

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

organisations in order to gain both a theoretical understanding as well as practical knowledge that can be applied in a work setting.

**BUSI 2026 Entrepreneurship and Innovative Thinking (2,2,0)**

The course develops students' potential for innovation and thinking and acting entrepreneurially to enhance their ability to create novel value in business ventures either as independent entrepreneurs or as entrepreneurial executives in established companies by generating new products, new processes, new ventures, new business models, new technologies and business reinvention.

The course also equips students with the knowledge and skills to recognize and exploit new opportunities arising from an increasingly changing environment. Students will also gain the ability and resources to evaluate and act on these opportunities by making and implementing specific and detailed action plans.

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

Prerequisite: English II or equivalent

This course aims at further enhancing students' essential business communication skills and techniques in coping with contemporary business needs.

To groom School of Business students with core business communication skills and competencies, the followings will be emphasized: (1) Critically read, comprehend, analyze and discuss business cases and documents of various kinds (e.g., persuasive and negative business messages) to further heighten students' business sense and acumen and sharpen students' audience-sensitive writing skills. (2) Proficiently deliver eloquent and business-like Elevator Pitch to present sound and feasible business ideas in an assertive and effective manner.

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

Prerequisite: BUSI 2005 Organisational 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 3026 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) (E)**

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) (E)**

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)**

Prerequisites: GEGR 2102 Thought and Writing II or equivalent

This course aims at further enhancing students' essential business communication skills and techniques in coping with contemporary business needs. To groom marketing students with core business communication skills and competencies, the followings will