

## **REGULATIONS FOR THE DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

*These regulations apply to students admitted in the academic year 2001-2002 and thereafter.*

*(See also General Regulations and Regulations for First Degree Curricula)*

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### **Admission to the degree**

**BBA 1** To be eligible for admission to the degree of Bachelor of Business Administration, candidates shall

- (a) comply with the General Regulations;
  - (b) comply with the Regulations for First Degree Curricula; and
  - (c) satisfy all the requirements of the curriculum in accordance with the regulations that follow and the syllabuses of the degree.
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### **Length of study**

**BBA 2** The curriculum shall normally require six semesters of full-time study, spreading over three academic years. Candidates shall in any case be required to complete the curriculum within five academic years, unless otherwise permitted by the Dean of the Faculty or his designate.

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### **Completion of the curriculum**

**BBA 3** To complete the curriculum, candidates

- (a) shall satisfy the requirements prescribed in UG 3 of the Regulations for First Degree Curricula;
  - (b) shall enrol and attempt examination in not less than 180 credits of courses, in the manner specified in the syllabuses. In addition, candidates may submit the TOEFL examination score for record on their transcript, if they so wish;
  - (c) shall normally be required to satisfactorily complete at least 60 credits of courses in an academic year, in a manner as prescribed in the syllabuses;
  - (d) shall normally select not less than 24 and not more than 39 credits of courses in each semester or not more than 78 credits in an academic year, unless otherwise permitted or required by the Dean of the Faculty or his designate; and
  - (e) may be required by the Dean of the Faculty or his designate to take a reduced study load if their academic progression is unsatisfactory.
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### **Selection of courses**

**BBA 4** Candidates shall select courses in accordance with these regulations and the guidelines specified in the syllabuses before the beginning of each semester. Changes to the selection of courses may be made during the first two weeks of each semester, and such changes shall not be reflected in the transcript of the candidates. Requests for changes after the first two weeks of a semester shall not be considered, and candidates withdrawing from any course without permission after the first two weeks of a semester shall be given an F grade.

**BBA 5** Candidates shall not be permitted to select a second- or third-year course for which the failed course forms a prerequisite unless permission is given by the department concerned to sit a qualifying examination in the failed course and satisfy the examiners in this.

## Assessment

**BBA 6** Candidates shall be assessed for each of the courses which they have registered for, and assessment may be conducted in any one or any combination of the following manners: written examinations or tests, continuous assessment of performance, laboratory work, field work, research or project reports, or in any other manner as specified in the syllabuses.

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## Grades

**BBA 7** Grades shall be awarded in accordance with UG 5 of the Regulations for First Degree Curricula.

**BBA 8** Candidates shall not be permitted to repeat courses for which they have received a pass grade for upgrading purposes.

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## Absence from examination

**BBA 9** Failure to take the examination as scheduled will automatically result in course failure under normal circumstances. Candidates who are unable, because of illness or other acceptable reason, to be present at any examinations of a course, may apply for permission to present themselves for examination at some other time.

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## Failure in examination

**BBA 10** Candidates who have failed a course will be required to retake the course again or to take another course as substitution in the case of failure in an elective course.

**BBA 11** The maximum number of attempts for a particular course, including retakes and re-examinations, is three.

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## Unsatisfactory performance

**BBA 12** Candidates shall be put on probation, in accordance with the arrangements of the Faculty, if their semester GPA is lower than 1.5 in any semester; and shall be recommended for discontinuation under the provisions of General Regulations G 12 if their semester GPA is lower than 1.5 for two consecutive semesters.

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## Award of degree

**BBA 13** To be eligible for the award of the degree of BBA, candidates shall have

- (a) achieved a cumulative GPA of 1.5 or above;
- (b) accumulated a minimum of 180 credits and passed all the compulsory courses required in the syllabuses; and
- (c) satisfied the requirements in UG 3 of the Regulations for First Degree Curricula.

**Degree classification**

**BBA 14** The degree of Bachelor of Business Administration shall be awarded in five divisions:

First Class Honours  
Second Class Honours Division One  
Second Class Honours Division Two  
Third Class Honours  
Pass

**BBA 15** The classification of honours shall be determined by the Board of Examiners at its full discretion by taking into account the overall performance of the candidates and other relevant factors as appropriate.

## **SYLLABUSES FOR THE DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION**

1. Candidates must enrol and attempt examination in not less than 180 credits of courses in accordance with the regulations and the syllabuses. In addition, the 180 credits of courses should be completed in the following manner:

Language/Information Technology/Broadening courses	27 credits
Common core courses	66 credits
Major core courses	24 - 36 credits
Intra-faculty electives <sup>#</sup>	36 - 48 credits
Electives	15 credits

2. At the end of the first year, candidates shall indicate their major. During their year two or three studies, candidates are required to complete one of the following majors: (1) Finance; (2) Human resource management; (3) Information systems or (4) Marketing, unless otherwise permitted by the Dean of the Faculty or his designate. The list of courses of each major is set out below. Candidates who are able to complete more than one major are permitted to have the second major recorded in the transcript.
3. To fulfil the graduation requirement of this degree as specified by the Board of the Faculty of Business and Economics in accordance with UG 3 of the Regulations for First Degree Curricula, candidates must satisfactorily complete the credits of courses with an asterisk (\*) beside. Those courses are in one of the following areas of study: English language studies, Chinese language studies, science and technology, culture and value studies, and information technology.
4. The courses listed will not necessarily be offered every year; from time to time, depending on the exigencies of staffing, additional courses may be offered. The School of Business will only offer majors and electives for which sufficient student demand has been expressed in any one year.
5. There are no prerequisites for admission to these courses unless otherwise specified.
6. For courses offered by the Faculty of Business and Economics, the final examination is normally 2 hours in length, unless otherwise specified by individual teacher at the start of the semester. Final grading will be determined by performance in the examination and an assessment of coursework in a ratio that is to be announced by the teacher at the beginning of each semester.

