

BUS 7180 Client-Based Research Methods (2,3,0)

This course aims to give students the necessary methodological and statistical tools in order to carry out the client-based MBA Project Report. Emphasis is on introducing students to qualitative and quantitative methods/techniques for making business decisions. Students learn to develop questionnaires and solve business problems by applying qualitative and quantitative methods, using software packages (EXCEL, SPSS), and interpreting generated solutions for decision-making scenarios.

BUS 7190 Operations and Supply Chain Management (2,3,0)

This course will introduce the fundamental concepts of operations management, including the formulation of logistics policy, performance measures, and constraint management. In particular, the following concepts will be covered: forecasting and order management, global transportation planning, inventory management, material handling systems, and warehousing and packaging management.

BUS 7221-3 MBA Project Report (1,0,*)

The MBA project may be one of two forms: (1) a client-based project—this involves the comprehensive description and evaluation of a profit-seeking or non-profit, large or small, entrepreneurial or mature, service or manufacturing, domestic or international organization, together with appropriate recommendations for improved performance; or (2) a new business plan.

The main purpose of the project is for students to develop a thorough understanding of the environment, markets, technology and operations of a real organization (or, in the case of a new business plan, a proposed organization). Students apply and integrate knowledge and skills acquired through the MBA curriculum and further develop their skills in the area of strategy, and working productively in a team. Students are expected to work in groups of four to six on this project.

The learning objectives for the new business plan project are the same as for a client-based project. The new business plan is equally as “real” as a client based project.

Students taking the MBA project will gain a first-class learning experience to complement and extend classroom learning. The MBA project becomes a laboratory for applying ideas, tools and concepts to real-world problems. It is an exercise in managing task-focused relationships among team members, client managers and the faculty supervisors. It gives students a chance to define issues, gather relevant data from a variety of sources, do insightful analysis, and develop creative solutions. It also provides opportunities to learn about a company, an industry, and/or a field of management that is of long-term interest to the members of the project team.

BUS 7300 China Marketing and Foreign Investment Issues (2,3,0)

This is an Advanced MBA elective course that aims to examine a number of critical foreign investment and marketing issues in China business, including marketing environment and practical issues in China, and the new developments in foreign direct investment to China. Scope of study will cover not just the environment and the system, but also practices and current issues as far as possible.

BUS 7310 Executive Performance Management and Compensation (2,2,0)

The modern corporations rely on the principle of separation of ownership and control to operate their businesses. The success or failure of these corporations depends, to a large extent, on the quality of the executives' decisions on the operations of the corporations. However, these executives may have objectives in mind different from those of the owners to whom they serve. Besides monitoring, it is important for owners to motivate these executives to act in the interests of the corporations and thus their owners through designing appropriate incentive contracts. These contracts specify the performance evaluation criteria and

how executives' compensation is determined. The objective of this course to enable students to have a better understanding of the methods commonly used in practice to measure and reward executives' performance. It also discusses the potential consequences of using particular performance measures on executives' behaviour, in particular their corporate financial policies. This course further highlights the determinants and consequences of adopting different executives' compensation means.

BUS 7320 Business Ethics and Corporate Social Responsibility (3,3,0)

In all areas of business, ethical dilemmas are encountered frequently. Some of these dilemmas are small and easy to resolve. The majority, however, are complex and an obvious solution is often difficult to determine. By providing a foundation in ethical theories and a framework for analysing ethical dilemmas, this course aims to sensitize students to ethical dilemmas and to help them develop some codes or guidelines of ethics for making decisions. It will further discuss the roles of business in society and corporate social responsibility, and analyse why socially responsible corporations are good and sustainable. The major issues currently faced by the preparers and users of corporate social reports will be discussed.

BUS 7330 Entrepreneurship Development (2,3,0)

The scope of this course would be mostly on Venture Design: the stages from idea creation to the formation of a startup company, with successful venture capital funding and management team in place. The perspective should be that of a potential entrepreneur wanting to start up a company, or start up entrepreneurial activities within a large company. Special attention will be put into topics on people who make decisions, handle deals, analyse problems, allocate and mobilize scarce resources and succeed in a local and international context. Some Asian and China cases are carefully chosen to reflect the special situation of starting businesses in Asia/China.

BUS 7340 Business Creativity (2,3,0)

The course Business Creativity emphasizes the importance of creativity and innovation as key drivers of growth in a rapidly changing business environment and focuses on teaching the students to reliably develop ideas using a systematic thinking process. Central topics discussed are individual and organizational factors of creativity, the creative process, serious business thinking tools and creativity techniques, among others. At the end of the course, students will personally experience on real cases the power of creativity techniques and serious thinking tools applied in a systematic way to achieve instant innovations in business.

BUS 7350 Participation in External Competitions (2,0,3)

There are several international and perhaps local competitions in which students will have the opportunity to represent the University. Examples of such competitions include, but are not limited to, the *Molson MBA Case Competition* and the *Moot Corp*[®] Competition for business plans. In order to participate in such events, and get the university credits, students must undergo a stringent selection process in which the best candidates are chosen. The participants in such events gain valuable training in analysis and presentation skills, depending on the nature of the competition. In addition, participants may be required to write a paper, analyse a case, etc. and may have the opportunity to travel abroad, which will provide further valuable experience. Enrolment in this course is by selection, i.e. interested students will have to go through a selection process to be admitted to this course.

BUS 7360 MBA Seminars and Workshops (2,3,0)

MBA seminars deal with contemporary issues in the business community. Speakers include senior business practitioners, visiting academics and faculty members. As the School offers MBA classes in Hong Kong and selected mainland cities, seminars