

**REGULATIONS FOR THE DEGREE OF
MASTER OF SCIENCE IN GLOBAL BUSINESS MANAGEMENT AND
E-COMMERCE
MSc(GBM&ECom)**

(See also General Regulations)

Admission requirements

GBM1. To be eligible for admission to the courses leading to the degree of Master of Science in Global Business Management and E-Commerce, candidates

- (a) shall comply with the General Regulations;
 - (b) shall hold a Bachelor's degree with honours of this University; or another qualification of equivalent standard from this University or from another University or comparable institution accepted for this purpose; and
 - (c) shall satisfy the examiners in a qualifying examination, if required.
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GBM2. Candidates who do not hold a Bachelor's degree with honours of this University or another qualification of equivalent standard may in exceptional circumstances be permitted to register if they demonstrate adequate preparation and/or experience for studies at this level or satisfy the examiners in a qualifying examination.

Qualifying examination

GBM3.

- (a) A qualifying examination may be set to test the candidates' academic ability or ability to follow the courses of study prescribed. It shall consist of one or more written papers or their equivalent and may include a project report.
 - (b) Candidates who are required to satisfy the examiners in a qualifying examination shall not be permitted to register until they have satisfied the examiners in the examination.
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Award of degree

GBM4. To be eligible for the award of the degree of Master of Science in Global Business Management the E-Commerce, candidates

- (a) shall comply with the General Regulations; and
 - (b) shall complete the curriculum and satisfy the examiners in accordance with the regulations set out below.
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Length of curriculum

GBM5. The curriculum shall extend over not less than two academic years of part-time study, with a minimum of 300 hours of prescribed work.

Completion of curriculum

- GBM6.** To complete the curriculum, candidates
- (a) shall follow courses of instruction and complete satisfactorily all prescribed written work and field work and practical work;
 - (b) where so provided in the syllabuses, shall complete and present a satisfactory dissertation or project in lieu of one or two courses on a subject within their approved fields of study; and
 - (c) shall satisfy the examiners in all prescribed courses and in any prescribed form of examination.
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Examinations

- GBM7.**
- (a) Where so prescribed in the syllabuses, coursework, a dissertation or a project shall constitute part or whole of the examination for one or more courses.
 - (b) Assessment of candidates' coursework during their studies may be taken into account in determining their result in each written examination paper; or, where so prescribed in the syllabuses, may constitute the examination of one or more courses.
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GBM8. Candidates who have failed to satisfy the examiners at their first attempt in not more than half of the number of courses to be examined, whether by means of written examination papers or coursework assessment, during any of the academic years of study, may be permitted to present themselves for re-examination in the failed paper or papers at a specified subsequent examination, with or without repeating any part of the curriculum.

GBM9. Subject to the provisions of Regulation GBM6(a), candidates who have failed to present a satisfactory project paper or dissertation may be permitted to submit a new or revised project paper or dissertation within a specified period.

GBM10. Candidates who have failed to satisfy the examiners in any prescribed field work or practical work may be permitted to present themselves for re-examination in field work or practical work within a specified period.

GBM11. Candidates who are unable because of their illness to be present for one or more papers in any written examination other than that held in the candidates' final academic year of study, may apply for permission to be present at a supplementary examination to be held before the beginning of the following academic year. Any such application shall be made on the form prescribed within two weeks of the first day of the candidates' absence from the examination.

GBM12. Candidates who

- (a) are not permitted to present themselves for re-examination in any written paper or any course examined by means of coursework assessment in which they have failed to satisfy the examiners under Regulation GBM8; or
- (b) have failed to satisfy the examiners in any written paper or any course examined by means of coursework assessment at a second attempt; or
- (c) are not permitted to submit a new or revised dissertation or project under the provision of Regulation GBM9; or
- (d) have failed to submit a satisfactory new or revised dissertation or project under the provision of Regulation GBM9

may be recommended for discontinuation of studies.

Examination results

GBM13. At the conclusion of the examination, and after presentation of the project paper or dissertation where so prescribed, a pass list shall be published. Candidates who have shown exceptional merit at the whole examination may be awarded a mark of distinction, and this mark shall be recorded in the candidates' degree diploma.

SYLLABUSES FOR THE DEGREE OF MASTER OF SCIENCE IN GLOBAL BUSINESS MANAGEMENT AND E-COMMERCE

Non-credit earning English language enhancement courses may be offered to help students who have difficulty in the English language. Accessibility to computer networking is necessary for the completion of the course.

