

List of Elective Modules (Students Admitted in AY2015/16 or Before, Year 2 Direct Entrants Admitted in AY2016/17 and Year 3 Direct Entrants Admitted in AY2017/18)

Suggested Electives for Business Journalism Concentration

Module Code	Module Title
BJC2111	Digital Photojournalism
BJC2112	News and Media Translation
BJC3011	Summer Internship
BJC3111	Public Opinion
BJC3112	TV News Production
BJC4111	In-depth and Investigative Reporting
BJC4112	Current Affairs Documentary
BJC4113	Media Management and Operation

Suggested Electives for Corporate Communication Concentration

Module Code	Module Title
BJC2211	Political Communication
BJC2212	Intercultural Communication
BJC3011	Summer Internship
BJC3211	Leadership Communication
BJC3212	Conflict and Negotiation
BJC4211	Communication Issues in Greater China
BJC4212	Global Communication
BUS3003	Advertising and Integrated Marketing Communications

Free Electives for Journalism and Communication

Module Code	Module Title
BJC1011	Introduction to Journalism and Communication
BJC2113	Introduction to TV Production
BJC2213	Effective Oral Communication
BJC2214	Media Production and Advertising
BJC3113	Printed Media Practicum
BJC3213	Digital Public Relations
BJC3214	Multimedia Design for Organizations
BJC4114	Chinese Economy and Financial Market for Business Journalism
BJC4213	Campaign Planning and Management
BJC4214	Financial Communication and Investor Relations
BJC4215	Health Communication

Electives for Business

Module Code	Module Title
ACY2011	Business Accounting (enroll in or after 2016/17)
ACY2001	Financial Accounting (enroll before 2016/17)
ACC2001	Principles of Accounting I (enroll before 2016/17)
ACC2021	Hong Kong Business Law
BUS3002	Consumer Behaviour
BUS4001	Marketing in China
BUS4005	Strategic Marketing
BUS4008	Global Marketing
BUS4009/ MGT4001	Business Policy and Strategy
BUS4010	Brand Management
FIN4007	International Finance
MGT1001	Introduction to Business
MGT2012	Human Resources Management
MGT2011	Organizational Behavior
MGT3011	Management Skills Development

Free Electives for General Education

Module Code	Module Title
CHN1006	Listening and Speaking Chinese I
CHN1007	Listening and Speaking Chinese II
CHN1008	Introduction to Chinese Culture
CHN2006	Learning to Writing in Chinese Through Reading Masterpieces
CHN2001	Applied Putonghua
CHN2002	Advanced Putonghua for Practical Purpose
CHN2007	“The Art of War” and Modern Management
CHN3006	Advanced Putonghua Oral Training
ENG1020	English for Public Speaking
ENG3020	English for Business Analysis
FLA1105	Korean I
FLA1106	Korean II
FLA1107	Japanese I
FLA1109	French I
FLA1111	Spanish I
FLA1108	Japanese II
FLA1110	French II
FLA1112	Spanish II
FLA1116	Japanese III
FLA1113	Korean III
GEN1000	Perspectives on General Education
GEN1002	Public Policy and Administration in Hong Kong
GEN1009	History of Modern China
GEN1010	History and Civilization
GEN1013	Technology and Society
GEN1016	Hong Kong Cinema
GEN1017	Introduction to Cultural Studies
GEN1018	Government and Politics of China

Module Code	Module Title
GEN1019	Drama in Action
GEN2004	Business Ethics
GEN2006	Hong Kong Economy
GEN2007	Cultural Tourism in Asia
GEN2008	Understanding Hong Kong Drama
GEN2009	Contagious World: Challenges in Global Public Health
GEN2011	Plant and Civilization
GEN2027	Gender, Society and Culture
GEN2028	Stress Management for Health and Wellness
GEN2029	Managing Soccer Clubs in Globalized World
GEN2030	Cognition in Everyday Life
GEN3001	Life and Death
GEN3002	Economic Thoughts and Economics Methodology
GEN3004	Development of Contemporary China
GEN2025	Understanding Emotion: A Scientific Approach
MAT1001	Linear Algebra and Applications
MAT3001	Introduction to Quantitative Methods
STA1001	Mathematics and Statistics