

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.