

FACULTY OF SOCIAL SCIENCE



The Faculty of Social Science consists of six departments and two schools, and offers the following undergraduate major programmes:

- ✦ Architectural Studies
- ✦ Economics
- ✦ Geography and Resource Management
- ✦ Government and Public Administration
- ✦ Journalism and Communication
- ✦ Psychology
- ✦ Social Work
- ✦ Sociology

Staffed by more than 140 experts from multidisciplinary backgrounds, the Faculty is committed to quality research and teaching and to actively serving the community. We emphasise dynamic and mutually enriching interaction among colleagues and between teachers and students.

Social Science students gain professional training in their respective fields in addition to acquiring a broad knowledge base. Our more than 40 undergraduate and postgraduate programmes meet the rising demand for generic and specialised training, and are highly effective in preparing students for commitment to life-long learning. Our graduates are competitive, possess academic qualifications of a high standard and are able to communicate with confidence. They engage in diverse fields of employment, including government and the public sector, social services, the mass media, commerce and industry, and education and research.

Our training emphasises the relevance of the study materials to life experience. The areas covered include personal growth, cultural identity, popular culture, political economy, social welfare, social systems, and environmental management and design. By studying with us, students sharpen their critical thinking skills and develop social awareness, creativity and innovativeness. We balance generic and professional training to help students make sense of an increasingly complex world

and to cope with the challenging requirements of different employment settings.

ARCHITECTURAL STUDIES

The study of architecture is concerned with all aspects of human habitation, from the house to the city. It fulfils the human imperative for shelter and celebrates life by creating places to gather, work and live.

The Architectural Studies programme provides a basis for education in general and a preparation for professional work as an architect in particular. Students are encouraged to enrich their core architectural studies through lateral relationships with other disciplines and through independent study and experience of other cultures.

The core studies take place in studios. They begin with Introduction to Architectural Design in the first year of the programme, progressively advance to more complex issues in architectural design during each term of study, and finish with an integration studio that articulates fundamental concepts in comprehensive building design. Courses are concentrated in four subject areas: design, humanities, technology and professional practice.

The professional architectural degree consists of two consecutive programmes: a three-year programme that leads to a Bachelor of Social Science (Architectural Studies), followed by two years of graduate work that result in a Master of Architecture.



The School offers opportunities to learn through discourse, design and discovery. We foster students' initiative and promote their interest in gaining knowledge of architecture, developing design skills, and appreciating aesthetic and moral values.

In addition to the University's general facilities, the School is supported by a host of specialised resources, including the Architecture Library, a design technology laboratory, computer laboratories, a model workshop, an exhibition gallery, studios and research units. The School will have a new independent teaching building in 2012.

ECONOMICS

Offered by the Department of Economics, this programme aims to enable students to master economic theories and analytical tools, thus allowing them to analyse and solve economic problems in the real world. The programme also strengthens their knowledge of Hong Kong's economy and that of the world at large.

Required courses include the Economy of Hong Kong, Basic/Intermediate Microeconomic Theory and Basic/Intermediate Macroeconomic Theory. To equip students with widely used quantitative tools, they are also required to take two one-term courses in quantitative methods, a one-term course in statistics and a one-term course in econometrics. Guided Studies in Current Economic Problems are conducted through group discussions with the aim of exposing students to current economic issues and training them to carry out research.

We offer almost 50 elective courses, including, among others, the following:

- Chinese Economy: Heritage and Change
- Applied Forecasting Methods
- Economics of Transition
- Asia-Pacific Economies
- Welfare Economics
- China, Hong Kong and the World Economy
- Game Theory
- Information Technology and the Economy
- Economy of China
- Money and Banking
- Financial Economics
- Economics of Derivatives
- Financial Data Analysis
- Corporate Finance
- Public Finance
- Economics of Capital Markets
- International Trade
- International Finance
- Development Economics
- Mathematical Economics
- Labour Economics
- Industrial Organisation
- Trade and Investment among the Chinese Economies
- Emerging Financial Markets of China

Students may choose a maximum of two out of four concentration areas: Advanced Economics, Financial Economics, Business Economics and the Chinese Economy. To

qualify for a particular concentration area, students must pass at least five courses within it. The aim of these concentration areas is to enable students to acquire in-depth professional knowledge that prepares them for careers in their chosen field.

