

# **Higher Diploma Programme in Recreation and Leisure Management**

## **康樂及休閒事務管理高級文憑課程**

### **Modules Outline**

#### **Language and Generic Modules**

**Module : English I**

**Credit Units : 3**

**Contact Hours : 45**

This is a foundation course for students to further develop their English speaking, listening, reading and writing skills so that they can carry out various communication tasks with a reasonable degree of accuracy and fluency to help with their academic needs. It also aims to train up the students to become more independent language learners. Contents include study skills; the use of dictionaries; the use of library resources and web resources; notes taking skills; language for the classroom; discussion skills; reading skills; listening skills; speaking skills; writing skills; vocabulary building and grammar.

**Module : English II**

**Credit Units : 3**

**Contact Hours : 45**

This module aims to strengthen students' proficiency in a broader range of language skills to cope with a variety of academic tasks. While the teaching of the four language skills (listening, reading, writing and speaking) will be further integrated, the focus is placed on English for academic purposes. Contents include the writing process; paragraphing; organizing ideas; avoiding plagiarism; referencing; summarizing; paraphrasing; telephoning; socializing; impromptu speech; reading skills and grammar.

**Module : English III**  
**Credit Units : 3**  
**Contact Hours : 45**

This module aims to equip students with essential communication skills for the business world. After completing this module, students will be able to master skills needed for writing business correspondence, delivering business presentations and participating in business meetings. Contents include the communication process; email and fax messages; memos; business letters; business reports; business presentations; business meetings; agendas and meeting minutes; the job search process; application letters and CVs; interviewing skills and grammar.

**科目 : 中文傳意 (Chinese for Communication)**  
**學分 : 3**  
**時數 : 45**

本科目旨在通過課堂評講及剖析實例，增強學員在聽、說、讀、寫等四方面的綜合運用語文能力。本課程分兩部分：口語傳意技巧及應用中文。第一部分主要培訓學員口語及口頭報告的表達能力，通過講解口語語句的特點、語境的傳意作用、聆聽理論以及答問及論辯技巧，讓學員在日常生活及一般交際的情景應對上能夠言簡意賅，避免冗詞贅句。第二部分通過講解應用文的基本寫作原則、格式要求，增加學員對常用實用文詞彙的認識，有效地閱讀和評估應用文書，並以常見的實用文例謬誤作教材，全面提升學員寫作應用文類的能力，以配合日後工作的需要。

**Module : Business Putonghua**  
**Credit Units : 3**  
**Contact Hours : 45**

This module aims to develop students' ability to communicate in Putonghua in business situations with greater proficiency. It also trains students to use Hanyu Pinyin to improve their language and communication skills.

Students will be required to actively participate in the learning process during the module through a wide range of activities such as dialogue, role-play, pair-work, group discussions and mock interviews. Language exercises and computer-assisted learning materials for effective learning will be provided.

**Module : Quantitative Methods**

**Credit Units : 3**

**Contact Hours : 45**

This module provides students with a basic overview of the major techniques in the inferential statistics, which can be used in analysing the vast amount of data concerning real-world problems and making decisions. Although at first glance, the text and the lecture notes may seem rather mathematical in nature, the focus of the subject is mainly on understanding how each technique discussed can be of assistance to us. It will not concentrate heavily on calculations. Some data analysis will be done, and a statistical computer programme will be introduced, but the emphasis will be on understanding.

**Module : Introduction to Information Technologies and  
Multimedia Applications**

**Credit Units : 3**

**Contact Hours : 45**

This module covers the basic concepts of information technologies and aims at helping students to develop a broad understanding of the rich mix of multimedia technologies and concepts. The use of multimedia presentation, to some extent, can replace the role of text-based information distribution. Even if a concept can be presented in multiple ways, some people can better absorb it via a particular medium. This module helps students to choose appropriate forms of multimedia applications to present information. Considerable emphasis is placed on technologies and concepts of multimedia publication on both CD-ROM and the World Wide Web.

**Module : Communication and Problem-solving Skills**

**Credit Units : 3**

**Contact Hours : 45**

The module surveys various principles of effective communication and problem-solving skills. It aims to facilitate students to develop interpersonal- related life skills that will lead to greater maturity and fruitful studying life. Moreover, the module is also served as an introduction to more advanced modules on psychology and communication.

**Module : Psychology and Personal Growth**

**Credit Units : 3**

**Contact Hours : 45**

This module is designed to provide students with general knowledge of psychology such as theories of personalities and in-depth knowledge of personal growth and adjustment. Topics of personal growth include personal identity, gender roles, interpersonal attraction and love, human sexuality and stress. Through studying problems and challenges in different periods of life, as well as learning the influence of society and family on individual, it is hoped that students will have a better self-understanding. Among different periods of life, adolescence and adulthood will be the main focus of discussion in class.