<sup>#</sup> Candidates are permitted to choose 36 - 48 credits of intra-faculty electives from the School of Business or the School of Economics and Finance.

**YEAR ONE <sup>1</sup>**

<i>Course code</i>	<i>Course title</i>	<i>Credits</i>
<b>BUSI1002.</b>	<b>Introduction to accounting</b>	6
<b>BUSI1003.</b>	<b>Introduction to management information systems*</b>	6
<b>BUSI1004.</b>	<b>Marketing</b>	6
<b>BUSI1006.</b>	<b>Introduction to modern business</b>	3
<b>BUSI1007.</b>	<b>Principles of management</b>	3
<b>BUSI0016.</b>	<b>Introduction to finance <i>or</i></b>	6
<b>FINA1002.</b>	<b>Introduction to finance</b>	
<b>ECEN1906.</b>	<b>English for academic communication for business students*</b>	3
<b>ECEN1907.</b>	<b>Business communication*</b>	3
<b>ECON1001.</b>	<b>Introduction to economics I</b>	6
<b>STAT1008.</b>	<b>Business statistics <i>or</i></b>	6
<b>STAT1003.</b>	<b>Introductory statistics <i>or</i></b>	
<b>ECON1003.</b>	<b>Analysis of economic data</b>	
<b>xxxxx.</b>	<b>Culture and value studies* <i>or</i></b>	3
<b>xxxxx.</b>	<b>Free inter-faculty elective*</b>	
<b>xxxxx.</b>	<b>Science and technology studies*</b>	3
<b>xxxxx.</b>	<b>Broadening courses/inter-faculty electives*</b>	6

<sup>1</sup> Year one curricula structures for BBA(Acc&Fin) and BBA are identical.

**YEAR TWO**

<i>Course code</i>	<i>Course title</i>	<i>Credits</i>
<b>BUSI1001.</b>	<b>Business law</b>	6
<b>BUSI0027.</b>	<b>Management accounting I</b>	6
<b>BUSI0081.</b>	<b>Advanced business communication skills <i>or</i></b>	6
<b>ECEN2908.</b>	<b>Advanced business communication skills</b>	
<b>CBBA0001.</b>	<b>Practical Chinese language course for business, economics and finance students*</b>	3
<b>BUSIxxxx.</b>	<b>Major core courses</b>	6 - 33
<b>xxxxx.</b>	<b>Intra-faculty electives/Electives<sup>2</sup></b>	6 - 33

**YEAR THREE**

<i>Course code</i>	<i>Course title</i>	<i>Credits</i>
<b>BUSI0008.</b>	<b>Business cycles and strategy <i>or</i></b>	6
<b>ECON1002.</b>	<b>Introduction to economics II <i>or</i></b>	
<b>ECON2114.</b>	<b>Macroeconomic analysis</b>	
<b>BUSI0009.</b>	<b>Business policy</b>	6
<b>BUSIxxxx.</b>	<b>Major core courses</b>	6 - 42
<b>xxxxx.</b>	<b>Intra-faculty electives/Electives<sup>2</sup></b>	6 - 42

<sup>2</sup> The credits of intra-faculty elective/elective to be taken in an academic year will depend on the credits of major core course to be taken. The total credits normally taken in each academic year is 60.

## YEAR TWO AND THREE ELECTIVES

<i>Course code</i>	<i>Course title</i>	<i>Credits</i>
BUSI0010.	Company law	6
BUSI0012.	Comparative and international management	6
BUSI0013.	Current business affairs	3
BUSI0014.	Decision support systems	6
BUSI0015.	Entrepreneurship, creativity and innovation	6
BUSI0018.	Hong Kong taxation	6
BUSI0022.	International marketing	6
BUSI0023.	Operations and quality management	6
BUSI0025.	Advanced topics in investments	6
BUSI0030.	Market competition and quality management	6
BUSI0032.	Multinational corporations	6
BUSI0033.	Organizational change and development	6
BUSI0035.	Production and operations	6
BUSI0036.	Quantitative analysis for business decisions I	6
BUSI0037.	Quantitative analysis for business decisions II	6
BUSI0039.	The development of modern China	6
BUSI0044.	International business	6
BUSI0045.	Accounting seminar	6
BUSI0046.	Advanced information systems development	6
BUSI0047.	Applied organization	6
BUSI0049.	Business ethics	6
BUSI0051.	Current topics in marketing management	6
BUSI0053.	Decision support and expert systems	6
BUSI0054.	Developing competencies in business creativity and innovation	6
BUSI0055.	Electronic commerce and virtual businesses	6
BUSI0056.	Fixed income securities <i>or</i>	6
FINA0804.	Fixed income securities	
BUSI0057.	High-performance work systems	6
BUSI0058.	Human resource planning and career management	6
BUSI0062.	Information systems management and strategy	6
BUSI0063.	Internet applications development	6
BUSI0064.	Leadership development programme	3
BUSI0065.	Management and security issues on the commercial internet	6
BUSI0066.	Marketing on the commercial internet	6
BUSI0067.	Mergers and acquisitions	6
BUSI0068.	Multimedia applications development	6
BUSI0070.	Reward and compensation	6
BUSI0071.	Strategic marketing management	6
BUSI0072.	Team building programme	3
BUSI0074.	Telecommunications policy and business	6
BUSI0075.	Current topics in human resource management	6
BUSI0076.	Current topics in information systems	6
BUSI0077.	Selections and training	6
BUSI0078.	Compensation and benefits	6
BUSI0080.	International financial management	6
ECON0103.	The economics of human resources	6
PSYC0044.	Organizational psychology	6
POLI0037.	Managing people in public organizations	6

Plus

Any courses offered by the School of Business or other departments.

