COURSE DESCRIPTIONS 科目簡介

COURSES FOR 4-YEAR UNDERGRADUATE PROGRAMMES

PMS3001 Policy Processes and Analysis (3 credits)
This course is designed to introduce the theories, governmental institutions, and processes by which public policies are created and implemented. The policymaking process is considered in a very broad context – from the evolution of an idea, to enactment of legislation, to program implementation and evaluation. The course leads a theoretical discussion of how interests and values guide the policymaking process that is followed by empirical examinations of the primary policy institutions and the stages of the policy process.

Contents of this course can be broken down into three constituent elements dealing with distinct but related tiers of knowledge: the broad macro-level environs, which include such issues as the changing structure of society, new forms of governance, economic restructuring and globalization; the micro-level or implementation level of policies – how policy is formulated and delivered by individuals; and the meso-level dealing with structures and processes sitting between the macro- and micro-levels (e.g. political institutions, policy networks).

PMS3002 Principle of Data Analytics (3 credits)
With the large volume of data in various domain-specific applications in recent years, it is crucial to interpret and understand data in a scientific way. Data analytics, an essential method for identifying the hidden patterns and critical information from data, have been widely employed due to the rapid development of artificial intelligence and big data analytic techniques in recent years. In this course, students will explore the foundation, principle, methods, and potential applications of data analytics. Specifically, the course will contain modules including data models in real life, analytical tools, qualitative and quantitative data extraction and analysis, and data visualisation.

PMS3003 Public Management: Comparative Perspectives (3 credits)
This course aims to help students understand the basic concepts in comparing public management across different countries. All public managers have goals and serve citizens, clients, or recipients. Comparative public management aims to understand how these public managers achieve goals, deliver services and evaluate their effectiveness. This course will help students to understand how characteristics of public management differ across countries (or across localities) and how they influence public managers' attitudes and behavior, organizational performance, and other outcomes. By studying this course, students shall be able to recognize and define public management issues across different countries, to analyze public management issues they are interested in, and to offer good suggestions on how such issues could be addressed or solved.

PMS3004 Government, Law and Society (3 credits)
This course aims to help students understand the basic concepts and theories in comparative politics and socio-legal studies. The course starts with an introduction of some major concepts and theories about government and society, including state and state-building, regime politics, state-society relations and civil society. The course will then discuss the intersection between law and politics/ law and society. We are going to discuss topics such as the functions of law in society, judicial review, legal consciousness and legal mobilizations. We are going to address some pressing questions such as (1) How is law mobilized and deployed by different agents and actors (judges, legislators, activists, etc.)? (2) Is the legal system a feasible vehicle to resolve conflicts? and (3) Under what conditions is it possible to use law to change society?

PMS3101 Managing Public Organizations (3 credits)
This course is designed to enhance students' management and leadership skills for potential service in the public and organization. A manager needs to assemble the skills, talents, and resources of individuals and groups into those combinations that best solve the organizational problems at hand. Management is about managing people, information, and processes to accomplish organizational goals and making things happen within limited timeframes. The course provides student with the tools need to diagnose and solve organizational problems, to influence the actions of individuals, groups, and organizations, and to lead impactful public organizations.

PMS3102 Managing Finance and Public Budgeting (3 credits)
This course is designed to enhance students' understanding of 1) key concepts and issues in financial and public budgeting, 2) objectives of budgeting and financial management, 3) trends in budgetary and financial management, and 4) relevant key issues in Hong Kong.

PMS3201 Residential for Public Management (3 credits)
This course is a residential program that groups students together during a weekend. The students will do some intensive studies for public management, such as human resources management, public financing management and risk management. The students will do some highly interactive activities such as case studies, role plays, and debates. Through the residential program, the students are expected to understand some key concepts in public management and get some hands-on experience handling public management issues. The students are also expected to have close interactions with fellow classmates and instructors. The students will make group presentations and reports on selected topics and write an independent reflective essay on the residential program.

PMS3203 International Symposium for Public Management and Urban Governance (3 credits)
In collaboration with the partnering institutions and research networks of Lingnan University, an international symposium or annual seminar series will be organised at Lingnan Unviersity to engage students enrolling in the BSocSci in Public Management and Smart Governance programme to participate in research event to enahcne their learning and research experiences. Throughout the international symposium or annual seminar series, students would have the opportunity to learn from leading researchers in the urban affairs management and policy studies. Research and policy dialogue among scholars and practitioners coming from the Asia Pacfic region will focus on the main themes of city research and social policy. Special panels will be organised in the symposium or seminar to allow students to present their own researchs. Additional seminars will be organise after the international event to allow students to organise and reflect their learning after attending the international event, with particular reference to build the links between what they are planning to research in their future study and the discussions highlighted in the international event.

PMS4001 Organizational Communication (3 credits)
The course provides students with current theories and knowledge of organizational behavior with an emphasis on communication patterns and practices, such as superior subordinate communication, formal and informal communication networks, authority, organizational diversity and power.

