

DESCRIPTION FOR UNDERGRADUATE COURSES OFFERED BY SCHOOL OF BUSINESS (3-YEAR CURRICULUM)

The courses listed below will not be necessarily offered every year.

JUNIOR LEVEL COURSES

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.

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.

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.

BUSI1006. Principles and practices of 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.

Mutually exclusive courses: BUSI0015, *and* YSOB0001

BUSI1007. Principles of management (6 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. The course aims to develop students' awareness of the nature of management processes and involves a study of the following topics: planning, organizing, controlling, leading, communication and change management. The programme's pedagogical design combines the ingredients of theoretical conceptualization and emphasizes interactive discussions, skill-building experiential exercises and students' presentations.

SENIOR LEVEL COURSES

BUSI0002. Accounting theory (6 credits)

The development and structure of accounting theory. Income determination. Asset valuation. Special areas of controversy, including social accounting and accounting for inflation. Principles of human information processing.

Prerequisite: BUSI0020 Intermediate accounting II

BUSI0003. Advanced financial accounting (6 credits)

Application of accounting theory to the preparation of accounting standards and their implications for reporting purposes, particularly those related to the consolidation of group accounts, asset valuation and the influence on income determination. Other topics may include current cost accounting, income tax allocation, government entities and nonprofit organizations.

Prerequisite: BUSI0020 Intermediate accounting II

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

BUSI0006. Auditing (6 credits)

Professional ethics, and the social and legal responsibilities of auditors; basic auditing concepts and principles; evidence; evaluation of internal control; standard procedures and methods of investigation.

Prerequisite: BUSI0020 Intermediate accounting II

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.

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.

Prerequisites: BUSI1002 Introduction to accounting; *and*
BUSI1004 Marketing; *and*
BUSI1007 Principles of management *or* BUSI1005 Organizational behavior; *and*
ECON1001 Introductory microeconomics; *and*

FINA1003 Corporate finance
Remarks: Only available to students in the School of Business.

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.

BUSI0015. Principles of entrepreneurship (6 credits)

This course equips students with the essential elements of entrepreneurship manifested in the issues, challenges and rewards of creating a new business. The process in creating a start-up company, indeed, the process of an entrepreneurial undertaking will be examined, discussed, and practiced in class in order to provide students with some first-hand knowledge and experience in the subject matter. The course also covers social entrepreneurship and corporate entrepreneurship / entrepreneurship within the corporation.

Mutually exclusive course: BUSI3602 IT and entrepreneurship

BUSI0018. Hong Kong taxation (6 credits)

This course provides students with a fundamental understanding of the current law, principles and practices of Hong Kong Taxation. The concepts introduced in the course are heavily used in practice. The course is helpful not only for personal tax compliance and planning but also for paving the way for students to enter their future profession and the business world.

Prerequisite: BUSI1002 Introduction to accounting

BUSI0019. Intermediate accounting I (6 credits)

The course provides an in-depth knowledge of the first part of financial accounting. It covers the environment of financial accounting and the development of accounting standards; conceptual framework underlying financial accounting; statement of income and retained earnings; balance sheet; accounting and the time value of money; cash and receivables; valuation of inventories; acquisition and disposition of property, plant and equipment; depreciation and depletion; intangible assets; current liabilities and contingencies; long-term liabilities; temporary investments and long-term investments; and revenue recognition.

Prerequisite: BUSI1002 Introduction to accounting

BUSI0020. Intermediate accounting II (6 credits)

This course provides an in-depth knowledge of the second part of financial accounting. It covers stockholders' equity; dilutive securities and earnings per share calculations; accounting for income taxes; accounting for pensions and postretirement benefits; accounting for leases; accounting changes and error analysis; statements of cash flows; basic financial statement analysis; and full disclosure in financial reporting.

Prerequisite: BUSI0019 Intermediate accounting I

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

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.

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.

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.

BUSI0028. Management accounting II (6 credits)

A course on advanced problems in managerial accounting and management information and reporting systems for planning and control of operations. In particular it will include problems associated with large decentralized companies - divisional performance control, measurement and evaluation, transfer pricing.

Prerequisite: BUSI0027 Management accounting I

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.

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

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

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 judgments to be made on their strengths and limitations.

Prerequisite: BUSI1007 Principles of management

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.

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.

Prerequisite: BUSI1007 Principles of management

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 used to solve business problems and make managerial decisions. The course involves the use of computers in the teaching process.

Prerequisite: STAT1008/STAT0302 Business statistics *or* STAT1003 Introductory statistics *or* STAT1004 Probability and statistics *or* STAT1001 Elementary statistical methods *or* STAT1301 Probability & statistics I *or* STAT1306 Introductory Statistics *or* ECON1003 Analysis of economic data *or* equivalent

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

A more advanced course on quantitative methods to 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

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

BUSI0039. China economy (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.

