

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