

**BUS 2770 Business Internship (3,\*,\*)**

Antirequisite: MKT 2770 Marketing Internship

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

**BUS 2780 Entrepreneurship and New Venture (3,3,0)**

The focus of the course is to investigate, understand and internalize the process of founding a startup firm. Key areas include: matching individual skills with the management needs of a new venture, evaluating the business model of the new venture, financing new ventures, starting up a company, operating a new venture, recruiting and retaining management, 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.

**BUS 3200 Strategic Management (3,3,0)**

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

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 subjects from Year I and Year II.

**BUS 3210 Business Management in China (3,3,0)**

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

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.

**BUS 3220 Managerial Communications (3,3,0)**

Prerequisite: BUS 2130 Business Communications

The course prepares participants to handle critical issues in managerial communication and helps them master skills needed to achieve their potential as leaders and executives. The goal is to equip them with the personal, interpersonal and group skills needed to manage their own lives as well as relationships with others. The course teaches strategic approaches to managerial communications that can be applied to a variety of situations.

**BUS 3230 Company Law (3,3,0)**

Prerequisite: BUS 2170 Principles of Law

This course aims to provide students with an understanding of the basic principles of company law including the formation of company, records, share and loan capital, management and administration, reconstruction and amalgamation, liquidation and receivership. On completion of this course, students should be able to solve some of the legal problems in practical business situations.

**BUS 3310 International Trade and Investment in China: Administration and Practice (3,3,0)**

Prerequisite: BUS 2340 International Business

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.

**BUS 3410 Seminar in China Business (3,3,0)**

Prerequisite: BUS 3210 Business Management in China

This seminar provides students with an opportunity to explore and discuss current developments, problems and issues in China business. Veteran practitioners from various fields in China business will be invited to give students an understanding of their experiences and discuss practical issues with them. It aims to allow students with their previous academic training in various courses in the BBA programme a chance to compare and combine theoretical knowledge with practical business requirements in China business.

**BUS 3570 BBA Project (2,0,\*)**

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.

**BUS 3580 Honours Project (3,3,0)**

The student project is a valuable integrative element in the BCom (Hons) in Accountancy, providing a focus for the application of knowledge acquired from required and elective courses. Wherever possible, the project should be based on the actual situation in Hong Kong and should involve the use of primary and secondary data. Interdisciplinary study is encouraged. Planning of the project should begin after the end of Year II, with guidance from the supervisor. A written report is due by the end of Semester II of Year III. An oral presentation of the project result is also required.

**BUS 3620 Logistics and Supply Chain Management (3,3,0)**

Prerequisite: BUS 1190 Mathematics for Business or equivalent, BUS 1200 Statistics for Business or equivalent, and BUS 1630 The World of Business or BUS 1240 Business and Corporate Social Responsibility

This course aims 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, analysing 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.

**BUS 3640 e-Supply Chains and Enterprise Resource Planning (3,3,0)**

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

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.

**BUS 3690 Cross-cultural and Comparative Management (3,3,0)**

Prerequisite: BUS 2210 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's 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.

**BUS 7030 Legal Aspects of International Business (2,3,0)**

This course is designed to provide students with practical legal knowledge which effective business executives will need. It will help students develop the competence to use law as a strategic tool to (1) create competitive advantage for their business such as capturing the value of intellectual capital and using contracts to define and strengthen relationships; and (2) tackle potentially catastrophic legal problems in their incipency such as board room conflicts and labour disputes. Through lectures, case studies and discussions students shall develop a solid understanding of the legal dimension of major business and managerial decisions.

**BUS 7050 Legal Aspects of China Trade and Investment (2,3,0)**

Business between Hong Kong and China is very substantial. Therefore, it is essential for Hong Kong business people doing business in China to understand the legal aspects of trade and investment in China. This course will provide the students with an understanding of the legal framework of China and the commercial and civil laws in China.