**FINANCE MAJOR**

<i>Course code</i>	<i>Course title</i>	<i>Credits</i>
<b>BUSI0011.</b>	<b>Corporate finance <i>or</i></b>	6
<b>FINA0302.</b>	<b>Corporate finance</b>	
<b>BUSI0017.</b>	<b>Financial markets and institutions <i>or</i></b>	6
<b>FINA0102.</b>	<b>Financial markets and institutions</b>	
<b>BUSI0024.</b>	<b>Investments <i>or</i></b>	6
<b>FINA2802.</b>	<b>Investments</b>	
<b>BUSI0069.</b>	<b>Derivative securities <i>or</i></b>	6
<b>FINA0301.</b>	<b>Derivative securities</b>	

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**HUMAN RESOURCE MANAGEMENT MAJOR**

<i>Course code</i>	<i>Course title</i>	<i>Credits</i>
<b>BUSI1005.</b>	<b>Organizational behaviour</b>	6
<b>BUSI0026.</b>	<b>Employment and labour relations</b>	6
<b>BUSI0029.</b>	<b>Human resource management and business strategy</b>	6
<b>BUSI0034.</b>	<b>Human resource: theory and practice</b>	6

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**INFORMATION SYSTEMS MAJOR**

<i>Course code</i>	<i>Course title</i>	<i>Credits</i>
<b>BUSI0048.</b>	<b>Business applications development</b>	6
<b>BUSI0052.</b>	<b>Database development and management</b>	6
<b>BUSI0059.</b>	<b>Information systems analysis and design</b>	6
<b>BUSI0060.</b>	<b>Information systems development and project management I</b>	6
<b>BUSI0061.</b>	<b>Information systems development and project management II</b>	6
<b>BUSI0073.</b>	<b>Telecommunications and networking management</b>	6

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**MARKETING MAJOR**

<i>Course code</i>	<i>Course title</i>	<i>Credits</i>
<b>BUSI0004.</b>	<b>Advertising management</b>	6
<b>BUSI0031.</b>	<b>Marketing research</b>	6
<b>BUSI0038.</b>	<b>Services marketing</b>	6
<b>BUSI0050.</b>	<b>Consumer behaviour</b>	6

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Note: Year two and three syllabuses and course structure are subject to changes.

**YEAR ONE****BUSI1002. Introduction to accounting (6 credits)**

The course will cover the principles of double entry book-keeping, the interpretation of financial statements, the issues raised by corporate regulation, and the use of management information for decision making.

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**BUSI1003. Introduction to management information systems (6 credits)**

The objectives of this course are to (i) examine the new opportunities and challenges brought about by technological developments, and (ii) outline effective ways information technology can be utilised in different functional areas of the business to sustain the firm's strategic position in today's interrelated global market.

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**BUSI1004. Marketing (6 credits)**

An introductory course on the basic concepts of marketing and their implications in management. The ingredients of the Marketing Plan will be analysed and the problems involved in formulating marketing strategy; interpreting marketing data and coping with the changing market environment will be examined.

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**BUSI1006. Introduction to modern business (3 credits)**

This course is deliberately designed to make students aware of the mechanics and environments in which modern day business operate in global, regional and domestic markets. This course aims to help students to understand modern business operations and development in the knowledge economy. This orientation is organized around the new emerging paradigms of business configuration and the skills required of future business leaders.

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**BUSI1007. Principles of management (3 credits)**

This introductory course traces back to how the study and practice of management evolved over this past century, with particular focus on the landmark discoveries and lessons learned. Students are also exposed to the essence of managerial work and the changing face of workplace management. The programme's pedagogical design combines the ingredients of theoretical conceptualization and emphasizes interactive discussions, skill-building experiential exercises and its own on-line course.

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**BUSI0016. Introduction to finance (6 credits)**

An introduction to finance with an emphasis on the decisions and issues faced by the firm. The course will also cover the interrelated topics of individuals choosing between different investment alternatives, and the functioning of capital markets in equating the supply and demand of capital. Specific areas covered include: the basics of valuation using discounted cash flows, valuation of stocks and bonds, valuation and choosing between competing projects, risk and return, the cost of capital, and financial planning and forecasting. Throughout the course, emphasis will be placed on the basic paradigms in finance including net present value, the capital asset pricing model and market efficiency. Remarks: It is advisable to take BUSI1002 Introduction to accounting prior to this course.

OR

**FINA1002. Introduction to finance (6 credits)**

An introduction to finance with an emphasis on the decisions and issues faced by the firm. The course will also cover the interrelated topics of individuals choosing between different investment alternatives, and the functioning of capital markets in equating the supply and demand of capital. Specific areas covered include: the basics of valuation using discounted cash flows, valuation of stocks and bonds, valuation and choosing between competing projects, risk and return, the cost of capital, and financial planning and forecasting. Throughout the course, emphasis will be placed on the basic paradigms in finance including net present value, the capital asset pricing model and market efficiency. Remarks: It is advisable to take BUSI1002 Introduction to accounting prior to this course.

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**ECEN1906. English for academic communication for business students (3 credits)**

This course looks at the communication skills in English required for successful academic life, and deals in particular with reading and writing skills. Extensive reading strategies such as skimming, scanning, browsing and web-searching will be practised to enable students to cope with the current needs to access information. In addition intensive reading activities such as vocabulary development will be included. Writing instruction will focus on accuracy at sentence and paragraph level, which will be monitored throughout the semester, while various genres such as summaries, essays and reports will be reviewed. The importance of attribution of source material will be stressed, and instruction will be given in the standard (APA) form of citations and references. Assessment: 100% coursework.

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**ECEN1907. Business communication (3 credits)**

This course leads from ECEN1906, and this semester the main focus will be listening and speaking skills. A variety of listening activities will aim to enhance skills in this area, while some idiomatic language and extracts from a number of varieties of English will be studied to indicate some features relevant to international business communication. Speaking skills will focus on accurate and comprehensible pronunciation and presentation skills such as impromptu addresses, brief presentations and associated visual aids, and handling seminar and small group discussion. In addition, there will be a project based on investigating real business activity in Hong Kong, resulting in a written report and seminar presentation. Assessment: 100% coursework.

