

**REGULATIONS FOR THE DEGREE OF  
BACHELOR OF MANAGEMENT STUDIES  
(BMS)**

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

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**Definition**

**BMS 1** For the purpose of these regulations and the syllabuses for the degree and unless otherwise defined:

‘SPACE’ means the School of Professional and Continuing Education in the University of Hong Kong;

‘Prerequisite’ means a course which candidates must have completed successfully before being permitted to take the course in question;

‘Cumulative Grade Point Average (GPA)’ is the average weighted grade point obtained in all courses taken by candidates at the time of calculation, where each course is given a weight equal to its unit value;

‘Transcript’ is a transcript for the record of study of candidates, issued by the Registrar of the University;

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**Admission to the degree**

**BMS 2** To be eligible for admission to the courses leading to the Bachelor of Management Studies, candidates shall

- (a) comply with the General Regulations;
  - (b) hold
    - (i) a Diploma in Management Studies awarded by SPACE or its equivalent; or
    - (ii) other academic or professional qualifications of equivalent standard;
  - (c) have at least two years of working experience; and
  - (d) satisfy the examiners in a qualifying examination, if required.
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**Length of study**

**BMS 3** The programme shall normally extend over six years of part-time study.

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**Exemptions**

**BMS 4** Exemptions may be granted from any course upon application to and at the discretion of the Joint Admissions Committee.

**BMS 5** Exemptions in the programme may be granted for up to a maximum of 15 courses (90 credits).

### Curriculum requirements

**BMS 6** To complete the curriculum, all candidates shall successfully complete not less than 180 credits of courses, in the manner specified in the syllabuses, unless exemptions are granted in advance.

**BMS 7** Candidates shall normally select not less than 12 and not more than 24 credits of courses in each semester, unless otherwise permitted or required by the Director of the SPACE or his designate.

**BMS 8** Candidates with unsatisfactory academic progress may be required by the Director of the SPACE or his designate to take a reduced study load.

### Assessment and grades

**BMS 9** Candidates shall be assessed for each of the courses which they have registered, 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.

**BMS 10** Written examinations or tests shall normally be held at the end of each semester unless otherwise specified in the syllabuses.

**BMS 11** The grades, their standard and the grade point for assessment shall be as follows:

<i>Grade</i>	<i>Standard</i>	<i>Grade Point</i>
A+ )	Excellent	4.0
A )		4.0
A- )		3.7
B+ )	Good	3.3
B )		3.0
B- )		2.7
C+ )	Satisfactory	2.3
C )		2.0
C- )		1.7
D+ )	Pass	1.3
D )		1.0
F	Fail	0

**BMS 12** Courses for which candidates are given an F grade shall not be counted towards the degree, but shall be recorded on the transcript of the candidates.

**BMS 13** In the event that candidates fail in a course and are required to be re-assessed at a time specified by the Board of Examiners, the new grade obtained shall replace the previous F grade in the calculation of the cumulative GPA.

**BMS 14** Candidates shall not be permitted to repeat a course for which they have received a pass grade for upgrading purposes.

**BMS 15** Candidates shall be permitted for re-examination in the failed courses and/or be required to repeat any part of the course at a time to be specified by the Board of Examiners. The maximum number of attempts for a particular course, including retakes and re-examinations, is three.

**BMS 16** Candidates shall be put on probation, in accordance with the arrangements of the Faculty, if their GPA for the previous semester is lower than 1.5; 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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### **Advanced standing**

**BMS 17** Advanced standing may be granted to candidates in recognition of studies completed successfully elsewhere. The amount of advanced credits to be granted shall be determined by the Faculty Board, in accordance with the following principles:

- (a) under the provisions of Statute III.5, a minimum of one-year study at this University shall be required before the candidate is considered for the award of the degree; and
- (b) a minimum of 60 credits shall be gained in this University.

Advanced credits granted shall not be included in the calculation of the cumulative GPA.

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### **Degree classification**

**BMS 18** The degree of Bachelor of Management Studies shall be awarded in five divisions:

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

**BMS 19** The classification of honours shall be determined by the Board of Examiners at its full discretion by taking the overall performance of candidates and other relevant factors into consideration; and may not be determined on the basis of cumulative GPA alone.

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## **SYLLABUSES FOR THE DEGREE OF BACHELOR OF MANAGEMENT STUDIES**

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### **PROGRAMME STRUCTURE**

1. To be qualified for the award of the degree, candidates are required to pass in all the prescribed coursework and examinations for all the following 30 courses, unless exemptions have been granted prior to commencement of the study of each course.
2. 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 in each of the following areas of study: English language studies, Chinese language studies, science and technology studies, culture and value studies, and information technology.
3. The examination for each course is one three-hour written paper and the final grading will be determined by performance in the examination and an assessment of coursework in the ratio of 60:40, unless otherwise specified.