**Module : Hong Kong and the Contemporary World**

**Credit Units : 3**

**Contact Hours : 45**

As a cultural melting-pot, Hong Kong provides an excellent case study on the relationship between inter-culturalism and the urbanity of mega-cities in the world. The question of cultural identity and multiculturalism will be explored through a study of Hong Kong culture. Through the discussion between the relationship of global and local issues, topics such as Globalization, Cyber-culture, Environmental Protection, Cloning, Gender and Consumer Society will be introduced so as to broaden students' vision and increase their awareness of social issues.

**Course : Chinese and Western Modes of Thought**

**Credit Units : 3**

**Contact Hours : 45 hours**

This Course is designed to familiarize students with a primary and systematic understanding of the basic differences and similarities between traditional Chinese and Western cultures through comparative study of selected themes in mythical, religious, philosophical, ethical and scientific thinking. Topics like cultural encounters, accommodations, and confrontations in modern and contemporary Chinese history will be discussed. Given the fact that Hong Kong is a modern city where Chinese and Western modes of thought and behaviour interact, it is hoped that the study of cultural interaction will help students acquire a broad range of cultural knowledge including both the Chinese and Western cultural and intellectual modes through which a deep and sensitive bicultural consciousness is cultivated.

## **Business Management Modules**

**Module : Management of Organisations**

**Credit Units : 3**

**Contact Hours : 45**

This module introduces organisational behavior and management theories. The study of organisations includes structure and culture of organisations, dynamics of organisation and the use of informal organisation. The study of management covers evolution of management concepts, major functions of planning, organising, staffing, direction, control, change management and self-management at work. This module emphasizes alignment of organisational factors and the management of change as well as innovation in today's dynamic and competitive business environment.

**Module : Introduction to Accounting**

**Credit Units : 3**

**Contact Hours : 45**

This module deals with the fundamentals of business accounting. The study of accounting includes concepts of accounting as a business language, accrual accounting, control of cash, account receivables and payables, inventory management, long-term and short-term investments, plant assets, current and long-term liabilities, stockholders' equity, the statement of cash flows and financial statement analysis.

**Module : Business Economics**

**Credit Units : 3**

**Contact Hours : 45**

This module is designed to provide students with microeconomics theories. It enables students to understand how the economic forces of the market create both opportunities and constraints for making profit, and aims to train students to apply the theories in making business decisions. It includes major preliminaries (managers, profits and markets, demand, supply and market equilibrium, elasticity and demand, theory of optimisation and basic estimation techniques), demand analysis, product and cost analysis in the short run as well as long run, profit maximisation in various market structures, risk and uncertainty. This module puts emphasis on economic way of thinking and logical way of analysing business decisions.

**Module : Business Information Systems**  
**Credit Units : 3**  
**Contact Hours : 45**

The aim of this module is to provide students with the necessary basic knowledge in information technology (IT), to enable students to understand the process for developing information systems applications and the exploration of both personal applications and enterprise systems. By examination of real-world experiences and applications of professional practice, students are expected to learn the techniques available to systems analysts for collecting data and developing IT applications in business.

**Module : Human Resource Management**  
**Credit Units : 3**  
**Contact Hours : 45**

This module aims at providing students with the basic concepts of human resources management. Challenges and key human resources issues at both senior executive level and middle line supervisor level will be addressed. Emphasis will be on the statutory requirements for staffing such as the Labour Regulations and Ordinances.

**Module : Advertising and Promotion Management**  
**Credit Units : 3**  
**Contact Hours : 45**

The aim of this module is to introduce students to the dramatic and complex world of advertising. The module provides students with knowledge and methods by which a business organization communicates with its market(s), and opportunities to analyze and design effective advertising/marketing communication programs. The focus of this module is on advertising and promotion management from an integrated marketing communication approach. Students will become familiar with the concepts and practice in the planning of an advertising/marketing communication campaign, and learn how to integrate advertising effort with other promotional tools.

**Module : Marketing Recreation and Leisure**

**Credit Units : 3**

**Contact Hours : 45**

This module is designed to explore marketing concepts and methods available to public, commercial and private leisure service organizations. Topics include: leisure and marketing concepts, the marketing mix, key issues in different sectors, topical issues (such as globalization, marketing research and ethics, for example branding and environmental issues), and the future of leisure marketing. Social and economic implications of marketing for profit and nonprofit institutions; market structure and behavior; marketing institutions; channels of distribution for consumer and industrial goods; marketing costs; pricing; public regulations will also be discussed.

