

corporations management with reference to problems and issues of doing business with developing countries.

BUSI 3025 Cross-Cultural and Comparative Management (3,3,0) (E)

Prerequisite: BUSI 2005 Organizational Behaviour
The primary objective of this course is to enhance student awareness of the impact of culture on supposedly universal management practices designed to facilitate the effective utilization and development of the organization main asset—its employees. Students can expect to enhance their understanding of the global context of organizations, interpersonal skills needed to manage across national borders, and the structure and functioning of multinational companies.

BUSI 3026 International Trade and Investment in China: Administration and Practice (3,3,0)

Prerequisite: BUSI 3017 International Business or ECON 3026 Chinese Economic Developments

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.

BUSI 3027 Logistics and Supply Chain Management (3,3,0)

It is aimed to introduce the fundamental theories and contemporary issues as well as local practice of logistics and supply chain management (SCM). It will equip students with the necessary knowledge and skills for mastering business operational process, generating, analyzing and evaluating logistical and SCM solutions, and developing students' strategic and creative thinking to logistics and SCM, and then applying those knowledge to solve business planning and operational problems in local business operations.

BUSI 3035 Service Learning and Community Engagement (3,3,0)

Prerequisite: Year III standing and BUSI 1005 The World of Business or equivalent (for non-BBA students)

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.

BUSI 3036 Business Communications for Marketing (3,3,0) (E)

Prerequisite: GCLA University English I 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 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.

BUSI 4005 BBA Project (3,0,*)

Prerequisite: Year IV standing
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.

BUSI 4006 Strategic Management (3,3,0) (E)

Prerequisite: ACCT 1006 Principles of Accounting II, BUSI 2005 Organizational Behaviour, ECON1006 Principles of Economics II and MKTG 2005 Marketing Management

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.

BUSI 4007 e-Supply Chains and Enterprise Resource Planning (3,3,0)

Prerequisite: ISEM 2005 Management Information Systems
It is aimed to introduce the fundamental theories and contemporary issues as well as local practice of supply chain management (SCM), Enterprise Resource Planning (ERP) and e-SCM. It will equip students with the necessary knowledge and skills for mastering business operational process, generating, analyzing and evaluating logistical and SCM/ERP solutions, and developing students' strategic and creative thinking to logistics and SCM/ERP, and then applying those knowledge to solve business planning and operational problems in global e-SCM environment.