The medium of instruction will be English. The programme will feature a combination of lectures, seminars, case studies and class discussions, depending on the nature of the course.

A. PROGRAMME STRUCTURE

During the two-year curriculum students are required to take the following compulsory courses:

- GBME6001. E-commerce and network economy
- GBME6002. E-commerce technology
- GBME6003. English for business communications
- GBME6006. Global strategic marketing
- GBME6007. Managerial finance
- GBME6008. Organizational behaviour and management
- GBME7001. East Asian political economy
- GBME7002. Global economic governance
- GBME7004. Strategic management
- GBME7017. Economics for global business

Students are also required to take two elective courses from a list of those on offer. This list may vary from year to year. Initially, these courses may include the following:

- GBME7005. Communications skills and development
- GBME7006. Electronic payment system
- GBME7007. Entrepreneurship, creativity and innovation
- GBME7008. Legal aspects of e-commerce
- GBME7009. Website design, development and management
- GBME7010. Consumer psychology
- GBME7011. Human factors and usability in web page design
- GBME7014. Advertising psychology
- GBME7015. Asian financial institutions and markets
- GBME7016. Overseas Chinese and global networks
- GBME7018. The East Asian economic miracles and beyond
- GBME7019. Java technology
- GBME7020. Internet infrastructure technology
- GBME7021. Globalization and information society

Each course will extend over one semester of study (i.e. 13 weeks) and will be examinable through written papers, or through coursework assessment, or through a combination of both.

B. SYLLABUSES

GBME6001. E-commerce and network economy

Through the use of business cases, this course aims to provide an insight into how electronic commerce plays a pivotal role in the emergence of the new network economy. It covers cases in the new business paradigm, the Internet market place, e-payment and its security solutions, intra-organizational e-commerce, B-to-B and B-to-C e-commerce, supply chain and customer relationship management, and the development of e-commerce in Hong Kong and China.

GBME6002. E-commerce technology

This course provides an overview of the state-of-the-art technologies used in the e-commerce industry, including networking, object-oriented technology, computer and network security, databases, multimedia computing, search engines, data mining and intelligent agents.

GBME6003. English for business communications

This course is designed to enhance the oral and written English communications skills of students in the business environment. Students will be introduced to the communication process and communication skills of persuasion, negotiation and listening. In addition, this course will help students improve their business writing, oral presentation and reading skills in a business setting.

GBME6006. Global strategic marketing

This course introduces marketing management with a focus on strategic decision making and global markets. It will utilize readings, cases, and lectures to present fundamental concepts and build decision-making skills, all with sensitivity to international opportunities and trends. Major topics will include the concept and functions of marketing; the role of marketing in shaping business activities; developing a market-driven frame of thinking; strategic decision tools in evaluating opportunities; product management; consumer behaviour; price management; promotion; product logistics and placement; marketing programme development; responsiveness to external forces; global marketing; and decision-making in marketing.

GBME6007. Managerial finance

This course aims to provide students with an understanding of the approaches to analyzing and resolving business financial problems from a corporate finance perspective. Topics include theories and techniques relating to financial analysis, valuation of stocks and bonds, capital budgeting, working capital management, and issues of mergers and acquisitions etc.

GBME6008. Organizational behaviour and management

A course on the concepts used for the understanding of human behaviour in organizations. It focuses on the human aspects of the managerial process and the impact of human behaviour on organizational effectiveness. The topics will include motivation, leadership theory, group dynamics, morale, communications, control techniques and organizational climate.

GBME7001. East Asian political economy

This course studies the political dynamics of East Asian economic development and China's role in regional economic relations. The globalization process is reshaping East Asian economy and the pattern of regional relations. This general trend and the recent Asian financial crisis demand not only more regional cooperation, but also a re-examination of fundamentals of East Asian political economy. The following fundamental issues will be examined: (1) the East Asian mode of economic development and

its strengths and weaknesses; (2) the economic cooperation and regional integration in East Asia; (3) the role of APEC and global multilateral trade regimes in East Asian economic relations; (4) the Asian financial crisis and its impact on regional political and economic relations; and (5) China's foreign economic strategy and Greater China's role in East Asian regional economic integration. Major approaches and concepts in the study of international political economy, such as liberalism, mercantilism, regional integration, the dependency theory, the world system theory, and the development state model will be used to examine cases and issues in East Asian economic relations.

