

writing, and continue to review and learn additional grammar points. Emphasis will be given to writing and speaking fluently for business purposes. Students will also learn more about German businesses and their cultures, as well as the German code of business and ethics. The aim is for them to reach EU level A1.2.

GERM 3006 Creative Writing in German (3,3,0)

Prerequisite: GERM 1006 German II or GERM 3005 Business German or equivalent

The course explores creative writing in three primary genres: short stories, poetry and drama. Students will examine exemplary works in the context of writing, and they will write, discuss and revise their own works in each genre. As they study the works of famous exemplary writers and develop their own style, they learn more about the elements in each genre and gain a deeper understanding of German culture. Students will finally organize their own exposition in a library foyer in Hong Kong at the end of the course. Classes will be conducted in German and English.

GERM 3007 German Language, Culture and Society (3,3,0) (G)

This course aims to let students explore/understand crucial aspects of modern German culture and society. They will learn to understand the source of behaviour, customs and attitudes, while comparing it with Hong Kong, and respective mainland Chinese behaviour. The Cultural historian Prof Hermann Bausinger notes in the preface of his book *Typisch deutsch* that common definitions of what "German" is include many stereotypes and prejudices. However, it is not possible to make a clear-cut distinction between stereotypes and reality. Moreover, one has to consider the way other nationalities look at what is considered typically German in order to find out whether it is true or not.

GERM 3111-2 European Language III (German) (2,2,0) (G)

Prerequisite: Internship year in Europe or equivalent

Depending on the acquisitional level reached during their internship year abroad, students will further develop their oral/aural and reading/writing skills within an integrated communicative approach. The course will systematically focus on topics related to the social sciences (German area studies) and students' own research for the honours projects. Remedial work on selected grammatical aspects on the upper-intermediate level will be included. The class is held entirely in German. Up-to-date reading lists and structured assignments will be presented each semester on the course homepage. This course is open to European Studies majors only.

GERM 3630 Business German (3,3,0) (G)

Prerequisite: GERM 1610 German I or equivalent

In this course, students with intermediate-level German will further develop all four skills of listening, speaking, reading and writing, and continue to review and learn additional grammar points. Emphasis will be given to writing and speaking fluently for business purposes. Students will also learn more about German businesses and their cultures, as well as the German code of business and ethics. The aim is for them to reach EU level A1.2.

GERM 3640 Creative Writing in German (3,3,0)

Prerequisite: GERM 1620 German II or GERM 3630 Business German or equivalent

The course explores creative writing in three primary genres: short stories, poetry and drama. Students will examine exemplary works in the context of writing, and they will write, discuss and revise their own works in each genre. As they study the works of famous exemplary writers and develop their own style, they learn more about the elements in each genre and gain a deeper understanding of German culture. Students will finally organize their own exposition in a library foyer in Hong Kong at the end of the course. Classes will be conducted in German and English.

GERM 3650 German Language, Culture and Society (3,3,0) (G)

This course aims to let students explore/understand crucial aspects of modern German culture and society. They will learn to

understand the source of behaviour, customs and attitudes, while comparing it with Hong Kong, and respective mainland Chinese behaviour. The Cultural historian Prof Hermann Bausinger notes in the preface of his book *Typisch deutsch* that common definitions of what "German" is include many stereotypes and prejudices. However, it is not possible to make a clear-cut distinction between stereotypes and reality. Moreover, one has to consider the way other nationalities look at what is considered typically German in order to find out whether it is true or not.

GERM 4008-9 European Language in Context III (German)

GLCB 2005 Understanding Chinese Business Environments (3,3,0) (P)

This course aims at providing students with a general understanding of the business environments in China. It demonstrates how the business environments affect business strategies and operations in China. In addition, it also discusses the business strategies for Hong Kong-based firms in entering and doing business in China.

GLCB 3005 Global Business Research (3,3,0)

Prerequisite: BUSI 3007 Business Research Methods or equivalent and MKTG 2005 Marketing Management (students who take MKTG 3005 Marketing Research in China will not be permitted to take this course)

This course enables students to build up solid theoretical and practical foundations for doing business research in order to assist managerial decision making for the Chinese market. Students will learn how the unique Chinese environments affect the research process. They will also learn how to systemically apply qualitative and quantitative research approach in collecting and analysing data for business decision making. This course is not open to Marketing concentration students.

GLCB 4005 Seminar in Global and China Business (3,3,0)

Prerequisite: BUSI 3015 Business Management in China

This seminar provides students with an opportunity to explore and discuss current developments, problems and issues in China business. Veteran practitioners from various fields in China business will be invited to give students an understanding of their experiences and discuss practical issues with them. It aims to allow students with their previous academic training in various courses in the BBA programme a chance to compare and combine theoretical knowledge with practical business requirements in China business.

GLCB 4006 Managing Global Business (3,3,0)

Prerequisite: BUSI 3017 International Business

This course addresses issues facing managers in managing global business, particularly those for multinational corporations. Various important issues such as global expansion, transnational strategies are discussed in this course from a strategic perspective.

GLCB 4007 Practice of International Trade and Investment (3,3,0)

Prerequisite: BUSI 3017 International Business

Import and export has long been an important business activity. While global sourcing and multinational purchasing continue to be an integral part of a global economy, international investment is of growing importance to contemporary business firms. This course provides a comprehensive and in-depth analysis of international trade and investment theories and particularly practices. Students will be able to develop a good understanding of theories and particularly practices of international trade and investment to help them make informed and profitable business decisions.