

## 27. Understanding Consumer Behavior

Understanding consumer behavior and how it would influence consumers' purchasing decisions.

## 28. Social Work and Effective Communication

The exchange of information through communication can have a significant impact on our perceptions of each other and our surroundings. For a social worker, effective communication is an essential skill. The key issue that arises is how to establish a dialogue that guarantees effective communication. The training of social work may provide a solution to this question.

## 29. Mediations: How Does it Work to Resolve Conflicts

Learn about mediations in Hong Kong and find out how to facilitate communication between the parties in conflict to arrive at a voluntary yet timely and fair resolution.

## 30. How Could Performing Arts Help with Problem-Solving?

Learning how games and exercises connected with performing arts helps people to become better listeners, to be more aware of problems arising from poor listening skills and to develop problem-solving strategies.

## 31. 文化資本與教育機會

家庭社經地位與學生學業成就之間有什麼關係？撇除經濟資本帶來的直接差異，本講座將集中討論文化資本的重要性，探索階層、父母管教模式及教育期望等與學業成就之關係，以了解社會不平等背後之制度成因。

## 32. 文化之外：文化與創意產業如何為城市經濟提供機遇

近年來，文化和創意產業成為了各地政府著力發展和關心的課題，究竟各種不同的新興文化產業如何為城市的經濟活動帶來新動力？是次講座將會以歐洲和亞洲城市的例子，簡述文化在當今經濟發展所扮演的重要角色。

## 33. 人類居住的改變與地球何干？

從地球的角度看人類如何由游牧變成定居的生物。



## 34. 廣告創作多面睇

日常生活中，我們會接觸形形色色的廣告品牌，要在氾濫的資訊中突圍而出，讓人留下深刻印象，廣告的創意就極為重要。廣告創作人是如何「度橋」的呢？本講座會從多角度探討新興廣告的特色，以及廣告創作的要訣。

## 35. How Accurate TV Characters are Projected?

This talk selects contemporary TV characters which have been projected with particular psychological issues. The accuracy of these depictions will be discussed with reference to research literature in this area.

## 36. 探索生成式人工智能的創意可能性：使用機器學習生成藝術、音樂和寫作

近年，在廣告、電影和遊戲等領域中，生成式人工智能在內容創作中的應用越來越受到關注。這講座將探討生成式人工智能的工作原理以及用於訓練機器學習模型的不同技術。我們還將討論不同類型的生成式人工智能，及使用生成式人工智能創作內容的倫理問題。

## 37. From One Child to Three: How and Why China's Family Policies have Evolved

In response to rapid aging, the Chinese government recently introduced a three-child policy in 2021. The talk will provide an overview of the Chinese family planning policies focusing on the one-child policy and its impacts on the fertility rate in China.

## 38. 從地緣政治學的觀點看中國的「一帶一路」倡議

The Belt and Road Initiative (BRI) is a large-scale international cooperation project announced by Chinese leader Xi Jinping in 2013. This grand project aims to promote international collaboration and partnership across regions and continents, linking together more than 60 countries and (re)creating both maritime (the "belt") and terrestrial ("the road") routes of trade, finance, infrastructure, energy, communication, and investment. The talk will provide a geopolitical and geo-economic assessment of the project, introducing China's motivations for launching BRI, its track record to date, and policy responses from the governments of BRI countries and Western powers.

## 39. Toxic Masculinity: What Is It and Whom Does It Harm?

What is toxic masculinity? How does toxic masculinity cause harm to others in society and harm men themselves at the same time?

## 40. Aesthetics in Practice

How did great innovators come to exist in history? According to Johannsson's Medici Effect, the Universal Man embraces creativity, innovation and diversity, with which art and aesthetics play critical roles on daily basis. Can we have an increasing number of great innovators like Einstein and Steve Jobs in this century? Aesthetics of interdisciplinarity seems a key to open up the possibilities.