**BUS 7170 Corporate Governance (2,3,0)**

A person holding a managerial position or above in an organization must be familiar with the mechanics of corporate governance. It is however designed for students without a legal background. It will provide students with an understanding of corporate governance and the legal framework of companies in Hong Kong; contents of constitutional documents such as the memorandum and articles of association (M&A); major corporate governance issues involved in drafting the M&A; shareholders' residual powers; protection of minority shareholders; types of directors; directors' appointment, rotation, disqualification and removal; board of directors' composition, meetings and duties; the company secretary's qualifications, duties, appointment and removal; monitoring the board of directors; interests of other stakeholders, e.g. shareholders especially institutions, creditors and employees; audit committees; temporary and permanent cessation of business, e.g. dormant, de-regulation, voluntary and compulsory winding up.

**BUS 7180 Client-Based Research Methods (2,3,0)**

This course aims to give students the necessary methodological and statistical tools in order to carry out the client-based MBA Project Report. Emphasis is on introducing students to qualitative and quantitative methods/techniques for making business decisions. Students learn to develop questionnaires and solve business problems by applying qualitative and quantitative methods, using software packages (EXCEL, SPSS), and interpreting generated solutions for decision-making scenarios.

**BUS 7190 Operations and Supply Chain Management (2,3,0)**

This course will introduce the fundamental concepts of operations management, including the formulation of logistics policy, performance measures, and constraint management. In particular, the following concepts will be covered: forecasting and order management, global transportation planning, inventory management, material handling systems, and warehousing and packaging management.

**BUS 7221-3 MBA Project Report (1,0,\*)**

The MBA project may be one of two forms: (1) a client-based project—this involves the comprehensive description and evaluation of a profit-seeking or non-profit, large or small, entrepreneurial or mature, service or manufacturing, domestic or international organization, together with appropriate recommendations for improved performance; or (2) a new business plan.

The main purpose of the project is for students to develop a thorough understanding of the environment, markets, technology and operations of a real organization (or, in the case of a new business plan, a proposed organization). Students apply and integrate knowledge and skills acquired through the MBA curriculum and further develop their skills in the area of strategy, and working productively in a team. Students are expected to work in groups of four to six on this project.

The learning objectives for the new business plan project are the same as for a client-based project. The new business plan is equally as "real" as a client based project.

Students taking the MBA project will gain a first-class learning experience to complement and extend classroom learning. The MBA project becomes a laboratory for applying ideas, tools and concepts to real-world problems. It is an exercise in managing task-focused relationships among team members, client managers and the faculty supervisors. It gives students a chance to define issues, gather relevant data from a variety of sources, do insightful analysis, and develop creative solutions. It also provides opportunities to learn about a company, an industry, and/or a field of management that is of long-term interest to the members of the project team.

**BUS 7300 China Marketing and Foreign Investment Issues (2,3,0)**

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 7310 Executive Performance Management and Compensation (2,2,0)**

The modern corporations rely on the principle of separation of ownership and control to operate their businesses. The success or failure of these corporations depends, to a large extent, on the quality of the executives' decisions on the operations of the corporations. However, these executives may have objectives in mind different from those of the owners to whom they serve. Besides monitoring, it is important for owners to motivate these executives to act in the interests of the corporations and thus their owners through designing appropriate incentive contracts. These contracts specify the performance evaluation criteria and how executives' compensation is determined. The objective of this course to enable students to have a better understanding of the methods commonly used in practice to measure and reward executives' performance. It also discusses the potential consequences of using particular performance measures on executives' behaviour, in particular their corporate financial policies. This course further highlights the determinants and consequences of adopting different executives' compensation means.

**BUS 7320 Business Ethics and Corporate Social Responsibility (3,3,0)**

In all areas of business, ethical dilemmas are encountered frequently. Some of these dilemmas are small and easy to resolve. The majority, however, are complex and an obvious solution is often difficult to determine. By providing a foundation in ethical theories and a framework for analysing ethical dilemmas, this course aims to sensitize students to ethical dilemmas and to help them develop some codes or guidelines of ethics for making decisions. It will further discuss the roles of business in society and corporate social responsibility, and analyse why socially responsible corporations are good and sustainable. The major issues currently faced by the preparers and users of corporate social reports will be discussed.

**BUS 7330 Entrepreneurship Development (2,3,0)**

The scope of this course would be mostly on Venture Design: the stages from idea creation to the formation of a startup company,