Mutually exclusive course: ECON0601 Economic development of China

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.

Prerequisites: BUSI1007 Principles of management; *and*
ECON1001 Introductory microeconomics

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

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.

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

Remarks: This course is not available to BBA(IS) students.

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

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

BUSI0052. Database development and management (6 credits)

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

Prerequisite: BUSI1003 Introduction to management information systems

Eligibility: Students taking or having taken CSIS0278 are not allowed to take this course.

BUSI0053. Decision support and expert systems (6 credits)

This course explores a range of modern technologies used to support business decision making. Topics include decision support systems, group support systems, electronic meeting systems, artificial intelligence, expert systems, and neural networks. Both technical and managerial issues related to the development and implementation of decision support systems will be discussed.

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

BUSI0055. Electronic commerce and virtual businesses (6 credits)

This course focuses on business opportunities brought about by the Internet. Students will learn how to use web-based technologies to set up a business.

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

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.

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.

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 development life cycle. Techniques for modeling data and process requirements will be discussed.

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

BUSI0060. Project management (6 credits)

This course focuses on the planning, scheduling, control, and evaluation of project management. The basic tools and techniques of project management are explored. Projects are temporary endeavors that organizations and individuals undertake to create a unique product or service. Projects are developed and managed through a defined set of procedures producing a consistent and effective management methodology. Special emphasis is placed on engineering, management, and control of IS/IT related business project. The evaluation on project and project management is also addressed. The topics include management on scope, time, cost, quality, human resource, communication, risk, and procurement.

1. Understand and apply the fundamental tools and techniques of project management.

2. Develop knowledge of principles, concepts, and methods in the leadership of complex projects from a systems perspective.
3. Perform conceptual design, planning, scheduling, and control for a technical project.
4. Develop capabilities for understanding, assessing, and resolving human, technical, and administrative issues for deployed projects.
5. Demonstrate sophistication and competency in design, analysis, and evaluation of project management systems in a technical environment.

Prerequisites: BUSI1002 Introduction to financial accounting; *and*
ECON1001 Introductory microeconomics

BUSI0061. Information systems project management (6 credits)

This course examines the concepts, techniques, and activities related to information systems development projects. Teams of student will carry out projects that span the entire information systems analysis and design life cycle, including planning and scheduling, cost estimation, risk analysis, team organization, process management and quality assurance. In the process students will become familiar with the use of computer-based tools and managerial techniques used in information systems development projects.

Prerequisite: BUSI1003 Introduction to management information systems

Remarks: This course is available to Year III students in BBA(IS) or IS Major only.

BUSI0062. Information systems management and strategy (6 credits)

This course examines various issues related to the management of information systems in organizations. The link between information systems planning and business strategy will be explored to see how companies can use information systems not only to support their daily operations but to sustain and enhance their strategic advantage.

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

BUSI0063. Internet and mobile applications (6 credits)

In this course students will learn how to develop Internet-based business applications using the resources, tools and services available on the Internet. Topics include HTML, Java applets, HTTP and CGI, JavaScript, Java Servlets and JSP, Perl, PHP, ASP, Web spiders and search engines, and wireless applications.

Prerequisites: BUSI0048 Business applications development or CSIS1117 Computer programming I or ENGG1002 Computer programming and applications; *and*
BUSI0052 Database development and management or CSIS0278 Introduction to database management systems

BUSI0064. Leadership workshop (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.

BUSI0065. Information systems security management (6 credits)

This course focuses on key issues related to security of Internet-based business applications . Topics include data security, including encryption and authentication.

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

BUSI0066. Marketing on the commercial internet (6 credits)

This course examines the evolution of the World Wide Web as a powerful tool for selling, distributing and servicing of goods and services. Particular attention will be paid to customer relationship management and its impact on competitive positioning of a firm.

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

BUSI0068. Multimedia applications development (6 credits)

This course introduces various technologies used in multimedia applications. Students will learn how to develop information systems that use text, graphics, sound and video.

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.

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 indepth studies of firms, research projects and management cases.

Prerequisite: BUSI1004 Marketing

BUSI0072. Team building programme (6 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 require the application of organizational skills for successful and efficient solutions.

BUSI0073. Data communications and networking management (6 credits)

This course introduces telecommunications and computing networks used in support of business activities. Topics include data, voice, image and communication technologies; networking and communication architectures; and protocols and standards.

Prerequisite: BUSI1003 Introduction to management information systems

Eligibility: Students taking or having taken CSIS0234 are not allowed to take this course.

BUSI0074. Telecommunications policy (6 credits)

This course provides an overview of recent developments of the telecommunications industry in Hong Kong and around Asia-Pacific. 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

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.