This module also identifies the role of fund raising in recreation agencies, and explores the various avenues of support, with special emphasis placed on the practice of sponsorship.

**Module : Economics and Finance for Recreation and Leisure**

**Credit Units : 3**

**Contact Hours : 45**

This module explains the necessary economic theories from first principles and applies them to a range of recreation, leisure and tourism problems and issues at the consumer, business, national and international level. Key themes visited are: How is the provision of leisure and tourism determined and could it be provided in a different way? What are the key opportunities and threats facing leisure and tourism & environmental impacts? How can economics be used to manage leisure and tourism?

## **Specialisation Modules**

**Module : Foundations of Recreation and Leisure**

**Credit Units : 3**

**Contact Hours : 45**

This module is designed to provide the conceptual foundations for understanding the role of leisure and recreation in human life. Social, historical, psychological, cultural, economic, legal and political foundations of play, recreation, sport and leisure will be covered.

**Module : Introduction to Recreation and Leisure Delivery Systems**

**Credit Units : 3**

**Contact Hours : 45**

This module provides an introduction to the development, management, and organisation in terms of service delivery of the public, non-profit, and private sectors of the leisure services profession. Students will learn about the nature and scope of leisure provision. On-site visits of various organisations and guest speakers will provide insight on the mechanics and functions of various systems of delivery of leisure and recreation services.

**Module : Social Psychology of Leisure**

**Credit Units : 3**

**Contact Hours : 45**

This module is designed to study how people perceive, experience and respond to discretionary time. Theories and research focusing on the impact of leisure on the socio-psychological adjustment of the individual, and applications to human problems associated with leisure will be examined.

**Module : Theories of Play**

**Credit Units : 3**

**Contact Hours : 45**

This module is designed to examine the definitions, concepts and assumptions of classical, recent and modern theories of play with implications for development strategies, programming and planning for play.

**Module : Recreation Programming**

**Credit Units : 3**

**Contact Hours : 45**

This module will examine the theories and application of recreation programme planning, design, implementation and evaluation, along with current associated issues and trends. Hands on experience with programming will be emphasized.

**Module : Facility Management**

**Credit Units : 3**

**Contact Hours : 45**

This module will explore the administration and management principles applied to park, recreation, sport areas and facilities club. Emphasis will be on operational efficiency, quality service, fiscal responsibility and maintenance management.

**Module : Event and Festival Management**

**Credit Units : 3**

**Contact Hours : 45**

This module will explore the events and cultural environments, through which topics such as managing the arts and leisure experience; marketing, policies and strategies of art and leisure management will be discussed.

**Module : Sport and Exercise Administration**

**Credit Units : 3**

**Contact Hours : 45**

This module aims to provide students with an introduction on the concepts and practices of effective sport programming and management at the professional, collegiate and community levels. Overview of various programme delivery systems such as fitness, instructional sport, informal sport, and intramural sport will be included. This module will also examine management elements of sport programming, including planning, personnel, finance, facilities, risk and liability, and marketing.

**Module : Leisure Behaviour, Health and Wellness**  
**Credit Units : 3**  
**Contact Hours : 45**

This module examines leisure as a lifelong resource for human satisfaction and fulfillment. It will also emphasize on the role leisure has for the physical, mental, social and emotional growth. Through the use of a lifespan approach, this module will also examine the impact of leisure as a lifelong process, including the implications on health and aging.

**Module : Introduction to Therapeutic Recreation**  
**Credit Units : 3**  
**Contact Hours : 45**

This module offers a comprehensive, up-to-date overview of therapeutic recreation as a profession and a career choice. It will acknowledge the evolving nature of this dynamic health and human service profession by discussing the social, cultural, economic, and technological forces that have influenced and continue to shape the role of therapeutic recreation specialists. Theory and practice will be combined to give students both an overall awareness of the nature of the profession as well as an understanding of the practical tasks undertaken by therapeutic recreation professionals.

Its will also cover how to work with the disabled. Emphasis will be on practical skills, policies and strategies and implementation in real-world settings. Volunteer work with the disabled population will be arranged so as to provide a platform on how to integrate recreation and leisure principles and practices to this special population.

**Module : Outdoor Recreation and Adventure Programming**  
**Credit Units : 3**  
**Contact Hours : 45**

This module is designed to provide in-depth descriptions and real-world applications of the technical, organizational, instructional, and facilitative skills that are essential to adventure leadership. It will also identify the meta-skills that superior leaders use to combine the other essential skills seamlessly and effectively. The module will also cover information regarding legal liability, risk management skills, and future research trends in adventure programming.