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**ECON1001. Introduction to economics I (6 credits)**

(Compulsory and prerequisite for all second- and third-year courses in economics.)

An introduction to the basic concepts and principles of economics, with an emphasis on the theoretical framework of choice theory, the nature of constraints, the measure of value, the laws of demand and productivity, and the implications for resource use and employment.

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**STAT1008. Business statistics (6 credits)**

The discipline of statistics is concerned with situations involving uncertainty and variability. Variability greatly affects the interpretation of data. Thus statistics form an important descriptive and analytical tool. This elementary course, which is taught without any technical mathematics, presents many standard situations of data interpretation with emphases on business examples. The statistical tests for these situations are presented. Microsoft Excel will be used to carry out some statistical analysis. Assessment: 25% coursework, 75% examination. Remarks: Only available to students in the School of Business.



OR

**STAT1003. Introductory statistics (6 credits)**

The discipline of statistics is concerned with situations involving uncertainty and variability. The interpretation of data is greatly affected when variability plays a role, as it usually does. Thus statistics forms an important descriptive and analytical tool of the social sciences. Candidates with a mathematical background will find this course suitable, because the language of mathematics allows the subject of statistics to be presented with economy and clarity. Assessment: 25% coursework, 75% examination.

Prerequisite: Either A-level Pure Mathematics *or* AS-level Mathematics & Statistics *or* MATH0801 *or* MATH0802 *or* MATH0901 *or* MATH0902. Students without these qualifications, but with grade C *or* better in A-level Physics, are deemed to have sufficient mathematical training to enrol in this course. Students who intend to major in either of the 3 themes “Risk Management”, “Mathematical Statistics” and “Applied Statistics” should take STAT1000 *or* STAT1007 *or* STAT0601 instead of this course. Students taking *or* having taken STAT1000 *or* STAT1001 *or* STAT1006 *or* STAT1007 *or* STAT1008 *or* STAT1801 *or* STAT0601 *or* STAT0602 are not allowed to take this course.

OR

**ECON1003. Analysis of economic data (6 credits)**

This course studies the measurement and interpretation of economic variables, and how to model their relationships using appropriate empirical methods. Topics include interpretation of headline statistics, describing economic aggregates, modeling of economic relationships and drawing conclusions from observations.

**YEAR TWO****BUSI1001. Business law (6 credits)**

An introduction to the Hong Kong legal system, the fundamentals and general principles of Hong Kong law, and other legal concepts which a manager may be expected to encounter in the business environment.

**BUSI0027. Management accounting I (6 credits)**

The theory and techniques involved in serving the accounting needs of management in the decision making, control, evaluation and motivational aspects.

Prerequisite: BUSI1002 Introduction to accounting. Students who have taken BUSI0007 Budgetary planning and control are not allowed to take this course.

**BUSI0081. Advanced business communication skills (6 credits)**

This is a whole year course run for second year students in the School of Business and has two major aims: first, to consolidate the writing skills students have already acquired in Business Communication (taken in Year I); second, to further develop their oral abilities to prepare them for a variety of situations in the workplace. Students will engage in a range of oral activities, write business proposals and reports, and give presentations.

*OR*

**ECEN2908. Advanced business communication skills (6 credits)**

This is a whole year course run for second year students in the School of Business and has two major aims: first, to consolidate the writing skills students have already acquired in Business Communication (taken in Year I); second, to further develop their oral abilities to prepare them for a variety of situations in the workplace. Students will engage in a range of oral activities, write business proposals and reports, and give presentations. Assessment: 100% coursework.

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**CBBA0001. Practical Chinese language course for business, economics and finance students (3 credits)**

This course will cover the following topics: (1) practical Chinese writing skills (2) Chinese characters (3) letter-writing (4) office documents (5) Chinese for special purposes (6) presentation and communication techniques and (7) information technology in Chinese. Assessment: 50% coursework, 50% examination.

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**YEAR THREE**

**BUSI0008. Business cycles and strategy (6 credits)**

A course on business cycles in a global economy and how firms devise business strategies. Topics include business expansion and contraction, hiring and layoff decisions, consumer spending, banking relationship and hedging strategies in a world of fluctuating exchange rates. Remarks: It is not available to Year I students.

*OR*

**ECON1002. Introduction to economics II (6 credits)**

Further discussion of demand and supply and multi-market equilibrium, especially in an aggressive context. An introduction to money, banking, financial markets, and open economies

*OR*

**ECON2114. Macroeconomic analysis (6 credits)**

Economics of inflation; unemployment; income and output determination in the short run and the long run. Money, interest rates and exchange rates. Macroeconomic stabilization policies and open economy macroeconomic issues.

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**BUSI0009. Business policy (6 credits)**

The course will review the analysis and implementation of strategic corporate decisions which encompass all functional areas of business. Students will be split into small groups and will be required to write a mini-project of not more than 5,000 words outlining the desired corporate strategy for a given corporate problem. Remarks: Only available to students in the School of Business.

**YEAR TWO AND THREE ELECTIVES****BUSI0010. Company law (6 credits)**

Formation of companies; memoranda and articles of association. Powers and duties of directors, secretaries and auditors. Shareholders' rights and powers and the role of the courts. Takeovers, mergers and investments; statutes, regulations and codes. Insolvency law and practice. Remarks: It is advisable to take BUSI1001 Business law prior to this course.

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**BUSI0012. Comparative and international management (6 credits)**

This course introduces students to cross-cultural differences in social values and in psychological attitudes and considers their implications for behaviour in organizations. Initial consideration will be given to the process of development and the changes which that brings. This will be followed by a review of the major business cultures in Asia, contrasting them with Western examples. Concentration will be focused on Chinese forms of business.