The programme welcomes both science and arts students. Knowledge of economics at the secondary school level is not required.

GEOGRAPHY AND RESOURCE MANAGEMENT

The Geography and Resource Management programme provides students with broad knowledge of geography and a focus on resource management. Students are exposed to the latest developments and current research in geography and resource management to enhance their understanding of the relationships between geography and related disciplines.

In the first year, students take introductory courses on geography. In their second and third years, they focus on one or more of three concentration areas — Geographical Techniques, Physical and Environmental Systems, and Urban and Regional Systems— depending on their personal interests and career objectives.



Our curriculum is both comprehensive and balanced, covering all major aspects of urban and regional systems, physical and environmental systems, and geographical techniques. Students of both the arts and science streams, including those with no experience of geography at A-level, are welcome to apply.

We adopt various teaching methods, including lectures, tutorials, practicals, web-based teaching and learning, field study and student-based independent research. The objectives of this varied approach are to cultivate independent learning, critical thinking skills, and the ability to collect data and solve complex problems related to the environment, resources and urban and regional development.

Field work is integral to the study of geography. Under the supervision of faculty members, students have the opportunity to conduct field work in local areas, on the Chinese mainland

and overseas. This experience enhances their understanding of the real world, broadens their horizons and supplements what they have learned in class. Over the years, our students have visited Guangxi, Jiangxi, Xinjiang, the Three Gorges region, Shanghai, the Pearl River Delta, the Silk Road, Gansu, Taiwan, Singapore, Malaysia, Australia, North America, Europe and Africa.

The Geography and Resource Management programme exposes undergraduates to both theoretical knowledge and practical skills, which equip them for a wide variety of career choices and prepare them to assume important roles in society. Many of our graduates have gone on to careers in urban and regional planning, transport and logistics, geoinformation technology, land use and estate planning, business development, cartography, ecotourism planning, air and water pollution control, environmental assessment, the preservation of natural and cultural heritage, and sustainable development policy.

GOVERNMENT AND PUBLIC ADMINISTRATION

The Government and Public Administration (GPA) programme provides well-rounded training in both political science and public administration. The programme comprises a group of core courses that introduce these disciplines, and a large number of optional courses that deal with a wide range of contemporary topics in politics and public administration. The programme is strongly committed to fostering a sense of independent and critical thinking among its students to ensure that our graduates are able to put their skills to work effectively in their future careers.

Our students also actively participate in a variety of extracurricular activities. Through the GPA student bodies, including the GPA Society and the STAR Project, they organise activities such as academic forums, orientation camps for freshmen, sporting events, debates, policy workshops, the publication of a student journal (*Civilitas*), and internship and mentorship programmes. GPA students also take part in exchange programmes with overseas universities in the US, Europe and Asia. The department's debating team is particularly popular and regularly participates in competitions against teams within the University and those from other universities. In addition to these extracurricular activities, GPA students also actively participate in departmental administration through consultative meetings and formal representation on the Departmental Board.

The programme is proud of both its record and its alumni. Over the past three decades, many of our graduates have gone on to pursue highly successful careers. GPA alumni can be found in all walks of life in Hong Kong and overseas: in the civil service, the public sector, the business world, legal sector, media, education sector, and the world of politics.

JOURNALISM AND COMMUNICATION

Journalism and Communication is an interdisciplinary social science programme that specialises in the study of the generation, transmission and interpretation of various forms of mediated information. The School of Journalism and Communication is dedicated to educating communication experts in information technology to allow them to generate high-quality communication content, products and services. In addition to teaching, the School is dedicated to research into various aspects of communication.

The School's undergraduate programme places equal emphasis on theoretical and professional training. Students are grounded in professional knowledge and instilled with a breadth of vision and professional ethics. The programme offers five professional tracks:

- Journalism
- Broadcasting
- Advertising and Public Relations
- Creative and New Media
- Communication Studies

Based on their particular interests, students can specialise in one or two professional tracks or select courses from different tracks. They are also required to select courses from other social science disciplines, including political science, economics, psychology and sociology, as well as from the University's list of General Education courses.

