

**BMSC 3036 Nervous System (2,2,0)**

The nervous system is responsible for perception of the external environment, an individual's behavior in it, and maintenance of the body's internal environment in readiness for this behavior. Disorders of the nervous system are responsible for a significant percentage of acute medical admissions and are also responsible for a large proportion of chronic physical disability.

It is therefore important that students should have a general knowledge of the nervous system and it is the objective of this course to achieve this. The course will be taught in the following aspects: (1) Anatomy and physiology of the nervous system; (2) Major manifestations of nervous system diseases; (3) Investigation of neurological diseases; (4) Overview of neurological diseases: Infection of the nervous system, Cerebrovascular disease, Trauma, Degenerative diseases, Diseases of nerves and muscles, Disorders of the spine and spinal cord, Intracranial mass lesions; and (5) Study of clinical cases.

**BMSC 3037 Public Health and Family Medicine (3,3,0)**

Public health is the science and art of preventing disease, prolonging life and improving the health of communities through education, promotion of healthy lifestyles and research for disease and injury prevention. It deals with preventive rather than curative aspects of health; and with health issues at population-level rather than individual-level.

The objective of this course is to give students an overview of Public Health in the following aspects: (1) The principles of disease surveillance, biostatistics and epidemiology; (2) The incidence, prevalence and causes of common health problems in Hong Kong; (3) The clinical and preventive aspects of occupational health, environmental health, family health, mental health and health education; and (4) An overview of Hong Kong health services.

Family medicine is a medical specialty that provides continuing and comprehensive healthcare for individuals and families, including all ages, sexes, organ systems, and disease entities.

The objective of this course is to give students a general concept of Family Medicine in the following aspects: (1) Principles of Family medicine; (2) Common medical conditions encountered in family practice; (3) Care for women; (4) Pediatric and adolescent care; and (5) Geriatric care, especially those with chronic illnesses.

**BMSC 3045 Surgery and Emergency Medicine (4,4,0)**

Surgery is a discipline of medicine that treats diseases, injuries, and deformities by manual or operative methods. The objective of this course is to provide the CM students with basic vocabulary, general knowledge, and surgical principles rather than operational technical details. Students are expected to know basic knowledge about surgery and surgical patients, how to treat minor wounds, burns, fractures and other minor injuries.

Emergency medicine is a branch of medicine that deals with evaluation and initial treatment of medical conditions caused by trauma or sudden illness. It is a relatively new discipline and may involve different branches of medicine. It is important that students have a general view of various emergency conditions commonly encountered in clinical practice, their clinical features, diagnosis, investigations and the initial emergency management. The aim of this course is to give students a basic knowledge of Emergency Medicine in particular for the following aspects: (1) Emergency service in Hong Kong; (2) Principles of Cardiopulmonary Resuscitation and life support; (3) Common emergent conditions including medical, surgical, pediatric, obstetric, gynecological and environmental; (4) Poisoning and pharmacovigilance; and (5) Trauma and common injuries.

**BMSC 3046 Surgery and Emergency Medicine (3,3,0)**

Surgery is a discipline of medicine that treats diseases, injuries, and deformities by manual or operative methods. The objective of this course is to provide the CM students with basic vocabulary, general knowledge, and surgical principles rather than operational technical details. Students are expected to know basic knowledge about surgery and surgical patients, how to treat minor wounds,

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Emergency medicine is a branch of medicine that deals with evaluation and initial treatment of medical conditions caused by trauma or sudden illness. It is a relatively new discipline and may involve different branches of medicine. It is important that students have a general view of various emergency conditions commonly encountered in clinical practice, their clinical features, diagnosis, investigations and the initial emergency management. The aim of this course is to give students a basic knowledge of Emergency Medicine in particular for the following aspects: (1) Emergency service in Hong Kong; (2) Principles of Cardiopulmonary Resuscitation and life support; (3) Common emergent conditions including medical, surgical, pediatric, obstetric, gynecological and environmental; (4) Poisoning and pharmacovigilance; and (5) Trauma and common injuries.

**BMSC 4898-9 Honours Project I & II (3,3,0)**

The aim of the honors project is to provide students with first hand experience on scientific or scholarly research. Each student will conduct an independent research project under the supervision of a teaching staff of the School of Chinese Medicine. The topic of the project will be determined upon the discussion between the student and the supervisor in an area related to Chinese medicine. The format of the project could be clinical studies, epidemiological studies, laboratory-based studies and pure literature studies. During the span of the project, students are expected to learn the theoretical, methodological basis as well as the statistical data analysis of scientific research, and to develop the skills for professional thesis writing and oral presentation. Upon completion of the project, students should be capable of searching on database and research papers, and to have possessed the ability of objective and logical experimental design and data analysis. The findings from the research project will be collected in the writing of a dissertation and presented in an open oral presentation by each student.

**BUS 1190 Mathematics for Business (2,2,0) (E)**

This course is designed to provide business students with essential knowledge of mathematical techniques commonly used in business world today. Particular attention is given to teach students how to apply these techniques such as calculus, linear algebra and probability in solving business/management problems. This course also introduces students the concept of the time value of money and helps them to understand the importance of calculating present and future values to corporations.

