

**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

corporate governance will be emphasized to ensure that the workshops cohere with the major aims of the course as a whole. Normally, four one-day workshops will be offered every year, and students are expected to attend eight of these as a requirement for graduation. Pre-reading materials may be distributed before each workshop to facilitate discussion and learning activities.

**BUS 7991-4 DBA Thesis (24,\*,0) (E)/(P)**

The thesis is the most significant learning experience of the programme. It is a capstone of the course in that students are expected to apply theories learned in the taught subjects to analyse and understand/solve organizational issues/problems. In other words, students are expected to do applied research that has practical implications for organizations. It is not enough to simply make a contribution to theory, although such contributions, in conjunction with practical contributions to the professional practice of management are encouraged. This is in contrast with a PhD thesis, which places more emphasis on the development of new knowledge and theoretical perspectives. Students are expected to research real organizational issues by drawing upon and applying appropriate theories and research. Research methods and analyses should be aligned properly with the research question(s). By going through a systematic process of investigation, students will enhance their competencies in doing research. The thesis will normally be around 50,000 words, and it should be of publishable quality.

**BUSI 1005 The World of Business (3,2,1) (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.

**BUSI 2005 Organisational Behaviour (3,3,0) (E)**

The objective of this course is to introduce theories and concepts related to understanding people's behaviour in organisations. Students will study the behaviour of individuals and groups within organisations in order to gain both a theoretical understanding as well as practical knowledge that can be applied in a work setting.

**BUSI 2006 Operations Management (3,3,0) (E)**

This 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.

**BUSI 2007 Management Science (3,3,0) (E)**

Deterministic and probabilistic models of Operational 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.

**BUSI 2015 Principles of Project Management (3,3,0)**

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

**BUSI 2016 Entrepreneurship and New Venture (3,3,0) (E)**

The focus of the course is to investigate, understand and internalise the process of founding a startup firm. Key areas

include: (1) matching individual skills with the management needs of a new venture; (2) evaluating the business model of the new venture; (3) financing new ventures; (4) starting up a company; (5) operating a new venture; (6) recruiting and retaining management; and (7) 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.

**BUSI 3005 Business Communications (2,2,0) (E)**

Prerequisite: English 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.

**BUSI 3006 Business Ethics and Corporate Social Responsibility (3,3,0) (E)**

Prerequisite: BUSI 2005 Organizational Behaviour

Business Ethics and Corporate Social Responsibility (CSR) have become widely discussed topics in both academia and the business world. Ethics and CSR issues have become more complicated because of increasing globalization and the diversified nature of many large corporations. This course will cover a wide spectrum of diverse moral decision making frameworks and will discuss the pros and cons of each as applied to functional business areas such as management, human resources, accounting, marketing and finance. It will also cover the practical issues that contribute to the sustainable development of organizations. Emphasis will be on applying moral thinking to solve real business problems facing business professionals in Hong Kong.

**BUSI 3007 Business Research Methods (3,3,0) (E)**

This course provides students with the knowledge and skills needed to conduct business research. Students will gain a good understanding of the importance of business research and have a broad overview of business research methods. Students will be equipped with the statistical tools and analytical skills to conduct business research. Learning in this course will be accomplished through lectures, in-class exercises, group project and presentations.

**BUSI 3015 Business Management in China (3,3,0) (P)**

Prerequisite: BUSI 1005 The World of Business or GLCB 2005 Understanding Chinese Business Environment

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.

**BUSI 3016 Business Internship (3,\*,\*) (E)**

Antirequisite: ACCT 2770/ACCT 2016 Accounting Internship or MKT 2770/MKTG 3016 Marketing Internship

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

**BUSI 3017 International Business (3,3,0)**

Prerequisite: BUSI 1005 The World of Business or equivalent

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