

top-level executives, determining their compensation schemes, replacing them if they perform unsatisfactorily, and monitoring capital allocation decisions. The effectiveness of directors to execute these functions depends, to a large extent, on the board structure and how these directors carry out their duties. This course aims to enable students to understand the nature, functions and operations of a board of directors. Since these features may vary depending on the board systems adopted, this course also discusses the major board of directors systems around the world. Board structures discussed in this course include the ratio of independent non-executive directors, board size and the formation and composition of various committees such as audit committee, compensation committee, etc. The relationships of these structures and the corporate performance are analysed. The roles of the board in risk management, strategic management and leadership are also discussed. The course further identifies the major board processes that affect the functioning of a board.

MGNT 7170 Change Management (3,3,0) (E)

Students will learn about issues that deal with corporate restructuring due to mergers, acquisitions, downsizing, outsourcing and ethical concerns. They will also acquire skills in organizational change, in working with external consultants and in developing desirable work cultures. At the core of any major change programme is the process of strategic human capital formation. In fact, in a period of major change there is even more likely to be an explicit process of strategy formation that requires careful diagnosis. This course focuses on this diagnostic function, with the view to creating organization-wide change initiatives relevant to Asia.

MGNT 7200 Degree Project: Creating and Sustaining the Knowledge-based Organization (3,3,0) (E)

This final topic will focus all previous studies into a concrete plan to create viable learning organizations, capable of sustained innovation and adaptation necessary to compete successfully, not only within the Asia/Pacific region, but in a globalized environment. Here, students will be exposed to advanced concepts of strategic and operational organizational management, combined with HR projects that advocate constant renewal of human capital and employee involvement. While other courses have provided the necessary background, this capstone course will allow the students to develop the holistic outlook necessary to implement these concepts in pragmatic settings and to deal with current issues, within an action research setting.

MGNT 7230 Managing People (3,3,0) (E)

For most students, this course will be very different from any that they have taken before. The emphasis will be on developing an awareness of their own skills of managing people and systematically working through a number of readings, cases, and exercises that will lead them to become more effective. The class is highly interactive and intensive, and students will work on an individual project to document skill improvement at their current level of competence in managing people to achieve results.

MGNT 7240 Strategic Management (3,3,0) (E)

Strategic Management is a big picture course that builds upon diverse business fields such as management, economics, marketing, finance, accounting, among others. This course deals with an organisation's overall postures from both inside and outside. It provides students with an integrative learning experience by applying what they have learned in their separate functional courses. The purpose is to help students develop strategic management knowledge and skills, gain experience in using the tools for strategic analysis, and apply the concepts to the real world situation.

MGNT 7250 Leadership and Organizational Development (3,3,0) (P)

Due to constant changes in the market, a corporation often needs to restructure itself in order to remain its own compatibility and success. At the same time, the corporate leader has a vital role in

developing the organization to its next level of success. Leadership is a process of influence in which one enlists the assistance and support of others in achieving a planned goal. Thus, for a company to successfully implement any organizational change initiative, it is a must that effective leadership is developed and in place in order to get the job done. This course helps to increase the knowledge of the students on how leadership can be developed and its role in organizational development. The first part of this course includes various leadership theories approaches, models and skill sets. For the organizational development part, students will gain understanding on important determinants, key components, and success factors of an effective organization developmental process.

MGNT 7260 Seminar in Advanced Management Topics (3,3,0)

In this course, students will examine recent developments, key contemporary management issues, and current management literature with the aim of consolidating management and organizational concepts.

MGNT 7270 International Management (3,3,0)

This course focuses on how the process of managing applies across national and cultural boundaries, especially with a regional perspective. The emphasis is not only on multinational corporations and their managerial activities, but all types of international business operations and their environmental issues are covered.

MGNT 7280 Managing Change (3,3,0) (P)

Managing change has become the norm in today's turbulent business environment, and almost all organizations have faced large-scale changes. The current challenge, and the one addressed in this course, is to find ways to manage the change process more effectively. Using a case-based approach, we consider the common types of changes organizations pursue and what it means to manage those changes. The focus is on key, interrelated issues of when to change, how to enable change, and reacting to change.