**BUS 1200 Statistics for Business (2,2,0) (E)**

In today's management decision making process, one of the useful and commonly employed tools is statistical analysis. This course provides business students with the basic knowledge in understanding and skills in performing these statistical techniques like sampling methods, interval estimation, hypothesis testing, analysis of variance and regression analysis. Nonparametric methods are also covered so as to allow students to have a broad understanding of different statistical testing methods. Applications of these techniques in the business environment will be emphasized in the course.

**BUS 1230 中國傳統智慧與企業管理 (3,3,0)  
Ancient Chinese Wisdom and  
Contemporary Business Management**

在經濟、社會及文化形態皆急速全球化與資訊化的今天，大形勢愈來愈複雜、多變、難測，百年來生產線流水作業或金字塔層層指揮的企業模式，早已被發現並不管用。

面對如此困境，西方的企業管理論界近二十年來推出了共同願景、自主空間、學習社群、內發動機、系統思維等「有機」企管理念；他們也同時發現，這許多想法與傳統中國的易學、儒、道、釋、縱橫家等各種名家智慧竟遙遙呼應，而後者更可給他們提供成熟及完整的理論框架。更妙的是，不必花費多大工夫，只從中國的經典文獻與史料，已可擷取大量可供研習的管理學個案。這個課程為大學裡所有院系的同學而設，他們將來無論是教師、社工、醫生、傳媒工作者、環保工作者，或真的進入工商企業的

領域，都需要管理、領導及團體協作的知識與能力。課程將結合實務領域裡策劃與行事的探討，深入淺出向同學們介紹上述各家傳統智慧，反過來也讓同學們學習，在面對事業與人生的難題時，如何運用這些智慧，擬定實際可行的謀略或方案。

**BUS 1240 Business and Corporate Social Responsibility (3,3,0)**

The course provides an overview of the primary business disciplines and the basic concepts of corporate social responsibility. Topics include human values and ethics in the workplace, multiculturalism, corporate social responsibilities, business functions, and general principles of effective business operations.

**BUS 1630 The World of Business (3,3,0) (E)**

This course provides an introduction to the range of business skills and functions and examines how these skills and functions are useful in both profit-making and non-profit-making organizations. This course also explores the importance of business organization to contemporary Hong Kong society. It aims to investigate how business organizations contribute and respond to a variety of contemporary challenges ranging from environmental and workplace dealings to issues of maintaining competitiveness in an increasingly global economy. This course is offered to non-BBA students only.

**BUS 1640 Law in Hong Kong (3,3,0)**

The course offers a new and interesting way of learning about Hong Kong laws. There is no text book and the course is based entirely on discussion on Hong Kong cases selected and presented by the students on their research on the Web and library. Therefore each session will be unique as the topic and content are decided by the students. After attending this course, the students will learn how to do legal research to find out the law. This course is offered to non-BBA students only.

**BUS 2110 Operations Management (3,3,0) (E)**

Prerequisite: BUS 1240 Business and Corporate Social Responsibility or BUS 1630 The World of Business

The course deals with the fundamental concepts of business operations management as they pertain to the service and manufacturing industries. Students will learn the fundamental concepts and applications of operations management through problem solving and case studies. The course will focus on the extent of applications of operations principles learned in the classroom setting to contemporary business operations management problems.

**BUS 2120 Business Communications (3,3,0) (E)**

Prerequisite: LANG 1491-2 English I & II or equivalent

The aim of this course is to provide students with an understanding of the essential concepts, practice and basic models of communication, and to develop some of the skills necessary for understanding and communicating effectively in global business. Emphasis is on the applications of concepts and methods of written and oral communication activities, including social etiquette. Written work includes business letters such as inquiries, claims, sales, job application, memoranda and business reports. Fundamentals of format, style, language and tone are discussed. Oral communication skills for handling business situations and public speaking are included.

**BUS 2130 Business Communications (2,2,0) (E)**

Prerequisite: LANG 1491-2 English I & II

The aim of this course is to provide students with an understanding of the essential concepts, practice and basic models of communication, and to develop some of the skills necessary for understanding and communicating effectively in global business. Emphasis is on the applications of concepts and methods of written and oral communication activities, including social etiquette. Written work includes business letters such as inquiries, claims, sales, job application, memoranda and business reports. Fundamentals of format, style, language and tone are discussed.

Oral communication skills for reporting and public speaking are included.

**BUS 2140 Business Communications for Marketing (3,3,0)**

Prerequisite: LANG 1491 English I or equivalent

The aims of this course is to provide students with an understanding of the essential concepts, practice and basic models of communication, and to develop some of the skills necessary for communicating effectively, in order to prepare them to take up marketing related tasks or positions. Emphasis is on the applications of concepts and methods of written and oral communication activities taking into consideration fundamentals of format, style, language and tone. Written and oral communication works are partly framed within the marketing and communications professional context to allow students exposure to the future work contexts. Written work includes correspondence for tackling business situations, such as client inquiries, claims, sales, job application, memoranda and business reports. Oral communication skills for handling business interactions, such as job interviews, work meetings and handling customers, and for delivering speeches are included.