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**BUSI0013. Current business affairs (3 credits)**

A course on current business affairs focused primarily on Hong Kong and the region. The emphasis is on the interaction between business behaviour and the economic environment. Topics to be covered may include government policy, legal framework, imports and exports, banking and finance, property and land markets, retail and wholesale trade, public utilities, infrastructure investment projects, small and medium enterprises, and technology and innovation.

Prerequisite: ECON1001 Introduction to economics I

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**BUSI0014. Decision support systems (6 credits)**

This course studies how computer systems can be used to assist managers in making effective decisions, both structured and semi-structured, through the integrated application of model base management, knowledge base management, data base management, dialogue management and problem processing systems.

Prerequisite: BUSI1003 Introduction to management information systems *or* equivalent

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**BUSI0015. Entrepreneurship, creativity and innovation (6 credits)**

This course explores the central issues involved in the pursuit of an entrepreneurial career in business. The nature of the course requires some novel approaches to learning and reflection, and the design of these learning activities will take advantage of a rapidly expanding intellectual core which gives meaning and coherence to entrepreneurial activities.

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**BUSI0018. Hong Kong taxation (6 credits)**

A study of the accounting for, and management of, taxes on income under the Inland Revenue Ordinance, within the context of taxation theory.

Prerequisite: BUSI1002 Introduction to accounting

**BUSI0022. International marketing (6 credits)**

This course shows how the basic principles of marketing can be applied to the problems of marketing across national boundaries and within foreign countries. Attention is paid to the development of global marketing strategies and to the different approaches needed to market consumer items, industrial goods and services internationally.

Prerequisite: BUSI1004 Marketing

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**BUSI0023. Operations and quality management (6 credits)**

A general introduction to the basic concepts and principles of management of manufacturing and service operations. Emphasis will be on both the quantitative and qualitative aspects of operations management and the intention is to give students moderate exposure to the major topics in operations management.

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**BUSI0025. Advanced topics in investments (6 credits)**

A course on the modern portfolio theory and the various pricing models of securities.

Prerequisite: BUSI0024 Investments *or* FINA2802 Investments

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**BUSI0030. Market competition and quality management (6 credits)**

The objective of this course is to explore the problems and issues involved in the management of quality improvement and market competition. Emphasis will be on the strategic aspects of quality and marketing management and the intention is to give students exposure to important topics like customer value, quality improvement tools, quality concepts and its relationship with different aspects of marketing management.

Prerequisite: BUSI1004 Marketing

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**BUSI0032. Multinational corporations (6 credits)**

This course studies the multinational enterprise (MNE) and the theoretical approaches that have been formulated to explain the growth and operation of this form of business on an international scale. Recent general theories will be considered in a critical manner to allow judgements to be made on their strengths and limitations.

Prerequisite: BUSI0044 International business

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**BUSI0033. Organizational change and development (6 credits)**

The objective of this course is to explore the problems and issues involved in the management of organizational change and development. Major approaches and attempts to conceptualize the phenomenon will be examined in a critical manner. Particular attention will be paid to problems arising from company formation, entrepreneurial ventures, company expansion and growth, maturity and bureaucratization, corporate failure and recovery. Major strategies for change will be examined.

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**BUSI0035. Production and operations (6 credits)**

A course to introduce a systems-oriented view of production and operations management.

Prerequisites: BUSI0023 Operations and quality management, and BUSI0036 Quantitative analysis for business decisions I

**BUSI0036. Quantitative analysis for business decisions I (6 credits)**

A course on the quantitative methods that are used to solve business problems and make managerial decisions. The course will involve the use of computers in the teaching process.

Prerequisite: STAT1008 Business statistics *or* STAT1003 Introductory statistics *or* STAT1004 Probability and statistics *or* STAT1001 Elementary statistical methods *or* ECON1003 Analysis of economic data *or* equivalent

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**BUSI0037. Quantitative analysis for business decisions II (6 credits)**

A more advanced course on quantitative methods in problem solving. Topics include mathematical programming, dynamic programming, game theory, reliability, Markov chains, stochastic processes and applications in logistics, finance, marketing, inventory and operations.

Prerequisite: BUSI0036 Quantitative analysis for business decisions I *or* STAT0106 Business logistics

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**BUSI0039. The development of modern China (6 credits)**

The course will examine the historical development of modern China and the emergence of new forces and ideologies in the recent past. This should provide a backcloth for the interpretation of the economic and social events of the present time.

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**BUSI0044. International business (6 credits)**

This is an introductory course to the field of international business, which will examine contemporary and historical changes in this field. The focus will be on three main areas: international trade, the international payments system and international production. The approach will consider the roles of various actors in these areas, including firms, states and international organizations and will discuss differing explanations of outcomes in each of the main areas that are offered by differing theoretical perspectives.

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**BUSI0045. Accounting seminar (6 credits)**

A course on (a) the nature of accounting theory and research and (b) topical accounting issues.

Prerequisite: BUSI0020 Intermediate accounting II

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**BUSI0046. Advanced information systems development (6 credits)**

This course studies how emerging information technologies affect both the information systems development process and the information systems. Topics include computer-aided software engineering tools, distributed systems, electronic data interchange, and web-based technologies. Students will carry out a field study of a new technology or new techniques.

Prerequisites: BUSI0048 Business applications development, and BUSI0052 Database development and management *or* equivalent

**BUSI0047. Applied organization (6 credits)**

This is a course on the design of high performance organization in the modern world. Topics include management structures of control and co-ordination, high-commitment work systems, design of compensation systems, virtual organization and the use of IT, organizational learning, organizational change, organization for cultural synergy, organization of international companies.

