

**BUS 7500 China Marketing and Foreign Investment Issues (3,3,0)**

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 7710 Advanced Chinese Business Law (3,3,0)**

This course prepares MPhil and PhD students for in-depth research into selected topics in business law of the People's Republic of China (PRC). Topics will include: sources of PRC law, general principles of civil law, opinions of the Supreme People's Court, law reports, economic contracts and joint ventures, business vehicles, corporate governance, listing, intellectual property, and dispute resolution.

**BUS 7720 Advanced Research Methods for Business (3,3,0) (E)**

This course is designed for MPhil/PhD students in business. It aims to build an in-depth understanding of how to conduct academic research and to equip students with the skills required to work on their theses, including the creative development of concepts, selection of appropriate data collection methods, techniques of analysis, and communicating (perhaps publishing) results.

**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 7740 Teaching University Students (2,2,0)**

The course aims to prepare research postgraduate students to undertake a role in teaching undergraduate students. It provides an introduction to the basic theoretical knowledge and practical skills required to begin teaching at university.

**BUS 7800 Strategy Generation (2,\*,0) (E)/(P)**

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) (E)/(P)**

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) (P)**

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) (P)**

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 sensitize to ethical dilemmas and be able to develop some codes or guidelines for making ethical decisions.

**BUS 7900 Business Research Methods (3,\*,0) (E)/(P)**

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) (P)**

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) (P)**

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) (E)/(P)**

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