**BUS 2150 Legal Aspects of Marketing (3,3,0)**

Prerequisite: LANG 1492 English II or equivalent

This course introduces to students the principles of Hong Kong legal system and the common law, and how the various branches of Hong Kong law are evolved and integrated over time. Special emphasis is placed on laws relating to marketing including the Law of Contract, Law of Tort, Agency Law and Laws relating to Intellectual Property Rights.

**BUS 2170 Principles of Law (3,3,0) (E)**

Prerequisite: LANG 1492 English II

This course introduces to students the principles of Hong Kong legal system and the common law, and how the various branches of Hong Kong law are evolved and integrated over time. Special emphasis is also placed on the Law of Contract, Law of Tort and Agency Law.

**BUS 2210 Organizational Behaviour (3,3,0) (E)**

Prerequisite: BUS 1240 Business and Corporate Social Responsibility or BUS 1630 The World of Business

The objective of this course is to introduce theories and concepts related to understanding people's behaviour in organizations. Students will study the behaviour of individuals and groups within organizations in order to gain both a theoretical understanding as well as practical knowledge that can be applied in a work setting.

**BUS 2240 Service Learning and Community Engagement (3,3,0) (E)**

Prerequisite: BUS 1240 Business and Corporate Social Responsibility, BUS 1630 The World of Business or equivalent, and Year II standing

This course provides students with an opportunity for active learning and enables them to build a sense of social responsibility and commitment that are essential when they apply their business and professional skills to their careers. This is a community-based instruction course intended to promote student's civic responsibility and to strengthen their problem-solving and decision making skills by acquiring hands-on experience in community projects provided by NGOs and not-for-profit organizations in Hong Kong, mainland China and other countries. It is a reciprocally beneficial course, with meaningful service being provided to the community and meaningful learning experiences being provided to the student.

**BUS 2340 International Business (3,3,0) (E)**

Prerequisite: BUS 1240 Business and Corporate Social Responsibility, ECON 1210 Principles of Microeconomics, ECON 1220 Principles of Macroeconomics, ECON 1620 Basic Economic Principles or BUS 1630 The World of Business

The primary objectives of this course are (1) to provide students with a basic understanding of the theories and concepts of international business; (2) to discuss the economic, cultural and political factors in shaping the international business environment; (3) to introduce different functional areas of international corporations management with reference to problems and issues of doing business with developing countries.

**BUS 2420 Management Science (3,3,0) (E)**

Prerequisite: BUS 1190 Mathematics for Business or equivalent, and BUS 1200 Statistics for Business or equivalent  
Deterministic and probabilistic models of Operations Research for solving managerial problems are introduced. Operational practical constraints and the applications of modelling are illustrated by using a wide variety of examples drawn from numerous industrial and service sectors.

**BUS 2470 Legal Aspects of China Business (3,3,0) (E)**

Prerequisite: BUS 2170 Principles of Law  
This course aims to introduce students to (1) some of the major areas of Chinese commercial law that are of common concern to foreign businessmen doing business in China, which include its historical development and principles, its application in equity joint ventures, co-operative joint ventures and wholly foreign owned enterprises; and (2) foreign exchange problems, tax, trade and investments in China.

**BUS 2520 Production and Operations Management (3,3,0) (E)**

Prerequisite: BUS 1240 Business and Corporate Social Responsibility or BUS 1630 The World of Business  
This course deals with the fundamental concepts of production and operations management as they pertain to the service and manufacturing industries. Students will learn the fundamental concepts and their applications through problems and case studies. The course will focus on the extent of application of production and operations principles learned in the classroom setting to contemporary production and operations management problems.

**BUS 2710 Principles of Project Management (3,3,0) (E)**

This course provides students a theoretical and operational framework for getting projects completed on time, within budget and according to customer specifications. Students will learn different project management methodologies and apply the right method to the right situation.

**BUS 2770 Business Internship (3,\*,\*) (E)**

Antirequisite: ACCT 2770 Accounting Internship or MKT 2770 Marketing Internship

Prerequisite: Year II standing  
The objective of this course is to give students the opportunity to gain practical experience working in an organization. Under the guidance of both faculty and workplace supervisors, students will complete a work assignment of no less than 120 hours, either paid or non-paid.

**BUS 2780 Entrepreneurship and New Venture (3,3,0) (E)**

The focus of the course is to investigate, understand and internalize the process of founding a startup firm. Key areas include: matching individual skills with the management needs of a new venture, evaluating the business model of the new venture, financing new ventures, starting up a company, operating a new venture, recruiting and retaining management, creating value and liquidity for investors and management. This course provides tools and insights, which improve the chances for success as an entrepreneur in a highly competitive and ever changing environment.

