

BUS 2120 Business Communications (3,3,0)

Prerequisite: LANG 1491-2 English I & II 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 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 handling business situations and public speaking are included.

BUS 2130 Business Communications (2,2,0)

Prerequisite: LANG 1491-2 English I & 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.

BUS 2140 Business Communications for Marketing (3,3,0)

Prerequisite: LANG 1491 English I or equivalent

The aims 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.

BUS 2150 Legal Aspects of Marketing (3,3,0)

Prerequisite: LANG 1492 English II or equivalent

This course introduces to students the principles of Hong Kong legal system and the common law, and how the various branches of Hong Kong law are evolved and integrated over time. Special emphasis is placed on laws relating to marketing including the Law of Contract, Law of Tort, Agency Law and Laws relating to Intellectual Property Rights.

BUS 2170 Principles of Law (3,3,0)

Prerequisite: LANG 1492 English II

This course introduces to students the principles of Hong Kong legal system and the common law, and how the various branches of Hong Kong law are evolved and integrated over time. Special emphasis is also placed on the Law of Contract, Law of Tort and Agency Law.

BUS 2210 Organizational Behaviour (3,3,0)

Prerequisite: BUS 1240 Business and Corporate Social Responsibility or BUS 1630 The World of Business

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.

BUS 2240 Service Learning and Community Engagement (3,3,0)

Prerequisite: BUS 1240 Business and Corporate Social Responsibility, BUS 1630 The World of Business or equivalent, and Year II standing

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.

BUS 2340 International Business (3,3,0)

Prerequisite: BUS 1240 Business and Corporate Social Responsibility, ECON 1210 Principles of Microeconomics, ECON 1220 Principles of Macroeconomics, ECON 1620 Basic Economic Principles or BUS 1630 The World of Business

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 corporations management with reference to problems and issues of doing business with developing countries and centrally planned economies; and (4) to familiarize students with the international business activities of Hong Kong companies.

BUS 2420 Management Science (3,3,0)

Prerequisite: BUS 1190 Mathematics for Business or equivalent, and BUS 1200 Statistics for Business or equivalent

Deterministic and probabilistic models of Operations 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.

BUS 2470 Legal Aspects of China Business (3,3,0)

Prerequisite: BUS 2170 Principles of Law

This course aims to introduce students to (1) some of the major areas of Chinese commercial law that are of common concern to foreign businessmen doing business in China, which include its historical development and principles, its application in equity joint ventures, co-operative joint ventures and wholly foreign owned enterprises; and (2) foreign exchange problems, tax, trade and investments in China.

BUS 2520 Production and Operations Management (3,3,0)

Prerequisite: BUS 1240 Business and Corporate Social Responsibility or BUS 1630 The World of Business

This course deals with the fundamental concepts of production and operations management as they pertain to the service and manufacturing industries. Students will learn the fundamental concepts and their applications through problems and case studies. The course will focus on the extent of application of production and operations principles learned in the classroom setting to contemporary production and operations management problems.

BUS 2710 Principles of Project Management (3,3,0)

Prerequisite: BUS 1240 Business and Corporate Social Responsibility or BUS 1630 The World of Business

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