

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)**

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)**

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 7210 Chinese Wisdom and Management (2,3,0)**

Prerequisite: MGNT 7040 International Management or MGNT 7230 Managing People

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 and other traditional Chinese management philosophies. This course provides the students with a comprehensive understanding of traditional Chinese thought and management wisdom. Application of traditional Chinese wisdom to contemporary business management will be a primary focus.

#### **MGNT 7220 中華智慧與現代企業管理 Chinese Wisdom and Modern Management (2,3,0)**

Prerequisite: MGNT 7040 International Management or MGNT 7230 Managing People

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像是人，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 7230 Managing People (3,3,0)**

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 7710 Selected Topics in Management (3,3,0)**

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)**

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 6045 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 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 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.