**BUS 3200 Strategic Management (3,3,0) (E)**

Prerequisite: BUS 1240 Business and Corporate Social Responsibility or BUS 1630 The World of Business  
This course aims to prepare the student for a successful business career with a broad understanding of the importance and

complexity of strategic decisions and the way they integrate other aspects of business operations. It examines the rationale of decisions that determine the future direction and effectiveness of organizations. The perspective taken is that of the general manager—the owner, CEO, president, or management consultant. It focuses on the skills required of the general manager in diagnosing and finding solutions for critical problems in complex business situations and implementing them. In that regard, it integrates the knowledge gained in previous functional courses from Year I and Year II.

**BUS 3210 Business Management in China (3,3,0) (P)**

Prerequisite: BUS 1240 Business and Corporate Social Responsibility or BUS 1630 The World of Business  
This course provides students with an overview of the environment, the nature and the structure of business management in China. The management styles and other behavioural aspects will also be examined.

**BUS 3220 Developing Managerial Skills (3,3,0) (E)**

Prerequisite: BUS 2130 Business Communications  
The course prepares participants to handle critical issues in managerial communication and helps them master skills needed to achieve their potential as leaders and executives. The goal is to equip them with the personal, interpersonal and group skills needed to manage their own lives as well as relationships with others. The course teaches strategic approaches to managerial communications that can be applied to a variety of situations.

**BUS 3230 Company Law (3,3,0) (E)**

Prerequisite: BUS 2170 Principles of Law  
This course aims to provide students with an understanding of the basic principles of company law including the formation of company, records, share and loan capital, management and administration, reconstruction and amalgamation, liquidation and receivership. On completion of this course, students should be able to solve some of the legal problems in practical business situations.

**BUS 3310 International Trade and Investment in China: Administration and Practice (3,3,0)**

Prerequisite: BUS 2340 International Business  
This course equips students with essential knowledge and tools in administering and practising trade with China and introduces them to the various ways that foreign investors may invest directly in China. This course also examines how international trade and foreign (direct) investment interact with each other and their implications to the recent economic development of China after the 1979 reform.

**BUS 3410 Seminar in China Business (3,3,0) (P)**

Prerequisite: BUS 3210 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.

**BUS 3570 BBA Project (2,0,\*)**

The student project is a valuable integrative element in the BBA curriculum, providing a focus for the application of knowledge acquired from core and major courses. The project provides an opportunity for students to apply the knowledge and skills gained on the degree programme to a real, practical business problem, and to prepare themselves for the transfer from the academic to the work situation.



**BUS 3580 Honours Project (3,3,0)**

The student project is a valuable integrative element in the BCom (Hons) in Accountancy, providing a focus for the application of knowledge acquired from required and elective courses. Wherever possible, the project should be based on the actual situation in Hong Kong and should involve the use of primary and secondary data. Interdisciplinary study is encouraged. Planning of the project should begin after the end of Year II, with guidance from the supervisor. A written report is due by the end of Semester II of Year III. An oral presentation of the project result is also required.

**BUS 3620 Logistics and Supply Chain Management (3,3,0) (E)**

Prerequisite: BUS 1630 The World of Business or BUS 1240 Business and Corporate Social Responsibility

This course aims to introduce the fundamental theories and contemporary issues as well as local practice of logistics and supply chain management (SCM). It will equip students with the necessary knowledge and skills for mastering business operational process, generating, analysing and evaluating logistical and SCM solutions, and developing students' strategic and creative thinking to logistics and SCM, and then applying those knowledge to solve business planning and operational problems in local business operations.

**BUS 3640 e-Supply Chains and Enterprise Resource Planning (3,3,0) (E)**

Prerequisite: BUS 1240 Business and Corporate Social Responsibility or BUS 1630 The World of Business

It is aimed to introduce the fundamental theories and contemporary issues as well as local practice of supply chain management (SCM), Enterprise Resource Planning (ERP) and e-SCM. It will equip students with the necessary knowledge and skills for mastering business operational process, generating, analysing and evaluating logistical, and SCM/ERP solutions, and developing students' strategic and creative thinking to logistics and SCM/ERP, and then applying those knowledge to solve business planning and operational problems in global e-SCM environment.

**BUS 3690 Cross-cultural and Comparative Management (3,3,0) (E)**

Prerequisite: BUS 2210 Organizational Behaviour

The primary objective of this course is to enhance student awareness of the impact of culture on supposedly universal management practices designed to facilitate the effective utilization and development of the organization's main asset—its employees. Students can expect to enhance their understanding of the global context of organizations, interpersonal skills needed to manage across national borders, and the structure and functioning of multinational companies.

**BUS 7030 Legal Aspects of International Business (2,3,0)**

This course is designed to provide students with practical legal knowledge which effective business executives will need. It will help students develop the competence to use law as a strategic tool to (1) create competitive advantage for their business such as capturing the value of intellectual capital and using contracts to define and strengthen relationships; and (2) tackle potentially catastrophic legal problems in their incipency such as board room conflicts and labour disputes. Through lectures, case studies and discussions students shall develop a solid understanding of the legal dimension of major business and managerial decisions.

