

**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)**

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)**

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)**

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

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) (E)**

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) (E)**

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) (E)**

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 7221-3 MBA Project Report (3,0,\*) (E)/(P)**

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 nonprofit, 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 4-6 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 7310 Executive Performance Management and Compensation (2,2,0) (E)**

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) (E)**

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

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 7380 Business Ethics and Corporate Governance (3,3,0) (P)**

A manager in an organization must be familiar with the mechanics of corporate governance, both from the ethical and legal standpoints. This course is designed for students without a legal background. It will provide an understanding of corporate governance, related business ethics and legal framework of companies in Hong Kong. The ethical component will include the professional conduct of solicitors, auditors and credit rating agencies (CRA). These professionals constantly interact with companies and are therefore closely related to the mechanics of good corporate governance. The legal component consists of constitutional documents; division of power between shareholders and directors; board of directors' composition, appointment, meetings, duties, disqualification and removal; temporary and permanent cessation of business (dormant, de-registration and winding up).

**BUS 7390 Legal Aspects of International Business (3,3,0)**

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 incipiency 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 7400 Legal Aspects of China Trade and Investment (3,3,0)**

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 7410 Operations and Supply Chain Management (3,3,0) (P)**

This course integrates theories and practice in teaching and learning process. It aims to equip taught students with the update concepts and principles of operations and supply chain management, and covers wide areas of business operations including strategies, capacity planning, process selection, inventory, quality, transportation, warehousing, information technology, and supply chain management. Teaching and learning emphasize the combined forms of lectures, case studies, company visiting, onsite field studies, presentations, problem-solving, and consultation reports.

**BUS 7420 Client-based Research Methods (3,3,0)**

This course aims to give students the necessary methodological and statistical tools in order to carry out the client-based MBA Project. 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 7440 Entrepreneurship Development (3,3,0) (E)**

The scope of this course would be mostly on Venture Design: the stages from idea creation to the formation of a start-up 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 mobilise 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 7450 Business Creativity (3,3,0) (E)**

This course 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 tools, among others. At the end of the course, students will personally experience on real cases the power of creativity Tools and serious thinking tools applied in a systematic way to achieve instant innovations in business.

**BUS 7460 Participation in External Competitions (3,0,3)**

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®* 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.