

**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 DBA Thesis I (24,\* ,0)****BUS 7992 DBA Thesis II (24,\* ,0) (E)/(P)****BUS 7993 DBA Thesis III (24,\* ,0) (E)/(P)****BUS 7994 DBA Thesis IV (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 (3,3,0)**

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 Organizational Behaviour (3,3,0)**

The objective of this course is to introduce theories and concepts related to understanding people's behaviour in organizations. Students will study the behaviour of individuals and groups within organizations 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)**

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)**

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)**

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 2025 Organizational Behaviour (2,2,0)**

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

**BUSI 2026 Entrepreneurship and Innovative Thinking (2,2,0)**

The course develops students' potential for innovation and thinking and acting entrepreneurially to enhance their ability to create novel value in business ventures either as independent entrepreneurs or as entrepreneurial executives in established companies by generating new products, new processes, new ventures, new business models, new technologies and business reinvention.

The course also equips students with the knowledge and skills to recognize and exploit new opportunities arising from an increasingly changing environment. Students will also gain the ability and resources to evaluate and act on these opportunities by making and implementing specific and detailed action plans.

**BUSI 2027 Managing New Business (3, 3, 0)**

So you have a business plan—now what? Most businesses fail within the first five years of startup, and this is not due to a lack of effort on the part of the founders. This course will focus on the issues that founders encounter when they attempt to implement a business plan and turn an idea or model into a going concern. These issues include, but are not limited to: formulating a viable business model, determining location, determining scale and scope, family business and succession problems, HRM issues specific to new businesses. We will also explore some current and novel issues in new ventures such as the lean startup method for new businesses.

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

Prerequisite: English II or equivalent

This course aims at further enhancing students' essential business communication skills and techniques in coping with contemporary business needs.

To groom School of Business students with core business communication skills and competencies, the following will be emphasized: (1) critically read, comprehend, analyse and discuss business cases and business writing of various kinds to further heighten students' business sense and acumen and sharpen students' audience-sensitive writing skills; (2) proficiently deliver eloquent and business-like Elevator Pitch to present sound and feasible business ideas in an assertive and effective manner.