## 41. 情騙經濟學

以經濟學角度，拆解網戀騙局。

## 42. 網購背後：認識物流與供應鏈

網上購物已成為我們生活的一部分。商戶需要在短時間內應付海量訂單，並要處理之後的倉儲、揀貨、包裝、送貨等，絕對考驗整個供應鏈的效率。

本講座將會分享在網購背後不同持份者的角色；並介紹環球供應鏈管理高級文憑課程升學及就業出路。



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港大附屬學院每年均會為各區中學舉辦升學講座及各類專題講座，藉此幫助學生了解各領域的知識，培養多角度思考和發掘多元智慧，從而為升學或就業做好準備。講座可以不同形式進行，包括到校講座、網上講座或專題講座錄影供學校播放。

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1a. 副學位升學攻略 — 講座分享

剖析副學士及高級文憑的多元升學途徑及專業出路，提供學院最新課程資訊、報名安排，以及分享畢業生的成功經驗。

1b. 副學位升學攻略 — 校園導賞

學院歡迎同學親臨九龍灣校舍參觀校園設施，以便了解專上學院的學習生活，亦樂意按個別學校的需要而彈性編排講座／導賞內容。

2. 讀嗰科 ≠ 做嗰行？ 出路無界限・發展個人所長

相信大家都聽過「萬般皆下品，唯有讀書高」這句話。在傳統觀念上，我們都追求在學業上的成功，期盼畢業後能盡展所長，找到理想工作。

隨著社會發展，年青人在各行各業也有出頭天，於是才有了「條條大路通羅馬」這句話，鼓勵大家在做事時只要有明確的目標和方向，處事時懂得稍加變通，無論從何時開始都能達到目標。

DSE 畢業前，很多同學會提出「我想加入這個行業，但不知道是否適合自己的性格？我對很多行業都很有興趣，但不知如何選擇？」透過這個工作坊，同學可以重新認識職涯發展的新方向與不同機遇，共同探索就業路上的多元出路。無論選擇升學或就業，總會有達成目標的一天。

3. 未來見 – 年青人不可或缺的能力

想要成為一個什麼樣的人？  
讓現在定義你？還是讓現在塑造未來？  
未，來見？  
未來，見！

4. 探索及認識自己・做好就業前的準備

換位思考：「如果你是老闆，當聘請新員工時，你對他們有甚麼期望和要求？」

讓我們一起探索及認識自己，了解自己的興趣與能力，長處與優勢。當我們明白一般老闆對員工的要求時，我們就可以知道如何裝備自己，提升在職場上的競爭力，並增加對事業發展與未來工作規劃的信心。



10. 個人理財規劃：如何盡快實現財務自由？

個人財務規劃有4個核心: 制定儲蓄計劃、管理信用卡、投資和退休計劃。是次講座讓同學了解如何制定個人理財預算、應急基金、債務，明智地使用信用卡和購買保險等策略從而盡快實現財務自由。

11. 創業須知：如何編制財務預算

提供基本知識，讓同學了解如何編制初創公司的財務報表。

12. 會計專業知多少？

做會計有什麼出路？會計只是做記帳？是次講座讓同學了解會計專業與出路。



5. 癌症病人的新希望：標靶療法和免疫療法

癌症是香港的頭號殺手，但隨著醫學科技不斷進步，很多癌症已不再是不治之症。講者會為你介紹標靶療法和免疫療法如何幫助癌症病人戰勝癌魔。

6. 背痛知多少

腰背痛 (Low Back Pain) 在香港十分普遍，醫學報告顯示，約有八成的成年人一生中會經歷最少一次腰背痛。腰背痛的成因很多，當中以肌肉過勞及姿勢不良居多。在康復路上，掌握處理腰背痛的正確觀念，加強自我管理意識和建立恆久及適量的活動習慣至為重要。

「背痛知多少」健康講座透過深入淺出的介紹，讓大家提高對背痛的認識。

7. 「時間，能治癒一切嗎？」 — 自我關懷工作坊

常聽說，時間是治癒傷痛的良藥。  
然而，為何回望過去一些經歷，  
今天，心仍會痛，人仍會難過？



8. 如何成為營養學家、營養師和食品安全專家

食物營養和食品管理對我們的公共衛生系統至關重要。本講座介紹營養及食品管理高級文憑課程，讓同學了解如何成為營養學家、營養師或食品安全專家。該課程幫助畢業生升讀學位課程，投身醫療行業或食品行業。課程的「食物與營養科學」專修著重深入探討營養在保持健康和預防疾病的作用；而「食物科學及食品安全」專修涵蓋食品危害的課題如食物污染、食物中毒和疾病控制。