MGNT 7290 Chinese Wisdom and Management (3,3,0)

Prerequisite: MGNT 7040/7270 International Management, or MGNT 7230 Managing People, or MGNT 7250 Leadership and Organizational Development

Traditional Chinese culture holds a reservoir of wisdom of the Chinese nation. To meet the challenges of the 21st century and to make firms more competitive, managers can seek wisdom from Confucius (孔子), Laozi (老子), Zhuanzi (莊子), Sunzi (孫子), Hanfeizi (韓非子) and other traditional Chinese philosophers, focusing on the wisdom of how to manage a country. This course provides the students with a comprehensive understanding of traditional Chinese thoughts and management wisdom. Application of traditional Chinese wisdom to contemporary business management will be a primary focus, in addition to business ethics.

MGNT 7300 Chinese Wisdom and Modern Management (3,3,0) (P)

Prerequisite: MGNT 7040/7270 International Management, or MGNT 7230 Managing People, or MGNT 7250 Leadership and Organizational Development

現代管理學奠基於西方文化，源於希臘哲學與基督精神，重外物、個人、科學與智性邏輯分析；相對地，中華文化重內省、群體、人文與直覺感悟，代表著不同的宇宙和價值觀。近年中國的經濟騰飛，逐漸成為重要的市場與經濟體系，世界各大小企業蜂擁而至，但因為文化與價值觀不同，往往費時而失事。

現代管理者最重要的對象是人，是以必須要對文化與人性有透徹的瞭解、圓融古今中外、相輔相承，才能事半功倍。數千年的中華文化與歷史，就是活生生的管理個案，蘊含著寶貴的實踐經驗。本課程專為富有經驗的管理者與企業家，提高對中國文化的理解與實踐，探究中華智慧與中國式管理的有效實踐，使他們能面對龐大而瞬息萬變的中國市場的挑戰，靈活應變，得心應手。此課程主要分為「道」與「術」兩部分。「道」篇主要為中華哲學與智慧的基礎理念和管理「心法」；「術」篇則注重實踐與案

例。在馳騁中西管理的理論與智慧中，同時分享寶貴的實戰經驗，兼容並蓄，是一門創新的綜合性實用管理課程，恰好彌補西方管理學與實際經驗不足之處。

MGNT 7310 The Wisdom of Yijing and Management (3,3,0)

Prerequisite: MGNT 7040/7270 International Management, or MGNT 7230 Managing People, or MGNT 7250 Leadership and Organizational Development

Yijing (The Book of Change, written in about 1050BC) is the origin of Chinese culture. It established a comprehensive framework for explaining, analysing and forecasting human and natural phenomena based on observation of the universe. It also formulated an elaborate system on how to manage people, organizations and getting things done in complex settings with constant change. It contributed significantly to the evolution of Confucius, Daoism and modern Buddhism, etc. This course provides students with a comprehensive understanding of the key concepts of Yijing, Taichi System and related Chinese management wisdom, emphasizing on practical application to contemporary business management in meeting the challenges of the 21st century, particularly in forecasting techniques and people management.

MGNT 7710 Selected Topics in Management (3,3,0) (E)

The aim of this seminar-based course is to help students to understand the current development of the management discipline and to become familiar with current research streams. The seminar also aims at helping students to understand the process of academic research, from idea generation to writing the research proposal. Faculty members of the Department (and possibly visiting academics) will present a series of weekly research seminars. The programme and assessment will be under the direction of the subject coordinator. The final assessment will take the form of a written research paper, providing a critical review of an area of research and identifying research needs.

