

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) (E)/(P)

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) (E)/(P)

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) (E)

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) (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 Organisational Behaviour (3,3,0) (E)

The objective of this course is to introduce theories and concepts related to understanding people’s behaviour in organisations. Students will study the behaviour of individuals and groups within organisations 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 2025 Organisational Behaviour (2,2,0) (E)

The objective of this course is to introduce theories and concepts related to understanding people’s behaviour in organisations. Students will study the behaviour of individuals and groups within