BUSI0076. Current topics in information systems (6 credits)

This course discusses the contemporary areas of information systems, including emerging technologies and the way they affect businesses.

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.

BUSI0084. Advanced topics in auditing (6 credits)

This course extends the first Auditing course to further examine various advanced topics including advanced auditing techniques, auditing for operations and efficiency, auditing web based information, EDP auditing, environmental auditing, forensic accounting and contemporary issues of auditing.

Prerequisites: BUSI0006 Auditing; *and*

BUSI0003 Advanced Financial Accounting

BUSI0085. Advanced topics in taxation (6 credits)

This course provides students with a thorough and in-depth knowledge of the current law, principles and practices of Hong Kong Taxation. Students are required to apply the tax principles, decided cases and legislations to the Hong Kong taxation system on compliance matters and tax planning activities. The course also covers anti-avoidance provisions, cross border activities and international tax planning considerations. The concepts introduced in the course are heavily used in practice. The course is helpful not only for tax compliance and planning but also for paving the way for students to enter their future profession and the business world.

Prerequisite: BUSI0018 Hong Kong Taxation

BUSI0088. Artificial Intelligence for Business Applications (6 credits)

This course focuses on the fundamentals of artificial intelligence (AI), with emphasis on business applications. Students will gain hands-on experience in developing and using different AI tools to solve real-world business problems. Topics include AI algorithms, intelligent agents, document management, expert systems, and data mining.

Prerequisites: BUSI0048 Business applications development or CSIS1117 Computer programming I or ENGG1002 Computer programming and applications; *and*
BUSI0052 Database development and management or CSIS0278 Introduction to database management systems

BUSI0089. Studies on China's competitiveness (6 credits)

Studies on China's Competitiveness will focus on the competitiveness of the economy and industries of Mainland China and examine China's competitiveness on a regional, industry and activity basis. Globalization and China's accession to WTO will present unprecedented opportunities and challenges for China's economy and industries. As such, China's position in the globalized world economic system and its ability to move up the value-added ladder is critical to its sustainable economic development. Given Hong Kong's close links to the economy of the Chinese Mainland, China's economic future will heavily influence that of every industry in Hong Kong. Through a detailed analysis of a cross section of Chinese industries, the course will help the students to have a better understanding of the current status of China's competitiveness and future dynamics.

BUSI0090. The European business environment (6 credits)

This course is intended for those who wish to study the evolution of the European Business Environment and the processes by which it operates. It investigates the broader political, cultural, economic, legal and philosophical basis of the business milieu mostly in Western Europe but with, when appropriate, reference to the Eastern European states. It includes the typologies of businesses as conducted in selected states where the free market, remnants of state control and the regional and global influences all have a part to play. Teaching would be based on lectures, case studies and simulations with visiting lectures from various Consulates to enrich the content.

BUSI0092. Advanced database management & data mining (6 credits)

The course consists of two parts. In the first part advanced database concepts such as views, triggers, stored procedures, SQL*Plus, database administration and performance tuning. In the second part, various techniques in data mining such as decision trees, neural networks, and clustering will be covered. Student will be exposed to the applications of these techniques in business.

Prerequisite: BUSI0052 Database development and management *or* CSIS0278 Introduction to database management systems

BUSI0093. Enterprise resource planning systems (6 credits)

This course provides an overview of enterprise resource planning systems and their use in the business environment. Topics include business processes management, functions and data requirements, and systems implementation and integration.

Prerequisite: BUSI1003 Introduction to management information systems

BUSI0094. Business transformation (6 credits)

The course provides a roadmap for managers planning to transform their companies into an inter-networked enterprise where shared infrastructures are used to link customers, suppliers, partners and employees to create superior economic value. It covers business strategy, infrastructure, process management, and integration and implementation. The course is based on the premise that integrating Internet technologies throughout the value chain is crucial in building and managing customer relationships and thus brand equity.

Prerequisite: BUSI1003 Introduction to management information systems

BUSI0095. Creativity and business innovation (6 credits)

To succeed in today complex and rapidly changing business environment managers must be able to 1) analyze (the separating of a whole into its component parts), 2) synthesize (the combining of often diverse conceptions into a coherent whole), 3) make judgment (the forming an opinion or evaluation by discerning and comparing), and 4) sell their ideas (the ability to articulate with the objective of influencing others).

This course relies on the case method to instill and foster these skills. Students will learn how to identify appropriate sources of information, sieve through information, differentiate between major and minor issues, analyze new developments, synthesize different ideas and ultimately articulate their thoughts to others. In the process students will learn how to ask the right questions, explore the trade-offs involved in managerial decisions, and discover and design doable courses of action.

Remarks: This course is open only to second- and third-year students.