The 30 courses (each course carrying 6 credits) to be studied for this degree programme are:

### **BASIC LEVEL COURSES**

<i>Course code</i>	<i>Course title</i>	<i>Credits</i>
<b>MANA0001.</b>	<b>Chinese language skills</b>	6
<b>MANA0002.</b>	<b>English language skills</b>	6
<b>MANA0003.</b>	<b>Hong Kong business environment</b>	6
<b>MANA0004.</b>	<b>International trade</b>	6
<b>MANA0005.</b>	<b>Introduction to accounting</b>	6
<b>MANA0006.</b>	<b>Introduction to business computing</b>	6
<b>MANA0007.</b>	<b>Introduction to management</b>	6
<b>MANA0008.</b>	<b>Introduction to social psychology</b>	6
<b>MANA0010.</b>	<b>Legal (business) framework</b>	6
<b>MANA0011.</b>	<b>Macroeconomics</b>	6
<b>MANA0012.</b>	<b>Managerial accounting</b>	6
<b>MANA0013.</b>	<b>Marketing</b>	6
<b>MANA0014.</b>	<b>Microeconomics</b>	6
<b>MANA0015.</b>	<b>People's Republic of China business environment</b>	6
<b>MANA0016.</b>	<b>Quantitative methods</b>	6
<b>MANAxxxx.</b>	<b>Culture and value studies<sup>1</sup></b>	6

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### **INTERMEDIATE LEVEL COURSES**

<i>Course code</i>	<i>Course title</i>	<i>Credits</i>
<b>MANA0018.</b>	<b>Company law</b>	6
<b>MANA0019.</b>	<b>Consumer psychology</b>	6
<b>MANA0020.</b>	<b>Finance</b>	6
<b>MANA0021.</b>	<b>Management of information technology (IT)</b>	6
<b>MANA0022.</b>	<b>Operations management</b>	6
<b>MANA0023.</b>	<b>Organizational behaviour</b>	6
<b>MANAxxxx.</b>	<b>Science and technology studies<sup>1</sup></b>	6

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### **ADVANCED LEVEL COURSES**

<i>Course code</i>	<i>Course title</i>	<i>Credits</i>
<b>MANA0024.</b>	<b>Business ethics</b>	6
<b>MANA0025.</b>	<b>Business policy</b>	6
<b>MANA0026.</b>	<b>Human resource management</b>	6
<b>MANA0027.</b>	<b>Investment analysis</b>	6
<b>MANA0028.</b>	<b>Management theory</b>	6
<b>MANA0029.</b>	<b>Organizational marketing</b>	6
<b>MANA0030.</b>	<b>Project management</b>	6

<sup>1</sup> To choose from a list of electives to be announced before the start of the semester.

**BASIC LEVEL COURSES****MANA0001. Chinese language skills (6 credits)**

This course is designed to enhance the oral and written communication skills for Chinese language business environment. Students will be exposed to a variety of realistic business contexts and will carry out tasks designed to improve their listening, speaking and writing skills. The variety of methods such as group work, role play and report writing will be used to enhance learning. In addition, students will also be trained to use the latest technologies in multimedia presentations.

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**MANA0002. English language skills (6 credits)**

This course is designed to enhance the oral and written communication skills for English language business environment. Students will be exposed to a variety of realistic business contexts and will carry out tasks designed to improve their listening, speaking and writing skills. The variety of methods such as group work, role play and report writing will be used to enhance learning. In addition, students will also be trained to use the latest technologies in multimedia presentations.

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**MANA0003. Hong Kong business environment (6 credits)**

The industrial structure, labour market trends, the nature of laissez faire policy, infra structural strengths and weaknesses, mainland influences, and other Hong Kong domestic factors are discussed with students.

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**MANA0004. International trade (6 credits)**

This course is designed to introduce students to the theory of international trade. Topics include: comparative advantage, gains from trade, tariff and quota, intermediate goods and growth and economic welfare.

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**MANA0005. Introduction to accounting (6 credits)**

An introduction to the principal business processes via accounting concepts. The course will cover the principles of double entry book-keeping, cash flow analysis, the interpretation of financial statements.

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**MANA0006. Introduction to business computing (6 credits)**

The course is designed to familiarize students with minimal computer experience to understand the role of computer-based information systems in business organizations. It gives a clear view of the managerial and technological aspects of information systems.

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**MANA0007. Introduction to management (6 credits)**

This introductory course in management principles studies the evolution of the basic concepts of management, and their practical application in meeting the objectives of the firm and its stockholders. The basic aspects of management are developed and related to the objectives of the business. Management leadership issues in the areas of planning, co-ordinating, motivating and controlling are included.