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**BUSI0049. Business ethics (6 credits)**

The course introduces concepts and tools that can be used for thinking about ethics and how ethical issues enter into the workplace in the modern world. Students will be guided to recognize ethical issues and dilemmas in business activities; to examine the situational forces at work in various business contexts; to learn the differences between the various approaches to ethics and how they play out in modern society, so as to become better able to devise ways out of ethical dilemmas. Special emphasis will be given to a corporation's responsibility to its shareholders and to society arising from the globalization of business activity, the growing role of government, and the increasing politicization of society.

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**BUSI0051. Current topics in marketing management (6 credits)**

This course focuses on current topics in managing a firm's marketing functions. Organized along a seminar mode, students will be exposed through their interactions in Hong Kong. Real life experiences and exposures to firms together with indepth intellectual challenges will be emphasized throughout the course. Indepth classroom discussion, management cases and applied business projects will be emphasized.

Prerequisite: BUSI1004 Marketing

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**BUSI0053. Decision support and expert systems (6 credits)**

This course studies a range of modern decision technologies that can aid in decision making including decision support systems, group support systems, electronic meeting systems, artificial intelligence, expert systems, genetic algorithms and neural networks. Both technical and managerial issues related to the development and implementation of information systems using the above technologies will be discussed.

Prerequisites: BUSI0048 Business applications development, and BUSI0052 Database development and management *or* equivalent

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**BUSI0054. Developing competencies in business creativity and innovation (6 credits)**

This is a skill-building course, which aims to develop core entrepreneurial competencies. These competencies are the mental and behavioural skills required for undertaking the various forms of creative and innovative activity. The course builds upon the course on "Entrepreneurship, creativity and innovation". The course design emphasizes self-understanding and self-direction, and will be largely workshop based.

Prerequisite: BUSI0015 Entrepreneurship, creativity and innovation

**BUSI0055. Electronic commerce and virtual businesses (6 credits)**

This course examines the progress of electronic commerce and focuses on the business opportunities and current technologies relevant to this emerging area of information technology. Students will learn how to set up a business on the Internet.

Prerequisites: BUSI1003 Introduction to management information systems, or CSIS1127 Introduction to information systems

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**BUSI0056. Fixed income securities (6 credits)**

An integrated analysis of the market institutions, theory and empirical evidence in the area of fixed-income markets. Topics covered: Treasury markets, bond mathematics, arbitrage-free models of the term structure, corporate-debt pricing, convertible bonds, primary mortgage markets and securitization, immunization and portfolio insurance, valuation of futures and options on bonds, embedded options, and interest rate risk management.

Prerequisites: BUSI0016 Introduction to finance *or* FINA1002 Introduction to finance, and BUSI0069 Derivative securities *or* FINA0301 Derivative securities

*OR*

**FINA0804. Fixed income securities (6 credits)**

An integrated analysis of the market institutions, theory and empirical evidence in the area of fixed-income markets. Topics covered: Treasury markets, bond mathematics, arbitrage-free models of the term structure, corporate-debt pricing, convertible bonds, primary mortgage markets and securitization, immunization and portfolio insurance, valuation of futures and options on bonds, embedded options, and interest rate risk management.

Prerequisites: BUSI0016 Introduction to finance *or* FINA1002 Introduction to finance, and BUSI0069 Derivative securities *or* FINA0301 Derivative securities

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**BUSI0057. High-performance work systems (6 credits)**

This course examines the principles and practice of designing and operating systems of work that combine the optimum use of technology with high performance and motivation. Topics include socio-technical systems analysis, teamwork and networking.

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**BUSI0058. Human resource planning and career management (6 credits)**

This course aims to provide an understanding of how the demand and supply of human resources can be brought into balance, and people already in employment can be helped to develop in their work careers. Topics covered include appraisal, counselling, development and training, and career planning. Ways in which HRM managers can facilitate organizational learning are also examined.

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**BUSI0062. Information systems management and strategy (6 credits)**

This course examines issues related to managing information systems in an organization including role of the chief information officer, information planning and business strategy, and various frameworks for understanding the function of information systems in an organization.

Prerequisite: BUSI1003 Introduction to management information systems *or* equivalent

**BUSI0063. Internet applications development (6 credits)**

This course studies how to develop an Internet-based business application. Resources, tools and services available on the Internet will be introduced. The JAVA programming language will be covered.

Prerequisites: BUSI0048 Business applications development, and BUSI0052 Database development and management *or* equivalent

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**BUSI0064. Leadership development programme (3 credits)**

This workshop will explore key processes of leadership experientially in a simulated political, social and business environment. The purpose is to provide students with knowledge in leadership theories, models and frameworks with opportunities to experiment with natural and new leadership behaviour in a simulated context. Having gone through these processes in a collective, multi-staged exercise, there will be opportunity for reflection, sharing of experience and integration of practice with theories, in the presence of facilitators.

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**BUSI0065. Management and security issues on the commercial internet (6 credits)**

This course studies two key issues in developing business applications on the commercial Internet: management of the web site and security of the information stored on and obtained from the site. Issues including updating, encryption and authentication will be discussed.

Prerequisite: BUSI1003 Introduction to management information systems *or* equivalent

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**BUSI0066. Marketing on the commercial internet (6 credits)**

This course studies the progress of the Internet, World Wide Web and related technologies for the marketing, selling and distribution of goods and services. Both technology and business marketing issues will be discussed.

Prerequisites: BUSI1004 Marketing, and BUSI1003 Introduction to management information systems *or* equivalent

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**BUSI0067. Mergers and acquisitions (6 credits)**

A course focusing on the theories and market practices of mergers, acquisitions, corporate restructuring and corporate control. Various valuation, strategic and economic issues are examined through case analysis.

Prerequisite: BUSI0016 Introduction to finance *or* FINA1002 Introduction to finance

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**BUSI0068. Multimedia applications development (6 credits)**

This course introduces the various multimedia applications and the technologies based on which these applications are developed. Technologies that enable the achieving and retrieval of text, graphics, sound and video via optional storage devices will be examined.

