

focuses on project-based learning.

Requirements of the course are as follows:

Managing Human Resources Today	3 units
Human Resources Planning & Staffing Training & Development	3 units
Performance Management	3 units
Compensation & Benefits	3 units
Employment Relations & Practices	3 units
HRM in the PRC	3 units
	<b>21 units</b>

The teaching faculty in the Department of Management is balanced between international and local faculty, many of whom, in addition to their academic credentials, have practitioner backgrounds. Visiting scholars from overseas universities will also be invited to teach in the programme.

Students who have satisfactorily completed all the above requirements and achieve a cumulative GPA of 2.50 or above will be awarded a Postgraduate Diploma in Human Resources Management. To be awarded Distinction for the course, students should attain a cumulative GPA of 3.7 or above, with no subject grade below B- and no repeated subjects. Students attaining a cumulative GPA between 3.40 and 3.69 will be awarded Merit.

## SCHOOL OF CHINESE MEDICINE

### 4.10 Master of Chinese Medicine (MCM)

(Two-year Part-time)

Prof LIU Liang, Course Director, Master of Chinese Medicine

#### Aims

The aims and objectives of the Course are to cultivate and enhance students' ability in proficiently applying Chinese medicine theories and methods into clinical

practice as well as in research and development of Chinese medicine. Through taking the course, students' ability to comprehend and master the theoretical knowledge of Chinese medicine will be strengthened. With a coordinated approach of teaching the knowledge of various Chinese medicine specialties and introducing the latest advancement of research in Chinese medicine, the abilities and standards of the students in systematically applying Chinese medicine theories in clinical practice and in research and development of Chinese medicine will be further enhanced. Graduates of the course will become competent in medical and healthcare services, as well as in research and technological development of Chinese medicine.



Jockey Club School of Chinese Medicine Building



#### Admission Requirements

Applicants should be:

- holders of the Bachelor of Chinese Medicine or Pharmacy in Chinese Medicine degree; or
- with equivalent qualifications in Chinese medicine or Chinese pharmacy; or
- registered Chinese medicine practitioners in Hong Kong.

Applicants of Categories (b) and (c) have to pass the admission examination (written and oral tests) arranged by the School for admission to the Master of Chinese Medicine course.

## 4 TAUGHT POSTGRADUATE PROGRAMMES

The admission examination is divided into two parts. Accounting for 60%, the first part is a test on Chinese medicine theories, and accounting for 40% the second part is a test on Chinese medicine clinical skills. Theoretical test aims at assessing the candidates' knowledge in Chinese medicine and its application while practicum test focuses on practical skills and operations in clinical application. In addition, candidates have to pass an oral examination which aims at assessing their proficiency in Putonghua.

Language requirements: Applicants must have obtained Grade E or above in Chinese Language and Culture in the Hong Kong Advanced Level Examination, or passed the Chinese language test (including an interview) arranged by the School of Chinese Medicine, HKBU.

### Structure of the Course

(Subject to Revision)

It is a part-time study course over a period of two years. The course is comprised of common subjects and concentration subjects. There are altogether four concentrations, namely, Studies and Applications of Internal Chinese Medicine, Studies and Applications of Acupuncture, Studies and Applications of Orthopaedics, Traumatology and Tui Na, and Studies and Applications of Chinese Medicines. Common subjects are for all students of the course whereas concentration subjects are designed for those who choose to specialize in the particular areas of studies.

The total study unit of the course is 43 (excluding that of elective subjects), with 18 for the common subjects and 25 for the concentration subjects.