**BUS 7050 Legal Aspects of China Trade and Investment (2,3,0)**

Business between Hong Kong and China is very substantial. Therefore, it is essential for Hong Kong business people doing business in China to understand the legal aspects of trade and investment in China. This course will provide the students with an understanding of the legal framework of China and the commercial and civil laws in China.

**BUS 7060 Business Law and Corporate Governance (3,3,0)**

This course aims to provide students with an understanding of the legal framework related to the Hong Kong legal system, contract law and corporate governance. Related laws and regulations such as case law, the Sale of Goods Ordinance, Control of Exemption Clauses Ordinance, Companies Ordinance, the Securities and Futures Ordinance, the Listing Rules, the Code of Best Practice, and the Takeover Code will be covered. Other topics include the HK legislative process, the doctrine of judicial precedent, contract law: formation, validity, performance, and remedies for breach of contract, corporate governance: mergers and acquisitions; shareholders' residual powers; protection of minority shareholders; types of directors; directors' appointment, rotation, disqualification and removal; board of directors' composition, meetings and duties; monitoring the board of directors; interests of other stakeholders such as individual and institutional shareholders, creditors and employees.

**BUS 7070 Business Operations (3,3,0)**

This course introduces contemporary concepts and models of operations management, focus on the enhancement of competitive, collaborative advantages and core competence through business operations and supply chain management. It particularly gives attentions to global and regional operational environments, and delivers managerial knowledge of operational strategies, product and service design, capacity planning, business process selection, location and warehousing management, quality control and management, inventory and transportation management, operational scheduling, supply chain management, JIT and lean operations, project management, and operations performance management.

**BUS 7080 Business Research Methodology and Application (3,3,0)**

This course aims to provide students with the necessary methodological and data analytical tools for business research. Both quantitative and qualitative methods will be covered. Students will also design and conduct individual research projects and learn to interpret research findings for business decision making.

**BUS 7090 Business Strategy (3,3,0)**

Strategic Management is an integrative course that draws upon and combines and applies knowledge acquired in the other subject courses, such as accounting, economics, marketing, finance, management and operations. This course provides the tools to analyse an organisation's strategic position from both an internal and external perspective and perspectives on developing effective strategies such as business-level strategies, corporate-level strategies, competitive dynamics and mergers & acquisitions among others. The purpose is to help students develop strategic management knowledge and skills and apply the concepts to real world situations.

**BUS 7170 Corporate Governance (2,3,0)**

A person holding a managerial position or above in an organization must be familiar with the mechanics of corporate governance. It is however designed for students without a legal background. It will provide students with an understanding of corporate governance and the legal framework of companies in Hong Kong; contents of constitutional documents such as the memorandum and articles of association (M&A); major corporate governance issues involved in drafting the M&A; shareholders' residual powers; protection of minority shareholders; types of directors; directors' appointment, rotation, disqualification and removal; board of directors' composition, meetings and duties; the company secretary's qualifications, duties, appointment and removal; monitoring the board of directors; interests of other stakeholders, e.g. shareholders especially institutions, creditors and employees; audit committees; temporary and permanent cessation of business, e.g. dormant, de-regulation, voluntary and compulsory winding up.

**BUS 7180 Client-Based Research Methods (2,3,0)**

This course aims to give students the necessary methodological and statistical tools in order to carry out the client-based MBA Project Report. Emphasis is on introducing students to qualitative and quantitative methods/techniques for making business decisions. Students learn to develop questionnaires and solve business problems by applying qualitative and quantitative methods, using software packages (EXCEL, SPSS), and interpreting generated solutions for decision-making scenarios.

**BUS 7190 Operations and Supply Chain Management (2,3,0)**

This course will introduce the fundamental concepts of operations management, including the formulation of logistics policy, performance measures, and constraint management. In particular, the following concepts will be covered: forecasting and order management, global transportation planning, inventory management, material handling systems, and warehousing and packaging management.

**BUS 7221-3 MBA Project Report (1,0,\*)**

The MBA project may be one of two forms: (1) a client-based project—this involves the comprehensive description and evaluation of a profit-seeking or non-profit, large or small, entrepreneurial or mature, service or manufacturing, domestic or international organization, together with appropriate recommendations for improved performance; or (2) a new business plan.

The main purpose of the project is for students to develop a thorough understanding of the environment, markets, technology and operations of a real organization (or, in the case of a new business plan, a proposed organization). Students apply and integrate knowledge and skills acquired through the MBA curriculum and further develop their skills in the area of strategy, and working productively in a team. Students are expected to work in groups of four to six on this project.

The learning objectives for the new business plan project are the same as for a client-based project. The new business plan is equally as “real” as a client based project.

Students taking the MBA project will gain a first-class learning experience to complement and extend classroom learning. The MBA project becomes a laboratory for applying ideas, tools and concepts to real-world problems. It is an exercise in managing task-focused relationships among team members, client managers and the faculty supervisors. It gives students a chance to define issues, gather relevant data from a variety of sources, do insightful analysis, and develop creative solutions. It also provides opportunities to learn about a company, an industry, and/or a field of management that is of long-term interest to the members of the project team.