Prerequisites: BUSI0048 Business applications development, and BUSI0052 Database development and management *or* equivalent



**BUSI0070. Reward and compensation (6 credits)**

This course addresses the design of reward and compensation systems and the contribution they can make to the attainment of an organization's strategic objectives. Among the specific techniques covered are job evaluation, design of incentives, performance-related pay, and non-monetary rewards.

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**BUSI0071. Strategic marketing management (6 credits)**

This course is designed as a capstone course that integrates a firm's marketing decisions. It covers a firm's strategic market orientation, its allocation of resources and effectiveness of its marketing strategies. The course emphasizes managerial implications for different types of firms. Students will learn how to apply the course contents through in-depth studies of firms, research projects and management cases.

Prerequisites: BUSI1004 Marketing, and BUSI0031 Marketing research

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**BUSI0072. Team building programme (3 credits)**

The objective of the workshop is to explore key aspects of group dynamics through a process of experiential learning. The aspects that we shall be considering include leadership and communication, planning and organizing, decision-making and problem solving, trust and team building in the context of business and management. The activities you will undertake consist of a series of problems to be resolved through the combined efforts of your group members. The problems are physical in nature, rather than hypothetical and cognitive, and requires the application of organizational skills for successful and efficient solutions.

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**BUSI0074. Telecommunications policy and business (6 credits)**

This course provides an overview of recent developments of the telecommunications industries in Hong Kong and around the Asia-Pacific Region. Telecommunications infrastructure policies introduced by respective governments in the Region and the impacts of these policies on business operations will be examined.

Prerequisite: BUSI1003 Introduction to management information systems *or* equivalent

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**BUSI0075. Current topics in human resource management (6 credits)**

This course focuses on current topics in managing a firm's human resource management functions. In-depth classroom discussion, management cases and applied business projects will be emphasized.

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**BUSI0076. Current topics in information systems (6 credits)**

Study of selected areas of information systems and information technology. Topics vary with recent developments and current interest.

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**BUSI0077. Selections and training (6 credits)**

This course will focus on the basic concepts of selections and recruitment, training and development of different employees, and human resources utility analysis. In particular, students will be exposed to different recruiting process and the whole spectrum of training and development techniques and demonstrates how they can add value to business success.

**BUSI0078. Compensation and benefits (6 credits)**

This course will focus on the basic concepts of pay and compensation policy of different employees. In particular, students will be exposed to the fundamental pay and benefits administration, along with the importance of rewards and the impact of rewards on employee attraction, motivation and retention.

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**BUSI0080. International financial management (6 credits)**

The international corporation and its environment. Forex markets, Forex risk management. International working capital management. International treasury management. Foreign investment and capital budgeting. International financial markets: Euro-currency, Euro-bond, and Euro-notes markets.

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**ECON0103. The economics of human resources (6 credits)**

Investment in human capital; the economics of the family and of discrimination; wage determination and the operation of the labour market; the choice of labour contracts.

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**PSYC0044. Organizational psychology (6 credits)**

This course will examine the contextual and interactive relationships between man work and organizations. Topics covered will include: issues and methodology; theories and characteristics of organizations; motivation and satisfaction; leadership, group relations; environment, mobility and transport; stress and conflicts, organization design; cross-cultural analysis. Assessment: 60% coursework, 40% examination.

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**POLI0037. Managing people in public organizations (6 credits)**

This course examines the environment, institutions, processes and issues involved in the management of people in public organizations, particularly the Hong Kong government. Comparisons are made to the experience of managing people in public organizations in the rest of China and the USA.

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**FINANCE MAJOR****BUSI0011. Corporate finance (6 credits)**

A course on the advanced treatment of corporate financial decisions. Topics to be covered include corporate valuation; cost of capital; capital structure; leasing; mergers and acquisitions; options; warrants; and convertible bonds.

Prerequisite: BUSI0016 Introduction to finance *or* FINA1002 Introduction to finance

*OR*

**FINA0302. Corporate finance (6 credits)**

A course on the advanced treatment of corporate financial decisions. Topics to be covered include corporate valuation; cost of capital; capital structure; leasing; mergers and acquisitions; options; warrants; and convertible bonds.

Prerequisite: BUSI0016 Introduction to finance *or* FINA1002 Introduction to finance

**BUSI0017. Financial markets and institutions (6 credits)**

This course discusses developed and developing financial markets, institutional and regulatory frameworks, recent developments in securitization, internationalization of markets. The general equilibrium of asset markets, the efficient market hypothesis, the behaviour of asset prices, and term structure of interest rates will be discussed. The markets to be covered include: money markets, bond markets, equity (stock) market, forward markets, futures markets, forex markets, insurance markets and others.

Prerequisite: BUSI0016 Introduction to finance *or* FINA1002 Introduction to finance

*OR*

**FINA0102. Financial markets and institutions (6 credits)**

This course discusses developed and developing financial markets, institutional and regulatory frameworks, recent developments in securitization, internationalization of markets. The general equilibrium of asset markets, the efficient market hypothesis, the behaviour of asset prices, and term structure of interest rates will be discussed. The markets to be covered include: money markets, bond markets, equity (stock) market, forward markets, futures markets, forex markets, insurance markets and others.

Prerequisite: BUSI0016 Introduction to finance *or* FINA1002 Introduction to finance

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**BUSI0024. Investments (6 credits)**

A comprehensive analysis of various investment vehicles and portfolio management techniques. Topics covered: modern portfolio theory and asset pricing models, portfolio management, investment strategies, analysis of common stocks and bonds, and introduction to derivatives securities.

Prerequisite: BUSI0016 Introduction to finance *or* FINA1002 Introduction to finance

*OR*

**FINA2802. Investments (6 credits)**

A comprehensive analysis of various investment vehicles and portfolio management techniques. Topics covered: modern portfolio theory and asset pricing models, portfolio management, investment strategies, analysis of common stocks and bonds, and introduction to derivatives securities.

