

領域，都需要管理、領導及團體協作的知識與能力。課程將結合實務領域裡策劃與行事的探討，深入淺出向同學們介紹上述各家傳統智慧，反過來也讓同學們學習，在面對事業與人生的難題時，如何運用這些智慧，擬定實際可行的謀略或方案。

BUS 1240 Business and Corporate Social Responsibility (3,3,0)

The course provides an overview of the primary business disciplines and the basic concepts of corporate social responsibility. Topics include human values and ethics in the workplace, multiculturalism, corporate social responsibilities, business functions, and general principles of effective business operations.

BUS 1630 The World of Business (3,3,0) (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.

BUS 1640 Law in Hong Kong (3,3,0)

The course offers a new and interesting way of learning about Hong Kong laws. There is no text book and the course is based entirely on discussion on Hong Kong cases selected and presented by the students on their research on the Web and library. Therefore each session will be unique as the topic and content are decided by the students. After attending this course, the students will learn how to do legal research to find out the law. This course is offered to non-BBA students only.

BUS 2110 Operations Management (3,3,0) (E)

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

BUS 2120 Business Communications (3,3,0) (E)

Prerequisite: LANG 1491-2 English I & II or equivalent
The aim of this course is to provide students with an understanding of the essential concepts, practice and basic models of communication, and to develop some of the skills necessary for understanding and communicating effectively in global business. Emphasis is on the applications of concepts and methods of written and oral communication activities, including social etiquette. Written work includes business letters such as inquiries, claims, sales, job application, memoranda and business reports. Fundamentals of format, style, language and tone are discussed. Oral communication skills for handling business situations and public speaking are included.

BUS 2130 Business Communications (2,2,0) (E)

Prerequisite: LANG 1491-2 English I & II
The aim of this course is to provide students with an understanding of the essential concepts, practice and basic models of communication, and to develop some of the skills necessary for understanding and communicating effectively in global business. Emphasis is on the applications of concepts and methods of written and oral communication activities, including social etiquette. Written work includes business letters such as inquiries, claims, sales, job application, memoranda and business reports. Fundamentals of format, style, language and tone are discussed.

Oral communication skills for reporting and public speaking are included.

BUS 2140 Business Communications for Marketing (3,3,0)

Prerequisite: LANG 1491 English I or equivalent
The aims of this course is to provide students with an understanding of the essential concepts, practice and basic models of communication, and to develop some of the skills necessary for communicating effectively, in order to prepare them to take up marketing related tasks or positions. Emphasis is on the applications of concepts and methods of written and oral communication activities taking into consideration fundamentals of format, style, language and tone. Written and oral communication works are partly framed within the marketing and communications professional context to allow students exposure to the future work contexts. Written work includes correspondence for tackling business situations, such as client inquiries, claims, sales, job application, memoranda and business reports. Oral communication skills for handling business interactions, such as job interviews, work meetings and handling customers, and for delivering speeches are included.

BUS 2150 Legal Aspects of Marketing (3,3,0)

Prerequisite: LANG 1492 English II or equivalent
This course introduces to students the principles of Hong Kong legal system and the common law, and how the various branches of Hong Kong law are evolved and integrated over time. Special emphasis is placed on laws relating to marketing including the Law of Contract, Law of Tort, Agency Law and Laws relating to Intellectual Property Rights.

BUS 2170 Principles of Law (3,3,0) (E)

Prerequisite: LANG 1492 English II
This course introduces to students the principles of Hong Kong legal system and the common law, and how the various branches of Hong Kong law are evolved and integrated over time. Special emphasis is also placed on the Law of Contract, Law of Tort and Agency Law.

BUS 2210 Organizational Behaviour (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 theories and concepts related to understanding people's behaviour in organizations. Students will study the behaviour of individuals and groups within organizations in order to gain both a theoretical understanding as well as practical knowledge that can be applied in a work setting.

BUS 2240 Service Learning and Community Engagement (3,3,0) (E)

Prerequisite: BUS 1240 Business and Corporate Social Responsibility, BUS 1630 The World of Business or equivalent, and Year II standing
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.

BUS 2340 International Business (3,3,0) (E)

Prerequisite: BUS 1240 Business and Corporate Social Responsibility, ECON 1210 Principles of Microeconomics, ECON 1220 Principles of Macroeconomics, ECON 1620 Basic Economic Principles or BUS 1630 The World of Business