GBME7002. Global economic governance

A general survey of the development of international organizations, the course places an emphasis on international economic organizations. Part I provides a theoretical foundation for the establishment of international organizations. Part II focuses on how international organizations are set up to cope with a broad range of complex international issues such as regulating international trade and financial flows, promoting economic development, settling international disputes, and managing collective security. It also examines the roles and functions of several principal international organizations such as the United Nations (UN), the World Trade Organization (WTO), the World Bank and the International Monetary Fund (IMF).

GBME7004. Strategic management

This course focuses on strategy making, and takes the whole enterprise and its environment as subject. The course covers the evolution of ideas and concepts in strategy formulation and the tools and techniques of strategic analysis, reviews recent developments in global, regional and local strategies, and explores the appropriateness of alternative organizational forms to different strategic situations. The implementation of strategies is covered, together with the analysis of current strategic situations in local companies.

GBME7017. Economics for global business

This course will cover various topics of economic analysis, helping an executive understand market competition, incentive structure in business organizations, investment appraisal, behaviour of the macro economy in the short term and long term, variation of interest rate, national income and exchange rate under various monetary and fiscal policies, and finally the activity of a multinational firm within the context of globalization.

Elective Courses**GBME7005. Communications skills and development**

This course is designed to enhance communication in English and Chinese in the context of both academic study and the business environment. This will be achieved through instruction and practice in oral presentation, business correspondence, writing accurate and concise reports, interviewing to obtain information about real business activities in Hong Kong and analysis of business publications.

GBME7006. Electronic payment system

This module concentrates on the technology and computer systems for managing and handling payment transactions across the electronic network. Topics include payment gateways, clearance, credit card transactions, digital cash, micro-payments, authenticity, integrity, intermediaries and risk management.

GBME7007. Entrepreneurship, creativity and innovation

This is a course developed for two types of learners: those who intend to set up business in the Asia Pacific region at some stage in their career, and those who are owners of business. Content of the course will build around concerns crucial to the entrepreneurial pursuit. We will explore how to discover business opportunities, how to set up a company as a vehicle to capture an identified opportunity, what the major approaches to achieving success in the business world are, why companies got into serious troubles in the course of development, and in cases when our companies are failing, what could be done to revitalize them. The defining character of entrepreneurial work is here taken to be the creativity and innovation, which are expressed in the business world in various shapes and forms.

GBME7008. Legal aspects of e-commerce

The course aims at introducing the legal environment and concerns in doing e-commerce in Hong Kong and Mainland China. By the end of this course, students should be able to:

Describe the general legal and policy environment concerning intellectual property and e-commerce in Hong Kong and the Mainland;

Grasp the basic knowledge about legal principles, legislation and important cases in the area of intellectual property as relevant to the Hong Kong and the Mainland context.

This course will include the following topics: e-business environment in Hong Kong; the legal environment and government support; private initiatives; definition and nature of intellectual property; importance of intellectual property protection; copyright; the law of breach of confidence; patent law; design law; business goodwill and reputation; IPO (Initial Public Offerings) in Hong Kong; IP protection in the Mainland (legislation and policies); legal and policy concerns in doing e-commerce and cyber business in the Mainland.

GBME7009. Website design, development and management

A comprehensive webmaster training for the participants to develop skills in conceptual problem solving, technical systems development, application design, communications and organizational interface, and other web-related issues in project management and implementations. Topics include web content design and development, web programming and scripting, management strategy, web site maintenances, legal and privacy issues in web site applications.

GBME7010. Consumer psychology

This course recounts the mental journey of a consumer before and after he or she reaches a purchase decision, and examines the psychological processes underlying buying behaviour and the cultural and social factors mediating these processes. It invites thoughtful scrutiny, based on scientific findings and real life observations, of the marketers' assumptions of consumer psychology. Focusing on the practical value of scientific knowledge, the course will survey social psychological theories about (a) the cold but sometimes erroneous judgement processes, and (b) the hot but nonetheless motivating aspects of decision making, both embedded in a transforming business and consumption culture. The course offers both theoretical and practical orientations to marketing and market analysis.