Prerequisite: BUSI0016 Introduction to finance *or* FINA1002 Introduction to finance

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**BUSI0069. Derivative securities (6 credits)**

To provide a comprehensive analysis of the properties of options and futures and to offer a theoretical framework within which all derivatives can be valued and hedged. Topics covered: simple arbitrage relationships for forward and futures contracts, hedging and basis risk, stock index futures, swaps, trading strategies involving options, valuation of options using a binomial model and the Black-Scholes analysis, options on interest rates, stock indices, currencies and futures, and exotic options.

Prerequisite: BUSI0016 Introduction to finance *or* FINA1002 Introduction to finance

OR

**FINA0301. Derivative securities (6 credits)**

To provide a comprehensive analysis of the properties of options and futures and to offer a theoretical framework within which all derivatives can be valued and hedged. Topics covered: simple arbitrage relationships for forward and futures contracts, hedging and basis risk, stock index futures, swaps, trading strategies involving options, valuation of options using a binomial model and the Black-Scholes analysis, options on interest rates, stock indices, currencies and futures, and exotic options.

Prerequisite: BUSI0016 Introduction to finance *or* FINA1002 Introduction to finance

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**HUMAN RESOURCE MANAGEMENT MAJOR**

**BUSI1005. Organizational behaviour (6 credits)**

A course on the concepts and key research findings which can help us to understand the human behaviour in organizations. Topics include motivation, leadership theory, group dynamics, morale, communications, control techniques and organizational culture.

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**BUSI0026. Employment and labour relations (6 credits)**

This course intends to give an overview on the fundamentals of labour relations theories pertaining to trade unionism, collective bargaining and workplace labour-management relations. Particular attention is also given to the development of the labour market, employment pattern and labour law in Hong Kong.

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**BUSI0029. Human resource management and business strategy (6 credits)**

This course proposes to look at the basic concepts of human resource management (HRM) and its application to Hong Kong. Emphasis will be placed on the strategic linkage between HRM and corporate management in the context of business changes and re-structuring. Comparative references will also be made to practices elsewhere in other industrial societies.

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**BUSI0034. Human resource: theory and practice (6 credits)**

A course that draws upon an understanding of organizational behaviour to examine the techniques and practice of HRM. Topics include HRM and corporate strategy, human resource planning, recruitment and selection, performance management, training and development, employee relations.

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**INFORMATION SYSTEMS MAJOR**

**BUSI0048. Business applications development (6 credits)**

This course introduces the basic concepts of programme development for business applications with an emphasis on user interface design and development, database design and querying and operating environments. Hands-on experience in selected application systems development tools will be emphasized.

Prerequisite: BUSI1003 Introduction to management information systems

**BUSI0052. Database development and management (6 credits)**

This course studies the principles, design, development and administration of database management systems for business applications. Emphasis will be placed on the user/developer/administrator points of view.

Prerequisite: BUSI0059 Information systems analysis and design *or* equivalent

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**BUSI0059. Information systems analysis and design (6 credits)**

This course examines the application of information technology to business and analyses the various stages of a system life cycle with the development of computer-based information systems. Techniques for modeling data and process requirements will be discussed.

Prerequisite: BUSI1003 Introduction to management information systems *or* CSIS1127 Introduction to information systems

Co-requisite: BUSI0048 Business applications development, CSIS0911 Computer concepts and programming *or* CSIS1117 Computer programming

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**BUSI0060. Information systems development and project management I (6 credits)**

This course examines the concepts, techniques, activities and issues for information systems development projects. Student teams will carry out structured projects for project planning and scheduling, cost estimation, risk analysis, team organization, process management and quality assurance. Use of tools and managerial techniques in support of the above activities will be introduced. Remarks: This course is available to Year III students in BBA IS Major and BBA(IS) only.

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**BUSI0061. Information systems development and project management II (6 credits)**

This is a continuation of the course BUSI0060 Information systems development and project management I. Remarks: This course is available to Year III students in BBA IS Major and BBA(IS) only.

Prerequisite: BUSI0060 Information systems development and project management I

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**BUSI0073. Telecommunications and networking management (6 credits)**

This course introduces the concepts and terminology of telecommunications and computing network in support of business activities including data, voice, image and communication technologies, networking and communication architectures, protocols and standards. The development of Hong Kong telecommunication infrastructure will also be discussed.

Prerequisite: BUSI0059 Information systems analysis and design *or* equivalent

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**MARKETING MAJOR****BUSI0004. Advertising management (6 credits)**

The preparation, use and administration of advertising, emphasizing the use of research to direct and measure the effectiveness of each stage in the operation.

Prerequisite: BUSI1004 Marketing

**BUSI0031. Marketing research (6 credits)**

This course will cover the broad principles of marketing research. Emphasis will be placed on the use of marketing research as an aid to decision making. In this spirit students will be introduced to a variety of types of marketing research data. Students will be given the opportunity to engage in practical marketing research based exercises.

Prerequisite: BUSI1004 Marketing

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**BUSI0038. Services marketing (6 credits)**

The course examines the characteristics of service organizations and how this affects their approach to marketing. Issues in the three dimensions of internal marketing; transactional marketing and external marketing are examined and the role of research analysed. Attention is paid to service culture and service value and the problems are illustrated by examples from Asian, American and European service firms.

Prerequisite: BUSI1004 Marketing

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**BUSI0050. Consumer behaviour (6 credits)**

This course is designed to understand how customers behave. It integrates the psychological processes that motivate and direct consumers and organizations in their consumption decisions. Students will learn to apply concepts and measurement tools to managing firms in Hong Kong and Mainland China through exercises, cases and projects. Implications for marketing decisions will be shared.

Prerequisite: BUSI1004 Marketing