

introducing student to the concepts and practice of taking an entrepreneur global in emerging markets as well as in advanced economies. This course also explores the special problems and advantages relevant to start ups and entrepreneurial small and medium firms in a global context.

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 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, analysing 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.

BUSI 4015 Corporate Entrepreneurship (3, 3, 0)

Prerequisite: BUSI 2026 Entrepreneurship for Innovative Thinking

This course describes the practice of employing entrepreneurial skills and approaches within an organization. Organizations must be more entrepreneurial in order to compete in today's global business environment. This course is to prepare students with capability to develop innovative and entrepreneurial organizations and create new venture within the organization.

BUSI 4016 Seminar in Entrepreneurship (3, 3, 0)

Prerequisite: BUSI 2026 Entrepreneurship for Innovative Thinking

This course aims at confronting students with issues and perspective in entrepreneurship practice. The goal of the course is to enable students to understand key areas to be successful entrepreneur. The seminar will focus on multiple topics including essential qualities of entrepreneur, benefits and constraints of entrepreneurship, key success factors of running new venture. The course consists of two introductory lectures followed by presentations and sharing from entrepreneurs.

BUSI 4026 Strategic Management (3,3,0)

Prerequisite: ACCT 1006 Principles of Accounting II, BUSI 2005 Organizational Behaviour, ECON 1006 Principles of Economics II, 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.