The School boasts state-of-the-art facilities that enhance professional training, including a newsroom, television and radio studios, video-editing rooms and a special effects studio. It also has four networked, PC-based computer laboratories: one dedicated to desktop publishing in both Chinese and English, one for multimedia production and design, one specially designed for conducting telephone surveys and one for general purposes.

We have three file servers, three web servers and our own website. The School's local area network (LAN) provides high speed access to the World Wide Web, a computer-assisted telephone interviewing system for survey research and up-to-date statistical analysis packages for research applications.

To ensure that they are able to apply their training in practice, all students who major in Journalism and Communication must participate in the writing, editing and production of one of the School's two monthly news magazines – either *U-Beat*, which is published in Chinese, or *Varsity*, which is published in English. These two magazines are well-received by both industry and the public and have won wide acclaim. They



are distributed to tertiary institutions, secondary schools, public libraries, mass media organisations and local opinion leaders, including politicians and ranking government officials. Under faculty supervision, students are trained in the basic skills of interviewing, reporting, writing and editing, as well as in professional ethics. Their participation in the operation of our in-house advertising agency, Pinpoint, also equips them with advertising skills. Moreover, students who major in the programme have the opportunity to take up internships in local and overseas broadcasting, advertising and communication organisations during the summer prior to graduation.

The Journalism and Communication programme requires students to think independently and to be analytical, proactive, creative and adept at expressing themselves. The rigorous training they receive also equips graduates with a high level of adaptability and professional competence. They thus not only enjoy excellent career prospects, but are also highly regarded by government and by commercial, telecommunications, market research and other organisations.



PSYCHOLOGY

Psychology is the scientific study of all aspects of human behaviour. Psychologists are interested in better understanding sensations, perceptions, cognition, emotion and personality, as well as how these are translated into human behaviour. The undergraduate Psychology programme is equally balanced between theory and application. It enables students to absorb the basic knowledge and research methods required for the study of psychology and provides them with ample opportunities for application. The programme also provides students with a strong foundation for work with the public and for further studies in psychology and other disciplines.

As a basic social science discipline, psychology is closely related to other subject areas that involve the study of human behaviour, such as marketing, economics, journalism and communication, sociology, political science, anthropology and law, all of which are influenced by theories of psychology. Hence, students who are familiar with psychology will find it easy to pick up these and other subject areas.

A solid grounding in psychology may also prove indispensable to an understanding of other academic disciplines. For example, social work and counselling are dependent on psychology

theories; cognitive and developmental psychology theories are frequently adopted in educational studies; abnormal and clinical psychology plays an important role in psychiatry and other branches of medicine; and the development of linguistics and artificial intelligence have been greatly influenced by cognitive psychology. In addition, research findings in the field of psychology have also been employed in engineering, particularly in the area of human-machine interface design, and both the management and organisational behaviour disciplines draw on many of the theories of social and industrial-organisational psychology.

Our undergraduate curriculum is comprehensive, offering more than 40 courses in various research areas. In addition to basic courses, such as General Psychology and Introduction to Statistics and Research Methods, there are four areas of concentration as follows:

- Cognitive Science
- Education and Human Development
- Social and Industrial-Organisational Psychology
- Psychology and Health

In Cognitive Science, students study memory and cognition, human neuropsychology, human intelligence, human factors psychology, and computers and psychology, and cover such topics as how the human brain processes data to aid perception; how to improve memory; how to design user-friendly websites; and why some people experience delusions.

Educational and Human Development explores the psychology of personal growth, educational psychology, understanding human sexuality, child psychology, and the psychology of adolescence and adulthood. The topics covered include the developmental stages of children's morality and cognition, whether genetics or the environment is more important for human intelligence, and how best to motivate students to learn.

