

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) (E)/(P)

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)

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) (E)

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) (E)

Prerequisite: English 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.

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

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) (P)

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,*,*) (E)

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 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.

BUSI 3025 Cross-Cultural and Comparative Management (3,3,0) (E)

Prerequisite: BUSI 2005 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 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.

BUSI 3026 International Trade and Investment in China: Administration and Practice (3,3,0)

Prerequisite: BUSI 3017 International Business or ECON 3026 Chinese Economic Developments

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.

BUSI 3027 Logistics and Supply Chain Management (3,3,0)

It is aimed 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, analyzing 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.

BUSI 3035 Service Learning and Community Engagement (3,3,0)

Prerequisite: Year III standing and BUSI 1005 The World of Business or equivalent (for non-BBA students)

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.

BUSI 3036 Business Communications for Marketing (3,3,0) (E)

Prerequisite: GCLA University English I 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 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.

BUSI 4005 BBA Project (3,0,*)

Prerequisite: Year IV standing

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.

BUSI 4006 Strategic Management (3,3,0) (E)

Prerequisite: ACCT 1006 Principles of Accounting II, BUSI 2005 Organizational Behaviour, ECON1006 Principles of Economics II and MKTG 2005 Marketing Management

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.

BUSI 4007 e-Supply Chains and Enterprise Resource Planning (3,3,0)

Prerequisite: ISEM 2005 Management Information Systems

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, analyzing 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.