

**BUS 7730 Advanced Multivariate Data Analysis (3,3,0)**

This course aims to provide sound understanding of advanced quantitative methods and analytical techniques, and equip students with competent capability of performing quantitative analysis for empirical research in wider managerial disciplines. The course will highly address methodologies and techniques related to modeling and hypothesis testing, and use statistics software such as PASW (prior SPSS) and AMOS to conduct quantitative analysis. In particular, the course will concentrate on multivariate data analytical skills, such as ANOVA, ANCOVA, MANOVA, and MACOVA, hierarchical regression analysis, analysis of mediating and moderating effects, exploratory factor analysis (EFA), confirmatory factor analysis (CFA) and structural equation modeling (SEM) analysis.

**BUS 7800 Strategy Generation (2,\*,0)**

This course is designed to provide students with tools and techniques to develop innovative strategies, to explore personal creativity, management practices that enhance or suppress creativity, and the innovation process in an organization. The course is built around the different activities needed to generate innovative strategies in a company.

**BUS 7810 Strategic Analysis and Decision Making (2,\*,0)**

The thrust of this course is general management and the integration of functional areas. Students will learn to use diverse knowledge and skills to analyse broad, organization-wide problems and will become adept at examining the environment in which organizations operate and in identifying the strategic implications of the environment. This course moves from strategy formulation to strategy implementation considerations, recognizing the need for organizations to align their resources, values and strategies with the environment.

**BUS 7820 Leading Organizational Change (3,\*,0)**

Organizations today operate in more volatile and bewildering conditions than ever before, and continuous change has become the norm. The major purpose of this course is to help students respond effectively to the rapid environmental and organizational changes that are occurring in all sectors and industries. Emphasis will be placed on explaining why and how organizations change and on the role of leaders as change agents. The means for implementing organizational change efforts will also be highlighted.

**BUS 7830 Corporate Governance and Ethics (3,\*,0)**

This course provides an understanding of the key issues of modern corporate governance and ethical operation, the basic roles and responsibilities of shareholders, directors and 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)**

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)**

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)**

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)**

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.