

with successful venture capital funding and management team in place. The perspective should be that of a potential entrepreneur wanting to start up a company, or start up entrepreneurial activities within a large company. Special attention will be put into topics on people who make decisions, handle deals, analyse problems, allocate and mobilize scarce resources and succeed in a local and international context. Some Asian and China cases are carefully chosen to reflect the special situation of starting businesses in Asia/China.

BUS 7340 Business Creativity (2,3,0)

The course Business Creativity emphasizes the importance of creativity and innovation as key drivers of growth in a rapidly changing business environment and focuses on teaching the students to reliably develop ideas using a systematic thinking process. Central topics discussed are individual and organizational factors of creativity, the creative process, serious business thinking tools and creativity techniques, among others. At the end of the course, students will personally experience on real cases the power of creativity techniques and serious thinking tools applied in a systematic way to achieve instant innovations in business.

BUS 7350 Participation in External Competitions (2,0,3)

There are several international and perhaps local competitions in which students will have the opportunity to represent the University. Examples of such competitions include, but are not limited to, the *Molson MBA Case Competition* and the *Moot Corp*[®] Competition for business plans. In order to participate in such events, and get the university credits, students must undergo a stringent selection process in which the best candidates are chosen. The participants in such events gain valuable training in analysis and presentation skills, depending on the nature of the competition. In addition, participants may be required to write a paper, analyse a case, etc. and may have the opportunity to travel abroad, which will provide further valuable experience. Enrolment in this course is by selection, i.e. interested students will have to go through a selection process to be admitted to this course.

BUS 7360 MBA Seminars and Workshops (2,3,0)

MBA seminars deal with contemporary issues in the business community. Speakers include senior business practitioners, visiting academics and faculty members. As the School offers MBA classes in Hong Kong and selected mainland cities, seminars are to be organized in all these locations. Instead of a single-speaker seminar, some of these seminars may involve several speakers, in different presentation modes, and may be with a duration of half-day, one-day or even residential seminar of more than one day on a specific theme area. Besides, overseas study tours may be organized and students may choose to participate in such tours.

BUS 7370 Business Field Study (2,0,0)

This field study of five to seven days' duration enables students to visit a location of timely business value. The location is to be decided by the Programme Director with due consultation with PMC members and student representatives. The location may be somewhere in Chinese mainland, Taiwan, or any city/country in the world. Provided with detailed information about the chosen location, its business environment, and background of the firms/organizations to be visited, participating students are required to produce both group and individual reports.

BUS 7710 Advanced Chinese Business Law (3,3,0)

This course prepares MPhil and PhD students for in-depth research into selected topics in business law of the People's Republic of China (PRC). Topics will include: sources of PRC law, general principles of civil law, opinions of the Supreme People's Court, law reports, economic contracts and joint ventures, business vehicles, corporate governance, listing, bills of exchange, intellectual property, and dispute resolution.

BUS 7720 Advanced Research Methods for Business (3,3,0)

This course is designed for MPhil/PhD students in business. It aims to build an in-depth understanding of how to conduct academic research and to equip students with the skills required to work on their theses, including the creative development of concepts, selection of appropriate data collection methods, techniques of analysis, and communicating (perhaps publishing) results.

BUS 7800 Strategy Generation (2,*,0)

This course is designed to provide students with tools and techniques to develop innovative strategies, to explore personal creativity, management practices that enhance or suppress creativity, and the innovation process in an organization. The course is built around the different activities needed to generate innovative strategies in a company.

BUS 7810 Strategic Analysis and Decision Making (2,*,0)

The thrust of this course is general management and the integration of functional areas. Students will learn to use diverse knowledge and skills to analyse broad, organization-wide problems and will become adept at examining the environment in which organizations operate and in identifying the strategic implications of the environment. This course moves from strategy formulation to strategy implementation considerations, recognizing the need for organizations to align their resources, values and strategies with the environment.

BUS 7820 Leading Organizational Change (3,*,0)

Organizations today operate in more volatile and bewildering conditions than ever before, and continuous change has become the norm. The major purpose of this course is to help students respond effectively to the rapid environmental and organizational changes that are occurring in all sectors and industries. Emphasis will be placed on explaining why and how organizations change and on the role of leaders as change agents. The means for implementing organizational change efforts will also be highlighted.

BUS 7830 Corporate Governance and Ethics (3,*,0)

This course provides an understanding of the key issues of modern corporate governance and ethical operation, the basic roles and responsibilities of shareholders, directors and management, and the roles of business in society and corporate social responsibility. Student will be trained to analyse and solve corporate governance and ethical issues and be familiar with the legal, social, economic, moral, and psychological issues that they may confront in the ordinary course of serving on boards. In addition, by providing a foundation in ethical theories and a framework for analysing ethical dilemmas, students will sensitize to ethical dilemmas and be able to develop some codes or guidelines for making ethical decisions.

BUS 7900 Business Research Methods (3,*,0)

The purpose of this course is to provide the fundamental knowledge and skills of applied business research. Conducting research involves making numerous choices—choices about strategy, designs, operations, and analyses. In this course, the strengths and weaknesses associated with the various choices are identified. Students will learn that there are many external constraints placed on researchers and that there is no one best method for answering a research question. Instead, knowledge is the result of a triangulation of methods. As a result of this subject, student will become better consumers of research and they will learn how to critically read research articles.

BUS 7910 Advanced Statistics and Data Analysis (3,*,0)

This course provides students with a sound understanding of statistical and quantitative techniques and their application in analysing and making decisions about various organizational issues. Issues for testing hypotheses with empirical data will