**BUS 7300 China Marketing and Foreign Investment Issues (2,3,0)**

This is an Advanced MBA elective course that aims to examine a number of critical foreign investment and marketing issues in China business, including marketing environment and practical issues in China, and the new developments in foreign direct investment to China. Scope of study will cover not just the environment and the system, but also practices and current issues as far as possible.

**BUS 7310 Executive Performance Management and Compensation (2,2,0)**

The modern corporations rely on the principle of separation of ownership and control to operate their businesses. The success or failure of these corporations depends, to a large extent, on the quality of the executives' decisions on the operations of the corporations. However, these executives may have objectives in mind different from those of the owners to whom they serve. Besides monitoring, it is important for owners to motivate these executives to act in the interests of the corporations and thus their owners through designing appropriate incentive contracts. These contracts specify the performance evaluation criteria and

how executives' compensation is determined. The objective of this course to enable students to have a better understanding of the methods commonly used in practice to measure and reward executives' performance. It also discusses the potential consequences of using particular performance measures on executives' behaviour, in particular their corporate financial policies. This course further highlights the determinants and consequences of adopting different executives' compensation means.

**BUS 7320 Business Ethics and Corporate Social Responsibility (3,3,0)**

In all areas of business, ethical dilemmas are encountered frequently. Some of these dilemmas are small and easy to resolve. The majority, however, are complex and an obvious solution is often difficult to determine. By providing a foundation in ethical theories and a framework for analysing ethical dilemmas, this course aims to sensitize students to ethical dilemmas and to help them develop some codes or guidelines of ethics for making decisions. It will further discuss the roles of business in society and corporate social responsibility, and analyse why socially responsible corporations are good and sustainable. The major issues currently faced by the preparers and users of corporate social reports will be discussed.

**BUS 7330 Entrepreneurship Development (2,3,0)**

The scope of this course would be mostly on Venture Design: the stages from idea creation to the formation of a startup company, with successful venture capital funding and management team in place. The perspective should be that of a potential entrepreneur wanting to start up a company, or start up entrepreneurial activities within a large company. Special attention will be put into topics on people who make decisions, handle deals, analyse problems, allocate and mobilize scarce resources and succeed in a local and international context. Some Asian and China cases are carefully chosen to reflect the special situation of starting businesses in Asia/China.

**BUS 7340 Business Creativity (2,3,0)**

The course Business Creativity emphasizes the importance of creativity and innovation as key drivers of growth in a rapidly changing business environment and focuses on teaching the students to reliably develop ideas using a systematic thinking process. Central topics discussed are individual and organizational factors of creativity, the creative process, serious business thinking tools and creativity techniques, among others. At the end of the course, students will personally experience on real cases the power of creativity techniques and serious thinking tools applied in a systematic way to achieve instant innovations in business.

**BUS 7350 Participation in External Competitions (2,0,3)**

There are several international and perhaps local competitions in which students will have the opportunity to represent the University. Examples of such competitions include, but are not limited to, the *Molson MBA Case Competition* and the *Moot Corp*<sup>®</sup> Competition for business plans. In order to participate in such events, and get the university credits, students must undergo a stringent selection process in which the best candidates are chosen. The participants in such events gain valuable training in analysis and presentation skills, depending on the nature of the competition. In addition, participants may be required to write a paper, analyse a case, etc. and may have the opportunity to travel abroad, which will provide further valuable experience. Enrolment in this course is by selection, i.e. interested students will have to go through a selection process to be admitted to this course.

**BUS 7360 MBA Seminars and Workshops (2,3,0)**

MBA seminars deal with contemporary issues in the business community. Speakers include senior business practitioners, visiting academics and faculty members. As the School offers MBA classes in Hong Kong and selected mainland cities, seminars

are to be organized in all these locations. Instead of a single-speaker seminar, some of these seminars may involve several speakers, in different presentation modes, and may be with a duration of half-day, one-day or even residential seminar of more than one day on a specific theme area. Besides, overseas study tours may be organized and students may choose to participate in such tours.

**BUS 7370 Business Field Study (2,0,0)**

This field study of five to seven days' duration enables students to visit a location of timely business value. The location is to be decided by the Programme Director with due consultation with PMC members and student representatives. The location may be somewhere in Chinese mainland, Taiwan, or any city/country in the world. Provided with detailed information about the chosen location, its business environment, and background of the firms/organizations to be visited, participating students are required to produce both group and individual reports.

**BUS 7710 Advanced Chinese Business Law (3,3,0)**

This course prepares MPhil and PhD students for in-depth research into selected topics in business law of the People's Republic of China (PRC). Topics will include: sources of PRC law, general principles of civil law, opinions of the Supreme People's Court, law reports, economic contracts and joint ventures, business vehicles, corporate governance, listing, intellectual property, and dispute resolution.

**BUS 7720 Advanced Research Methods for Business (3,3,0)**

This course is designed for MPhil/PhD students in business. It aims to build an in-depth understanding of how to conduct academic research and to equip students with the skills required to work on their theses, including the creative development of concepts, selection of appropriate data collection methods, techniques of analysis, and communicating (perhaps publishing) results.