**MANA0008. Introduction to social psychology (6 credits)**

This course is designed to give an introduction to a field which studies the behaviour of individuals in social contexts. Topics include social perception, cognition, motivation and attitudes. Key concepts used in the analysis of cultures, social structures, social processes and social change will be introduced.

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**MANA0010. Legal (business) framework (6 credits)**

This course is designed to give an introduction to the Hong Kong and PRC legal systems, the fundamentals and general principles of Hong Kong and PRC laws. Such topics as sale of goods, formation and subject matter of contract, and other legal concepts which a manager may be expected to encounter in the business environment will be discussed.

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**MANA0011. Macroeconomics (6 credits)**

This course is concerned with theories of income, employment, and the price level; analysis of secular growth and business fluctuations; introduction to monetary and fiscal policy.

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**MANA0012. Managerial accounting (6 credits)**

The management accounting approach to subjects such as budgets, operating statements and variance analysis, cost classifications, full absorption cost pricing and marginal cost pricing, break-even analysis and graphical presentations, will be introduced.

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**MANA0013. Marketing (6 credits)**

This marketing course is designed to provide students with a sensitive understanding of the importance of marketing as a philosophy in an enterprise, highlighting the difficulties of translating the philosophy via people to meet with consumer appreciation; and to enable participants to understand the functions of marketing and the rationale behind them.

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**MANA0014. Microeconomics (6 credits)**

This course is concerned with the laws of supply and demand, returns, and costs; price and output determination in different market situations; theory of factor pricing and income distribution; general equilibrium; interest and capital.

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**MANA0015. People's Republic of China business environment (6 credits)**

The course gives a general overview of the present business environment in the PRC. Topics include: the structure of PRC's economy, direction and terms of trade, foreign investment, technology transfer, management practices and the impact of politics on business and management behaviour.

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**MANA0016. Quantitative methods (6 credits)**

An introduction to the quantitative methods used to solve business problems and assist in making managerial decisions. Topics include decision tree, forecasting, linear programming, goal programming, critical path analysis (CPM), and simulation.

**INTERMEDIATE LEVEL COURSES****MANA0018. 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 practices.

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**MANA0019. Consumer psychology (6 credits)**

This course examines the psychological processes underlying consumer buying behaviour, and the factors influencing these processes. Consumer behaviour are studied from five psychological perspectives: motivational, information processing, attitude and attitude change, decision-making and social symbolism.

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**MANA0020. Finance (6 credits)**

This course provides students with a fundamental grasp of modern financial theory. The concepts and techniques involved in the financial decisions of companies are introduced.

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**MANA0021. Management of information technology (IT) (6 credits)**

This course is designed to introduce students to the basic concepts and principles necessary in understanding information technology management. The topics include IT strategy, investment, and implementation. (Matters concerning the technology itself or the general application of the technology.)

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**MANA0022. Operations management (6 credits)**

This course is designed to introduce students to the basic concepts and principles of management of manufacturing and service operations. The topics include operations strategy, total quality management, work-force management, capacity, layout, materials management, aggregate planning, material requirement planning (MRP), just-in-time (JIT) methods, and scheduling. Emphasis will be on both the quantitative and qualitative aspects of operations management.

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**MANA0023. Organizational behaviour (6 credits)**

This course is designed to introduce students to the concepts used in understanding of human behaviour in organizations. The topics include motivation, leadership theory, group dynamics, morale, communications, control techniques and organisational climate.

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**ADVANCED LEVEL COURSES****MANA0024. Business ethics (6 credits)**

This course examines a principle-based choice between competing alternatives in making business decisions. The relationship between law and ethics, altruism and right and duties are discussed.

**MANA0025. Business policy (6 credits)**

This course is designed to introduce students to the fundamentals of business policy analysis and implementation of strategic corporate decisions.

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**MANA0026. Human resource management (6 credits)**

This course is designed to introduce students to the following topics: recruitment, selection, management development and training, performance evaluation, career development and management, and management of compensation and benefits.

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**MANA0027. Investment analysis (6 credits)**

This course is designed to introduce students to the analysis of the investment strategies for individual investors and institutions; applications of modern portfolio theory for personal and institutional investment; analysis of common stocks, bonds, and options and futures.

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**MANA0028. Management theory (6 credits)**

A study of the theories of management and their historical development. Analysis of the manager's role in different types of organizations. Key management processes such as planning, organizing, staffing and controlling will be studied.

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**MANA0029. Organizational marketing (6 credits)**

This is an advanced level marketing course concentrating on the specific problems encountered in marketing to industrial and service firms.

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**MANA0030. Project management (6 credits)**

This course examines issues related to the successful completion of large-scale projects. This includes the management of personnel with a wide variety of skills, and motivations. The topics include: role of project manager, scheduling methods, cost and time estimations and report writing. Where appropriate, the uses of software packages are encouraged.