Social and Industrial-Organisational Psychology explores social psychology, the psychology of the Chinese, the psychology of interpersonal communications, industrial psychology and applied psychology in business, among other areas. The topics covered include how management and leadership affect organisational success, the factors that constitute stereotypes and prejudices in groups and how to remedy them, and how the sense of self differs between the Chinese and their Western counterparts.

Finally, Clinical and Health Psychology includes courses on the psychology of gender, abnormal psychology, health psychology, and counselling and guidance and related areas. The wide range



of topics covered includes how clinical psychologists diagnose phobias, the therapy and counselling techniques used to help psychologically disturbed individuals, the relationship between advertising and gender-stereotyping and the causes of stress and how it might be managed.

SOCIAL WORK

Social work is an applied social science. It employs the knowledge of social science and the theories and skills of social work to analyse social phenomena and understand human needs. It intervenes in social policy, service delivery and management, and at the direct practice level to help individuals, families and communities solve problems and improve the quality of their lives. Social workers' mission is to use their professional skills and knowledge to serve the public and promote social justice.

The main objective of the Social Work programme is to train professional social workers who are knowledgeable, analytical and empathetic. Our training focuses on fostering greater self-awareness in students and an understanding of the factors that contribute to social problems. Students also become competent in using appropriate methods and skills to help the public.

In addition to lectures, our training programmes emphasise small-group teaching and seminars. It is hoped that through data collection, focused research and discussion, students will show initiative and learn to be more self-reflective. All of these teaching modes are designed to promote the personal, intellectual and professional growth of our students.

During their second and third years, students are required to undertake field practice in a social welfare organisation under the supervision of field instructors, thus providing them with opportunities to integrate and apply the theories and skills learnt in the classroom.

The Department has long been an active participant in international academic social work exchanges. Moreover, in recent years, we have placed greater emphasis on the study of the social-welfare issues that affect people in mainland China, and our teachers and students have organised summer exchange visits to social welfare organisations in the mainland. Since the 2001-02 academic year, students have also been able to undertake their field practice in either mainland China, Taiwan, Singapore or Canada during the summer.

Our student organisations host many exciting and meaningful extracurricular activities throughout the year, including freshman orientation sessions, the Social Work Shield and academic exchanges. In addition, students are encouraged to organise their own study and personal growth groups to help one another cope with any problems that may arise from their studies or in their daily lives.

All of our graduates are eligible to apply for Registered Social Worker status and to take up legally specified professional social work positions. Potential employers include the Social

Welfare Department, non-governmental welfare organisations and the Hospital Authority. Despite the economic downturn that Hong Kong has recently suffered, our graduates' career prospects remain extremely favourable, with employment rates between 2002 and 2009 standing at more than 95%, excluding those who opted to engage in further study.

Social work training constitutes holistic training that covers social science theories and interpersonal training skills with an emphasis on the development of critical thinking abilities. Hence, our social work graduates are well equipped to take up positions in a variety of fields.

SOCIOLOGY

The Department of Sociology at CUHK is the oldest and largest of its kind in Hong Kong. The aims of our programme are to train students to understand the forces that underlie social phenomena, to nurture their professional knowledge and research skills for use in industry, commerce, the civil service and educational institutions, and to prepare them for further studies. Since the 2008-09 academic year, in collaboration with the Faculty of Law, the Department has also offered a BSSc (Sociology)-Juris Doctor double-degree option that benefits students who are interested in pursuing careers in legal practice or in applying legal expertise within organisations.

Our courses cover sociological theory, social research methods and data analysis (e.g., social statistics, research methods, surveys and sampling), social organisations and institutions (e.g., marriage and family, gender issues, education, health and medicine), social issues and problems (e.g., social movements, crime and deviance, social problems, youth and society, and demography), and social development and regional studies (e.g., social and economic development, East Asian societies and Chinese society).

The Department's areas of specialisation are social research, China studies, sociology and liberal studies. Major students who have taken 15 to 24 units in each of these areas may apply for a certificate that recognises their expertise in the corresponding field.

We also offer courses designed to develop students' reading and writing abilities and their IT competence. The programme emphasises interactive learning, and most courses are supplemented with tutorial classes that encourage students to freely express their opinions and engage in lively discussion.