9. DSE新手揮手區：備戰文憑試及減壓攻略

召集各位應考公開試的同路人，拆解備戰時遇到的煩惱和應對方法。認識和了解不同的溫習策略，裝備自己取得佳績。  
面對開考日子臨近，感到壓力在所難免。學習有效的減壓方法，使身心維持良好狀態，有助放鬆心情迎接 DSE。

13. Slash斜槓青年新世代：理財攻略

近年愈來愈多年輕人投身自由工作者行列，成為「斜槓族，Slash」，希望透過這種就業模式，開啟多方面的潛能、選擇自己喜歡的工作和興趣，從而獲得更大的成就。斜槓生涯帶來工作自主權及彈性生活，但收入不及全職工作般穩定。「斜槓族」的自僱形式也令他們缺乏一般全職工作的僱員享有的福利及勞工保障，如醫療福利、有薪年假、退休保障及在職培訓等等。  
斜槓青年更需要懂得理財，妥善管理日常財務決策和為未來的生活籌劃。

14. 如何推廣業務，開拓新商機？

介紹吸引顧客和成功銷售產品的方法。

15. Are You a Giver, Taker or Matcher?

你在團隊中屬於哪種成員？這次講座讓同學學會如何了解自己並與不同類型的成員一起工作。



18. Self-Introduction that Impresses

Everyone in their lifetime will encounter numerous times when they have to give an account of themselves in English in just a few minutes. These few minutes create a lasting impression on the person who is listening to you. Sometimes, a few minutes are what it takes to lead you to success or failure. Let's impress others by telling them who you are in formal interviews.

19. Reading for Interests

Instead of going through Grammar Exercise drills, it might be more effective if you just managed to pick up a habit of reading. Let's start a habit of reading in our everyday lives through reading different genres based on our interests.

22. 無需視頻信息的自動場景分析

每當提到自動場景分析，我們都會聯想到利用視頻訊號。事實上，聲音亦蘊藏著大量日常環境中發生的物理事件的信息。我們可以感知所處的聲音場景（課室、繁忙的街道等），並識別個別聲源（汽車經過、腳步聲等）。科技公司如 Google、Samsung、Intel 等都活躍於研究如何使機械人、汽車等擁有這種可以利用聲音作場景分析的能力。我們會介紹如何利用聲音結合相關的人工智能技術分析場景。



23. What is Personal Data Privacy, and why I Need to be Concerned?

Privacy of personal data is a fundamentally important topic, especially in the information age. This talk introduces students to the Hong Kong Personal Data Privacy Ordinance (PDPO) and explains the six Data Protection Principles (DPP). Students will learn to appreciate the application of these DPPs through an exercise involving the creation of a Sports Club and collection of membership data. Some real-life cases will also be reviewed to highlight the need to comply with the DPPs, and the consequences of violation of the PDPO.

16. Writing a Winning Personal Statement

Most universities require students to submit a personal statement together with their application. What are they looking for? This workshop aims to introduce to students how to write an impressive personal statement through understanding who the target audience is. This workshop will also teach students how to promote themselves without just listing everything they have put down on their application form or report card from school.

17. Writing an Eye-catching CV by CV360®

CV360® can provide an all-round profile to show the values, attitudes, skills and knowledge articulated from a youth's work and life experience. It is a customized resume for youths, which enables them to consolidate their life experience from time to time.

20. Interpreting 101

Introduce key concepts of interpreting practice and studies, as well as keeping pace with its development due to the advancement of technology.

21. 我好鍾意「咪華」同「eh 華」，你講咩話？如可擺脫港式口音 mirror 同 error ？

Let's improve our English pronunciation through learning why mistakes are made due to the differences between the English and Cantonese phonological systems.

24. 科學、環境與健康

大家知道「科學、環境和健康」之間的相互關係嗎？身為負責任的公民，在日常生活中，我們應如何理解、掌握和實踐這方面的知識，從而發展自己的事業？同學可從這次講座找到答案！

25. 用概率解構新冠肺炎中的假陽性與假陰性

相信大家都聽過新冠肺炎測試存在著假陽性或假陰性個案，今次我們嘗試用概率去解釋何謂假陽性及假陰性。

26. How Mathematics Can Help You in the Future?

Mathematics is applied widely across different disciplines, including but not limited to science, social science and business. In this talk, a variety of real-life applications of mathematics in various scenarios will be presented, in order to gain insight and deepen interest in this field.