**BUS 7730 Advanced Multivariate Data Analysis (3,3,0)**

This course aims to provide sound understanding of advanced quantitative methods and analytical techniques, and equip students with competent capability of performing quantitative analysis for empirical research in wider managerial disciplines. The course will highly address methodologies and techniques related to modeling and hypothesis testing, and use statistics software such as PASW (prior SPSS) and AMOS to conduct quantitative analysis. In particular, the course will concentrate on multivariate data analytical skills, such as ANOVA, ANCOVA, MANOVA, and MACOVA, hierarchical regression analysis, analysis of mediating and moderating effects, exploratory factor analysis (EFA), confirmatory factor analysis (CFA) and structural equation modeling (SEM) analysis.

**BUS 7800 Strategy Generation (2,\*,0)**

This course is designed to provide students with tools and techniques to develop innovative strategies, to explore personal creativity, management practices that enhance or suppress creativity, and the innovation process in an organization. The course is built around the different activities needed to generate innovative strategies in a company.

**BUS 7810 Strategic Analysis and Decision Making (2,\*,0)**

The thrust of this course is general management and the integration of functional areas. Students will learn to use diverse knowledge and skills to analyse broad, organization-wide problems and will become adept at examining the environment in which organizations operate and in identifying the strategic implications of the environment. This course moves from strategy formulation to strategy implementation considerations, recognizing the need for organizations to align their resources, values and strategies with the environment.

**BUS 7820 Leading Organizational Change (3,\*,0)**

Organizations today operate in more volatile and bewildering conditions than ever before, and continuous change has become the norm. The major purpose of this course is to help students respond effectively to the rapid environmental and organizational changes that are occurring in all sectors and industries. Emphasis will be placed on explaining why and how organizations change and on the role of leaders as change agents. The means for implementing organizational change efforts will also be highlighted.

**BUS 7830 Corporate Governance and Ethics (3,\*,0)**

This course provides an understanding of the key issues of modern corporate governance and ethical operation, the basic roles and responsibilities of shareholders, directors and management, and the roles of business in society and corporate social responsibility. Student will be trained to analyse and solve corporate governance and ethical issues and be familiar with the legal, social, economic, moral, and psychological issues that they may confront in the ordinary course of serving on boards. In addition, by providing a foundation in ethical theories and a framework for analysing ethical dilemmas, students will sensitise to ethical dilemmas and be able to develop some codes or guidelines for making ethical decisions.

**BUS 7900 Business Research Methods (3,\*,0)**

The purpose of this course is to provide the fundamental knowledge and skills of applied business research. Conducting research involves making numerous choices—choices about strategy, designs, operations, and analyses. In this course, the strengths and weaknesses associated with the various choices are identified. Students will learn that there are many external constraints placed on researchers and that there is no one best method for answering a research question. Instead, knowledge is the result of a triangulation of methods. As a result of this subject, student will become better consumers of research and they will learn how to critically read research articles.

**BUS 7910 Advanced Statistics and Data Analysis (3,\*,0)**

This course provides students with a sound understanding of statistical and quantitative techniques and their application in analysing and making decisions about various organizational issues. Issues for testing hypotheses with empirical data will be addressed. In particular, the subject will concentrate on the development, measurement, and analysis of "real-world" data involving natural co-variation between variables. On completing this course, students will acquire the data analytic skills—e.g. ANOVA, MANOVA, hierarchical regression analysis, EFA, CFA and SEM, needed to competently complete a quantitatively based DBA thesis.

**BUS 7920 Qualitative Approaches to Research (3,\*,0)**

This course is intended to provide students with the knowledge and skills needed to do qualitative research at a doctoral level. Qualitative research focuses on understanding, rather than predicting or controlling, phenomena. It is usually contrasted with traditional experimental and statistical research. Included in this course will be the discussion and application of five principle qualitative methodologies: case study, ethnography, phenomenology, narrative, and grounded theory. Participants will also learn the associated skills of interviewing and observation. The main objective of the course is for students to learn the practicalities, scope and nature of qualitative research and to appreciate its rigour and procedures.

**BUS 7980 Professional Development Workshops (5,\*,0)**

The Professional Development Workshops provide forums for dialogue among academics, practitioners and students on current issues relevant to today's organizations. International and local academics who are involved in current programs at HKBU and who have expertise in a particular area will be invited to conduct the workshops in conjunction with local business leaders. Topics related to the core areas of change, strategy and



corporate governance will be emphasized to ensure that the workshops cohere with the major aims of the course as a whole. Normally, four one-day workshops will be offered every year, and students are expected to attend eight of these as a requirement for graduation. Pre-reading materials may be distributed before each workshop to facilitate discussion and learning activities.

