

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

be emphasized: (1) Critically read, comprehend, analyze and discuss business cases and documents of various kinds (e.g., sales proposal, 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 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 Organisational 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 organisations. 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.