

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

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.

BUS 2420 Management Science (3,3,0) (E)

Prerequisite: BUS 1190 Mathematics for Business or equivalent, and BUS 1200 Statistics for Business or equivalent
Deterministic and probabilistic models of Operations Research for solving managerial problems are introduced. Operational practical constraints and the applications of modelling are illustrated by using a wide variety of examples drawn from numerous industrial and service sectors.

BUS 2470 Legal Aspects of China Business (3,3,0) (E)

Prerequisite: BUS 2170 Principles of Law
This course aims to introduce students to (1) some of the major areas of Chinese commercial law that are of common concern to foreign businessmen doing business in China, which include its historical development and principles, its application in equity joint ventures, co-operative joint ventures and wholly foreign owned enterprises; and (2) foreign exchange problems, tax, trade and investments in China.

BUS 2520 Production and Operations Management (3,3,0) (E)

Prerequisite: BUS 1240 Business and Corporate Social Responsibility or BUS 1630 The World of Business
This course deals with the fundamental concepts of production and operations management as they pertain to the service and manufacturing industries. Students will learn the fundamental concepts and their applications through problems and case studies. The course will focus on the extent of application of production and operations principles learned in the classroom setting to contemporary production and operations management problems.

BUS 2710 Principles of Project Management (3,3,0) (E)

This course provides students a theoretical and operational framework for getting projects completed on time, within budget and according to customer specifications. Students will learn different project management methodologies and apply the right method to the right situation.

BUS 2770 Business Internship (3,*,*) (E)

Antirequisite: ACCT 2770 Accounting Internship or MKT 2770 Marketing Internship

Prerequisite: Year II 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, students will complete a work assignment of no less than 120 hours, either paid or non-paid.

BUS 2780 Entrepreneurship and New Venture (3,3,0) (E)

The focus of the course is to investigate, understand and internalize the process of founding a startup firm. Key areas include: matching individual skills with the management needs of a new venture, evaluating the business model of the new venture, financing new ventures, starting up a company, operating a new venture, recruiting and retaining management, creating value and liquidity for investors and management. This course provides tools and insights, which improve the chances for success as an entrepreneur in a highly competitive and ever changing environment.

BUS 3200 Strategic Management (3,3,0) (E)

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

BUS 3210 Business Management in China (3,3,0) (P)

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

BUS 3220 Developing Managerial Skills (3,3,0) (E)

Prerequisite: BUS 2130 Business Communications
The course prepares participants to handle critical issues in managerial communication and helps them master skills needed to achieve their potential as leaders and executives. The goal is to equip them with the personal, interpersonal and group skills needed to manage their own lives as well as relationships with others. The course teaches strategic approaches to managerial communications that can be applied to a variety of situations.

BUS 3230 Company Law (3,3,0) (E)

Prerequisite: BUS 2170 Principles of Law
This course aims to provide students with an understanding of the basic principles of company law including the formation of company, records, share and loan capital, management and administration, reconstruction and amalgamation, liquidation and receivership. On completion of this course, students should be able to solve some of the legal problems in practical business situations.

BUS 3310 International Trade and Investment in China: Administration and Practice (3,3,0)

Prerequisite: BUS 2340 International Business
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.

BUS 3410 Seminar in China Business (3,3,0) (P)

Prerequisite: BUS 3210 Business Management in China
This seminar provides students with an opportunity to explore and discuss current developments, problems and issues in China business. Veteran practitioners from various fields in China business will be invited to give students an understanding of their experiences and discuss practical issues with them. It aims to allow students with their previous academic training in various courses in the BBA programme a chance to compare and combine theoretical knowledge with practical business requirements in China business.

BUS 3570 BBA Project (2,0,*)

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.