**BUS 7991-4 DBA Thesis (24,\*,0)**

The thesis is the most significant learning experience of the programme. It is a capstone of the course in that students are expected to apply theories learned in the taught subjects to analyse and understand/solve organizational issues/problems. In other words, students are expected to do applied research that has practical implications for organizations. It is not enough to simply make a contribution to theory, although such contributions, in conjunction with practical contributions to the professional practice of management are encouraged. This is in contrast with a PhD thesis, which places more emphasis on the development of new knowledge and theoretical perspectives. Students are expected to research real organizational issues by drawing upon and applying appropriate theories and research. Research methods and analyses should be aligned properly with the research question(s). By going through a systematic process of investigation, students will enhance their competencies in doing research. The thesis will normally be around 50,000 words, and it should be of publishable quality.

**BUSI 1005 The World of Business (3,2,1) (E)**

This course provides an introduction to the range of business skills and functions and examines how these skills and functions are useful in both profit-making and non-profit-making organizations. This course also explores the importance of business organization to contemporary Hong Kong society. It aims to investigate how business organizations contribute and respond to a variety of contemporary challenges ranging from environmental and workplace dealings to issues of maintaining competitiveness in an increasingly global economy. This course is offered to non-BBA students only.

**BUSI 2005 Organizational Behaviour (3,3,0) (E)**

The objective of this course is to introduce theories and concepts related to understanding people's behaviour in organizations. Students will study the behaviour of individuals and groups within organizations in order to gain both a theoretical understanding as well as practical knowledge that can be applied in a work setting.

**BUSI 2006 Operations Management (3,3,0) (E)**

This course deals with the fundamental concepts of business operations management as they pertain to the service and manufacturing industries. Students will learn the fundamental concepts and applications of operations management through problem solving and case studies. The course will focus on the extent of applications of operations principles learned in the classroom setting to contemporary business operations management problems.

**BUSI 2007 Management Science (3,3,0) (E)**

Deterministic and probabilistic models of Operational Research for solving managerial problems are introduced. Operational practical constraints and the applications of modelling are illustrated by using a wide variety of examples drawn from numerous industrial and service sectors.

**BUSI 2015 Principles of Project Management (3,3,0) (E)**

This course provides students a theoretical and operational framework for getting projects completed on time, within budget and according to customer specifications. Student will learn different project management methodologies and apply the right method to the right situation.

**BUSI 2016 Entrepreneurship and New Venture (3,3,0)**

The focus of the course is to investigate, understand and internalise the process of founding a startup firm. Key areas include: (1) matching individual skills with the management needs of a new venture; (2) evaluating the business model of the new venture; (3) financing new ventures; (4) starting up a company; (5) operating a new venture; (6) recruiting and retaining management; and (7) creating value and liquidity for investors and management. This course provides tools and insights, which improve the chances for success as an entrepreneur in a highly competitive and ever changing environment.

**BUSI 3005 Business Communications (2,2,0)**

The aim of this course is to provide students with an understanding of the essential concepts, practice and basic models of communication, and to develop some of the skills necessary for understanding and communicating effectively in global business. Emphasis is on the applications of concepts and methods of written and oral communication activities, including social etiquette. Written work includes business letters such as inquiries, claims, sales, job application, memoranda and business reports. Fundamentals of format, style, language and tone are discussed. Oral communication skills for reporting and public speaking are included.

**BUSI 3006 Business Ethics and Corporate Social Responsibility (3,3,0)**

Prerequisite: BUSI 2005 Organizational Behaviour  
Business Ethics and Corporate Social Responsibility (CSR) have become widely discussed topics in both academia and the business world. Ethics and CSR issues have become more complicated because of increasing globalization and the diversified nature of many large corporations. This course will cover a wide spectrum of diverse moral decision making frameworks and will discuss the pros and cons of each as applied to functional business areas such as management, human resources, accounting, marketing and finance. It will also cover the practical issues that contribute to the sustainable development of organizations. Emphasis will be on applying moral thinking to solve real business problems facing business professionals in Hong Kong.

**BUSI 3007 Business Research Methods (3,3,0) (E)**

This course provides students with the knowledge and skills needed to conduct business research. Students will gain a good understanding of the importance of business research and have a broad overview of business research methods. Students will be equipped with the statistical tools and analytical skills to conduct business research. Learning in this course will be accomplished through lectures, in-class exercises, group project and presentations.

**BUSI 3015 Business Management in China (3,3,0)**

Prerequisite: BUSI 1005 The World of Business or GLCB 2005 Understanding Chinese Business Environment

This course provides students with an overview of the environment, the nature and the structure of business management in China. The management styles and other behavioural aspects will also be examined.

**BUSI 3016 Business Internship (3,\*,\*)**

Antirequisite: ACCT 2770/ACCT 2016 Accounting Internship or MKT 2770/MKTG 3016 Marketing Internship

Prerequisite: Year III standing

The objective of this course is to give students the opportunity to gain practical experience working in an organization. Under the guidance of both faculty and workplace supervisors, the students will complete a work assignment of no less than 120 hours, either paid or non-paid.

**BUSI 3017 International Business (3,3,0)**

Prerequisite: BUSI 1005 The World of Business or equivalent  
The primary objectives of this course are: (1) to provide students with a basic understanding of the theories and concepts of