frameworks when making self-representation decisions and applying employability strategies.

CLC9018 Games in Daily Life (3 credits)

People, organisations, and states interact in various situations, where the actions of each party (people, organisation, or state) will affect the interests of the other parties, which can be conflicting or common. Competitive or cooperative situations of this sort are regarded as "games." To make strategic and rational decisions in game situations, each party needs to understand the rationale behind others' actions or responses to his or her own decisions. This necessitates the game methods, which underpin how each party can adopt rational strategies in everyday interactions with other parties.

This course presents the concepts, social contexts, and basic methods of games. We use the game-based lecture method to teach how students can undertake strategic reasoning and decision-making in a wide range of social situations. Students will be encouraged and supported—through active engagement in a series of real games and game experiments, and participation in reflective discussions about their game experiences—to develop rational and effective approaches to strategic reasoning and decision-making as players in competitive and cooperative settings.

CLC9019 Policy and Technology for Urban and Rural Sustainability (3 credits)

The course is aimed broadly at young innovators, who are interested in learning more about interconnected issues related to rural sustainability and in cases of innovative policy and effective technology that are being implemented in Hong Kong and around the globe. As the course does not presume any previous knowledge in policy study and technology design, it begins by showing students the striking similarity between the policy-making

and technology design process and how new strategies are tested and improved in the field for optimal results. Through real-world case studies, students will acquire practical analytical skills necessary to deconstruct complex problems and rebuild them into smart strategies. Practicing professionals, such as a sociologist, a humanitarian relief worker, an engineer and an architect, will be invited to share vivid examples to illustrate how complex sustainability challenges can be solved, at the intersection of technology and policy, through research and design.

CLC9020 Law in Everyday Life (3 credits) Law affects our daily life, our rights, and our social, economic, political and emotional well-being. University students therefore need a basic understanding of the legal system and the laws likely to affect their everyday life. This course covers the most interesting, useful and basic legal knowledge on a variety of issues: marriage, employment, consumer rights, information technology, etc.

This course is topic-driven. In each lecture, a particular topic and several selected relevant cases will be introduced and discussed in order to encourage students to consider the particular legal issues behind current social phenomena or developments.

CLC9021 Morality and Markets (3 credits)

(Restriction(s): Students are not allowed to take both this course and PHI3209 Morality and Markets.)

The course introduces students to arguments for and against moral limits on markets. Moral limits that have been proposed often concern particular markets such as the labor market and markets in human organs, but they may also concern markets in general; for example, socialism versus free-market capitalism. The aim of the course is to enable students to arrive at a fair assessment of the proposed limits by comparing the strongest arguments for and against. Where possible, reference is made to Hong Kong policy, for example, concerning “positive noninterventionism”, minimum wages, public housing, imported workers, the licensing of doctors and taxis (e.g. Uber), prostitution, and so on.

CLC9022 The Digital Economy and Social Media (3 credits) (from 2021-22)

The new information communication technologies (ICT) have transformed the economy in fundamental ways. The Internet and social media have enabled instantaneous interactions and transactions among people through online platforms. The course adopts an interdisciplinary perspective, introduces the economics of information, explores how ICT and social media have transformed the modern economy, its structure and players, and examines the formation of social networks and public opinions, which in turn inform consumer attitudes and decisions and allow firms to engage consumer in a multitude of ways. It also addresses relevant critical issues including information asymmetry, participation inequality, privacy, information disclosure and manipulation, and explores how players can work together to create value, ensure consumer welfare, and promote the healthy development of the Internet and e-commerce.

CLC9099 Special Topics in CLC Cluster (3 credits)

The subject matter of this course varies according to the expertise of the subject teachers or visiting scholars available. Special topics will mostly complement regular courses offered in the CLC cluster, to provide a broad range of general knowledge and wide perspectives for students to investigate, analyse and reflect on issues and topics related to management and society.