GBME7011. Human factors and usability in web page design

This course looks into the applications of the principles and theories in experimental and cognitive psychology to the design of human computer interface. We shall examine the characteristics of the user as an information processing agent and investigate how human-computer interface should be designed to improve efficiency, reduce human error, and enhance customer satisfaction. In particular, the design of web pages will be examined in details.

GBME7014. Advertising psychology

The objective of this course is to sensitize students to the psychological basis of persuasion in advertising and offer an environment to practice application of psychological theories and findings. A communication model will be applied to persuasion and advertising. This course surveys general psychological issues and empirical research and findings concerning the way how people communicate and react to persuasive research, theories of persuasion, people's attention, cognition, and affective reactions to advertisements, the use of endorsers, and the relations between advertising and society.

GBME7015. Asian financial institutions and markets

This course will give an overview of the banking sector, securities and derivatives markets and foreign exchange market of Hong Kong, Singapore, Thailand and other East and Southeast Asian economies. Topics include (1) the regulatory framework of the Hong Kong/ Singapore's banking system and the role of the Monetary Authority of Hong Kong/ Singapore; (2) the money and capital markets, interbank market, bond market, forex market and derivatives market of Hong Kong/ Singapore; (3) the Hong Kong Exchange Fund and the linked exchange rate system; (4) Hong Kong/ Singapore's securities and future markets and the role of the Securities and Futures Commission of Hong Kong; and (5) Thailand's banking system, securities markets, and the role and functions of the Bank of Thailand.

GBME7016. Overseas Chinese and global networks

This course will explore the experiences of overseas Chinese and the formation of Chinese communities in Southeast Asia, North America and Europe. It will examine how the Chinese are represented in their adopted countries, how they construct their own identity in the adopted country, their adaptation process, their search for cultural roots in their adopted countries and in their ancestral villages in Chinese mainland (including China, Taiwan, Hong Kong and Macau) and the formation of socio-cultural and economic networks among the Chinese in a global context. This course will examine four main areas: (1) migration, adaptation and identity; (2) representations and the construction of overseas Chinese identity; (3) Chinese business and socio-economic networks; and (4) globalizing Chinese identity.

GBME7018. The East Asian economic miracles and beyond

This course will examine the most exciting debates concerning the causes as well as the social and political consequences of the economic miracles of Hong Kong, Singapore, South Korea, and Taiwan. It has three main areas of concern: (1) the making and unmaking of the economic miracles, (2) changing social structures and social relations, and (3) political democratization in Asia. More specifically, the following questions are to be addressed. What are the significance of the developmental state, family and social networks in facilitating economic development in East Asia? What are the social and political causes of the Asian financial crisis? Has the crisis nullified the so-called Asian model of development? Turning to the social consequences, has economic growth eliminated poverty and stark inequality? Has paid employment liberated Asian women? Has western style consumption transformed the cultural landscape of these Asian societies? Finally, to what extent is it accurate to claim that economic growth has led to the emergence of the middle classes and in turn the quest for democratization? Is democracy antithetical to Asian values?

GBME7019. Java technology

This is a course on advanced software design using Java technology. It covers not only design principles and construction of the technology, but also their applications on practical cases. Topics included are: review of standard object-oriented design patterns and common Java-based libraries; introduction, comparison and contrasting of various distributed computing Java technologies; multi-tier software system architecture using Java technology.

GBME7020. Internet infrastructure technology

A comprehensive and technical coverage of the components which form the infrastructure of the Internet system. Topics discussed are: Internet addressing and naming; internetworking concepts and practice; practical Internet routing; backbone network technologies; access network technologies; LANS; remote access technologies; web-server and application hosting technologies; network design and management.

GBME7021. Globalization and information society

This course will draw upon the most recent social research and take a critical look at some of the popular beliefs concerning the “information age”. Three main areas will be covered. In the first place, what is novel about the information economy? What do people mean when they claim that “knowledge” has become the most important factor of production? Is the information economy “recession-free”? To what extent are the information economy and the process of globalization intertwined? In the second place, what are the factors that have facilitated and impeded the spread of e-business? To what extent can sociological research on “risk” and “trust” in the old economy provide hints for answering the above questions? Finally, how have work and non-work relations been transformed in the information age? Have employees become less free and less secure in the information economy? Has information technology reinforced or weakened social relations? What are the implications of the above for our experiences of time, space, and urbanity?