Requirements of the course are as follows:

<b>Common Subjects</b>	<b>18 units</b>
<i>Either</i>	
Clinical Applications of the Different Theories of Chinese Medicine	4 units
<i>or</i>	
Authentication of Chinese Materia Media	4 units
Thinking Approach & Methodology of Chinese Medicine	3 units

Progress & Advancement of Chinese Medicine in Clinical Research	5 units
Research Methodology & Practices in Chinese Medicine	3 units
Formulation Theories & Practices of Chinese Medicinal Formulae	3 units

### Concentration Subjects **25 units**

*Students will choose to specialize in ONE of the following concentration subjects:*

#### **Studies & Applications of Internal Chinese Medicine:**

Theoretical & Clinical Studies on the Miscellaneous Diseases of Internal Medicine	5 units
Studies on & Applications of the Theory of Zhong Jing	4 units
Studies on & Applications of the Science of Seasonal Febrile Diseases	3 units
Clinical Practice	5 units
Dissertation	8 units

#### **Studies & Applications of Acupuncture:**

Physiological Basis & Experimental Studies of Acupuncture & Moxibustion	4 units
Clinical Acupuncture – Advanced Level	5 units
Examination and Diagnosis of Musculoskeletal Disorders	3 units
Clinical Practice	5 units
Dissertation	8 units

#### **Studies & Applications of Orthopaedics & Traumatology & Tui Na:**

Tui Na Therapy of Chinese Medicine	4 units
Orthopaedics & Traumatology Therapy of Chinese Medicine	5 units
Examination & Diagnosis of Musculoskeletal Disorders	3 units
Clinical Practice	5 units
Dissertation	8 units

#### **Studies & Applications of Chinese Medicines:**

Research & Development of Natural Medicines	4 units
Methods & Techniques of Quality Control of Chinese Medicines	5 units
Preparation of Chinese Proprietary Products – Advanced Level	3 units
Clinical Practice	5 units
Dissertation	8 units
	<b>43 units</b>

Students who have completed a total of 43 units and satisfy the requirements of the practicum and dissertation, and obtain (a) Grade C- or above in all subjects; and (b) a cumulative GPA of 2.5 or above will be awarded a Master of Chinese Medicine Degree. To be awarded Distinction for the course, student should attain a cumulative GPA of 3.7 or above, with no subject grade below B- and no repeated subjects. Students attaining a cumulative GPA between 3.40 and 3.69 will be awarded Merit.

#### Elective Subjects#

Medical Ethics	3 units
Medical Statistics	2 units
Ancient Chinese Medical Prose	3 units
Health Care in Chinese Medicine	2 units

- # 1. For students who do not have any prior exposure to the knowledge of the above four elective subjects must select at least two of them. For those who have studied one of these subjects, he or she may apply for exemption of the subject and select one out of the remaining three subjects.
2. The academic results of the elective subjects obtained by the students will be recorded in the students' transcript (Satisfactory/Fail) without GPA grading and the study units of the elective subjects will not be added to the total study units.
3. The tuition fees paid for the MCM course do not include those of the elective subjects. Students who take elective subjects have to pay additional fees according to the number of elective subjects chosen.

## SCHOOL OF COMMUNICATION

### 4.11 Master of Arts (MA) in Communication

(One-year Full-time or Two-year Part-time)

Dr. Steve Z.S. GUO, Course Director, MA in Communication

#### Aims

The course aims at serving community needs for specialists in various areas of communication. It emphasizes the theoretical formulations of communication, the process of research in communication, and advances in new media technology and its impact on society. Students will learn to apply theory and research to communication problems in society, organizations, and the media. Specifically, the course is to achieve the following aims:

- to provide solid training in systematic evaluation of communication problems;
- to develop conceptual and analytical skills in applying advanced communication knowledge in the management of their organizations; and
- to bring individuals to the cutting edge of communication research and technology.

#### Admission Requirements

Applicants should possess a Bachelor's degree with honours from a recognized university or comparable institution. Relevant professional experience will be favourably considered.

Applicants should submit a 500-word essay outlining the applicant's academic interests and objectives, and a sample of publication or research paper written by the applicant, if any. Short-listed applicants will be interviewed.

#### Structure of the Course

(Subject to the approval of the University.)

The MA in Communication is a coursework programme