PMS4005 Engaging Media and Public Communication (3 credits)
The course will be based on training students to be effective medium between data scientists and data users. Students are expected to generate quantitative evidence and assemble them for media and public communications. First, students will learn how to effectively identify

non-academic stakeholders that may be interested in their research. Second, students will have an opportunity to communicate with potential users and obtain their specific needs for quantitative data. Third, students will be taught how to transform quantitative evidence into products that favor the taste of non-academic users and address their needs. At the undergraduate level, this course will focus on the third step. After taking this course, student will be able to master basic tools of data presentation and data visualization, write-up and circulate research findings in different formats including a policy brief and newspaper column, and devise a successful social media strategy for research dissemination and impact.

PMS4101 GIS and Managing Smart City (3 credits)
This course provides a fundamental understanding of the concept of Geographical Information System (GIS) and Smart Cities. GIS has been integrated into many different disciplines (e.g., environmental science, criminology, social science, business, public health, etc.) and offers a supportive role in Smart City planning and decision-making. The course will discuss the importance of GIS to building and managing Smart Cities. Case studies and examples of GIS application will be elaborated. The ethical, legal, and societal issues in the field will also be reviewed and addressed. This course combines lecture (1-hour) and hands-on session (2-hour). Lecture will cover the Smart City Blueprint for Hong Kong 2.0, and the role of GIS in enabling Smart Cities. Hands-on tutorial will explore industry leading web-based mapping applications and learn GIS analytical skills by practice.

PMS4102 Data Analytic and Strategic Management (3 credits)
"Big Data" is revolutionizing our lifestyles. Data analytic techniques have offered tremendous opportunities for public management practitioners. What is "Big Data"? How does Big Data analytics work? What are the challenges and opportunities inherent in Big Data analytic? As public management practitioners, how to balance the various interests involved to develop responsible solutions? This course introduces key concepts and tools in Big Data analysis and provides an overview of Big Data applications in various contexts of the society such as business, politics, media, education and medical care. It also discusses in depth associated privacy, fairness, transparency and accountability issues.

PMS4103 Gerontechnology and Managing Ageing Society (3 credits)
Studies show that successful health and social services delivery is generally predicated on effective management and leadership. This course discusses theoretical and practical issues relating to the management of adopting Gerontechnology in ageing society from local and global perspectives. It offers students analytical skills to understand and evaluate the different perspectives from different stakeholders of adoption of Gerontechnology in ageing society. The module will be delivered through lectures, tutorials led by practitioners from both the public and private sectors who will offer real-case examples. The tutorial section is dedicated to discussions on various case of application of Gerontechnology in the industry, particularly in ageing service. Students will work in teams to address specific region on their adoption of gerontechnology over the ageing society as part of the course. The course consists of a weekly lecture (3-hour sections). Two of the lecture periods will be dedicated to the guest seminar from the industry and the visit to Gerontechnology X-Lab located in Lingnan Campus.

PMS4202 Workshop for Smart Governance (3 credits)
This workshop course aims to expose students to analyse issues related to the introduction of new technology in public sector management and urban governance. Special attention will be given to reflect upon the increasingly governance issues related to citizens' perceptions of the newly introduced devices in monitoring transport mobility, people mobility, and other forms of public management measures. Students will do some highly interactive activities such as case studies, role plays, and field research. They will be guided to analyse the complicated issues when introducing new governance measures when privacy

issue and data management issues are becoming increasingly sensitive to the general public. This workshop course will engage students in conducting small-scale research related to different governance reform issues, facilitating students to consider how public sector management can be enhanced when governance is highly politicized. Students are expected to have active participation in the workshop course, engaging in group presentations and reports on selected topics and write an independent reflective essay after attending the workshop.

PMS4204 Public Management and Smart Governance Project (3 credits)

(Prerequisites: PMS3001 Policy Processes and Analysis; PMS3003 Public Management: Comparative Perspectives; PMS3101 Managing Public Organizations; PMS3102 Managing Finance and Public Budgeting; PMS3004 Government, Law and Society.)

This course is in the form of a capstone project where students are expected to put the theoretical and experiential knowledge, they have obtained from the programme to use. Students are expected to work independently to ensure that they take the lead in achieving the learning outcomes. For instance, students must come up with their own research topic which must be relevant to the fields of public management and smart governance. They are expected to produce a research report that meets the standard academic expectations working with assigned advisors. The report should be between 4000-5000 words. This course is thus equivalent to SSC4319 Senior Thesis offered by the Faculty of Social Sciences at Lingnan University. The project can be undertaken in three ways as follows:

i. Case study approach: Students opting for this approach will be expected to address a clearly stated research question. Aside from engaging critically with the theoretical debates and empirical literature on the selected topic, students must support their arguments with a case study from activities involving relevant agencies as regards public management and smart governance issues. Students can present cases from their own workplaces or experiences/observations from other experiential courses in this programme.
ii. An empirical study: Based on skills obtained in data analytics and other methodological lessons, students can embark on a manageable study involving primary or secondary data.
iii. A critical literature review: In this option, students are expected to produce a body of work aimed at addressing specific research question(s) using existing literature as the primary source of information.