MGNT 7720 Required Readings in Management Research (3,3,0) (E)

This course aims to (1) provide a tailor-made and guided reading programme for research postgraduate students in their specific area(s) of concentration, and (2) induce students to acquire in-depth understanding of their specific research field in the discipline of management. The supervisor(s) and the student are required to work out a reading list to cover literature related to the student's research area. The approved list will be submitted to the Department for record. The course will conclude with a formal assessment of a written paper, consisting of a critical review of the literature surveyed, along with an oral presentation to the supervisor and at least one other Faculty member, based on the paper.

**MGT 689/ Project Dissertation (9,* ,0)
MKT 7290**

This course requires the student to research a topic appropriate to the field of global marketing management. A dissertation written by the student should be delivered to the School at the conclusion of the research. The research, and the resulting dissertation, should involve engagement with theoretical concepts and practical application to a global marketing issue. The student should apply critical analysis and engage with marketing literature that is appropriate to the selected topic.

This course aims to provide students with an opportunity to: (1) learn how to execute and manage a substantial research-based dissertation, applying methods learnt in the International Marketing Research course; (2) integrate and consolidate the learning from the programme; (3) apply knowledge selectively and creatively to a topic of the student's own choosing; (4) produce a piece of original work which will advance the knowledge and understanding of the student; and (5) produce a piece of work which will advance the career aspirations of the student and which will be of interest to a potential employer.

MGT 6073 Global Marketing (3,3,0)

This course provides students with a general overview of global marketing. It is specifically designed to prepare students for the challenge of industry and in particular working in a global context. By the end of the course students will have discovered fresh insights relating to the global market environment and be equipped for the challenge of international markets.

MGT 6145 Marketing Management (3,3,0)

This course aims to provide students with a theoretical overview of the basic principles of marketing, an understanding of the practical applications of these principles and the ability to place marketing and consumption practices in their wider environment.

MGT 6180 Contemporary Marketing Practices (3,3,0)

Various marketing concepts and practices could be applied in different business contexts. This module will evaluate a range of issues relating to contemporary marketing practices (such as the importance of small and medium sized enterprises, ever changing retail operating environment including e-tailing, increasing use of viral marketing, use of corporate marketing) and their relevance to business. In addition, the module will explore how marketing theories vary in different contexts and evaluate their impact on the practice of marketing. This unit aims to: (1) equip students with the knowledge to apply various marketing theories in different business contexts, and to (2) critically evaluate the contemporary issues which impact the practice of marketing.

MGT 6181 Marketing Communications (3,3,0)

This course provides students with a comprehensive view of marketing communications in an international environment. The aim of the course is to equip students with the knowledge to use marketing communications effectively, and to take a critical perspective towards the theory of integrated marketing communications.

MGT 6182 International Consumer Behaviour (3,3,0)

Understanding and catering for consumers' needs and wants has been recognized as the focal point of the contemporary marketing concept. Moreover, the growth in the marketing and advertising sectors globally has led to increasing interest among marketing professionals and academicians to comprehend consumers and their behaviour across countries and cultures. This course aims to provide a systematic understanding of the key principles and constructs of consumer behaviour. It also investigates the issues that arise when considering consumer behaviour in the international/cross-cultural context and their implications for the global branding and marketing communications strategy.

MKT 1110 Understanding Marketing (3,3,0)

This course is designed to familiarize students with the basic ideas and concepts in marketing. The theories will mainly be applied in the context of Hong Kong. The topics include analysis of marketing opportunities, management of the marketing mix, and appreciation of marketing principles to create customer value and maximum consumer satisfaction for long term customer relationship.

MKT 2120 Entrepreneurial Marketing (3,3,0)

Prerequisite: BUS 1240 Business and Corporate Social Responsibility

This course aims to introduce key marketing concepts relevant to entrepreneurs in the start-up and growing process of their enterprises. Focuses are put on marketing strategies which are suitable for small business with limited marketing resources.

MKT 2310 Marketing Management (3,3,0) (E)

Prerequisite: BUS 1240 Business and Corporate Social Responsibility or BUS 1630 The World of Business

The objective of this course is to introduce to students the basic marketing concepts and their application in real business situations. The orientation is primarily managerial and real-life