BUSI0098. Project Management (6 credits)

This course focuses on the planning, scheduling, control, and evaluation of project management. The basic tools and techniques of project management are explored. Projects are temporary endeavors that organizations and individuals undertake to create a unique product or service. Projects are developed and managed through a defined set of procedures producing a consistent and effective management methodology. Special emphasis is placed on engineering, management, and control of IS/IT related business project. The evaluation on project and project management is also addressed. The topics include management on scope, time, cost, quality, human resource, communication, risk, and procurement.

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- Develop capabilities for understanding, assessing, and resolving human, technical, and administrative issues for deployed projects.
- Demonstrate sophistication and competency in design, analysis, and evaluation of project management systems in a technical environment.

Prerequisites: BUSI1002 Introduction to accounting; *and*
ECON1001 Introductory microeconomics

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.

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.

BUSI1082. Professional preparation programme (3 credits)

To prepare students for a career in professional accounting, this optional course is a semester course including a series of seminar/workshop discussing career opportunities and professional ethics, developing interpersonal, communication and time-management skills and also social events providing opportunities to interact with accounting and business professionals. Pass/Fail grade.

BUSI2003. Leadership (6 credits)

This course deals with leadership in organizational contexts. Students will learn about major theoretical approaches to studying leadership. Students will also examine leadership in problem situations. Cases and assessment exercises will be used to help students develop leadership competencies.

BUSI2811. Negotiation and conflict resolution (6 credits)

This course aims at providing a systematic introduction of concepts, theories and practices, with a focus on equipping students with toolkits of handling conflict and negotiation. The course content is composed of two intimately related parts. The beginning part introduces the nature and types of conflict, mechanism of conflict escalation and de-escalation, and conflict resolution styles. The rest of the class sessions discuss the characteristics of interest-based negotiation and negotiation strategies. Specifically, students will learn strategies to avoid various cognitive biases in conflict situations and negotiation, the building blocks of negotiation, the difference of distributive versus value-creating negotiation approaches, the strategies of achieving integrative outcomes, building trust and controlling emotions, utilizing power and persuasion, the importance of non-verbal communication in gaining information and ethics. Some topics will also be covered in the context of cross-cultural negotiation

and computer-mediated negotiation to cater to the need of today's international business environment.

BUSI2812. Social venture management internship course (6 credits)

This is an experiential learning course that will give students an opportunity to work directly for social ventures in management level roles under the guidance of a faculty instructor and professional mentors. You will have opportunities to manage teams, solve real-life problems, and gain hands-on business experience, which will strengthen your soft skills, help you implement academic business concepts in a practical way, and will greatly improve your ability to compete in the job market.

BUSI2813. Field experience in China business environment (6 credits)

This course aims to provide experiential learning in China business and the economy for year 1 or year 2 students in the Faculty of Business and Economics. Students will spend two weeks in Shanghai, attending classes and guest lectures as well as visiting representative companies in important industries and sectors there. The topics covered will mostly be issues of recent concern, and do not overlap with other courses on China business and economy in the Faculty as much as possible.

BUSI3001. Global analysis team project (6 credits)

The primary objective of this course is to develop the students' capability to understand the strategic situation in a business, economic, social, political and/or environmental aspect in the global arena. Students are also expected to devise viable alternatives for dealing with the key issues facing it. They will partner with students from overseas universities to work on this global analysis team project in their final year of study.

Remarks: For BBA(IBGM) students only.

BUSI3002. Leadership development programme (3 credits)

This course aims at enabling students to develop themselves as leaders of organizations and to embark on paths of personal leadership development. The following concepts will be covered: motivation, lifelong leadership development, personal leadership development plan, stress and adversity management, peer mentoring, group dynamics, work and life balance as well as purpose-driven leadership.

Remarks: For BBA(IBGM) students only.

BUSI3011. Corporate governance and social responsibility (6 credits)

In this course, students learn about the complex responsibilities facing business leaders today. It will explore the use of accounting information and internal control in ensuring efficient and effective operations, reducing the cost of capital, production and distribution, and complying with legal, regulatory and corporate oversight requirements. It also teaches students about ethics and governance systems that leaders can use to promote socially responsible conduct by organizations and their employees, and shows how personal values can play a critical role in effective leadership.

Remarks: For FBE students Year 2 and above.

BUSI3012. Legal and ethical environment of global business (6 credits)

This course covers the legal aspects of the international trade. It also provides students with background on international legal framework for cross-border trading and business activities, as China embarks on liberalization of its business environment as a member of the World Trade Organization.

BUSI3511. Selected topics in marketing strategy (6 credits)

This course is designed to focus on selected topics that are of salience to managing firm marketing strategies and operations in Mainland China or Hong Kong. It may include but not restricted to the following contemporary marketing issues including branding, new product development, marketing high-technology products and customer relationship management.

BUSI3512. Developing marketing competence through branding (6 credits)

Why do companies need brands and how do they develop brands? Why do brands fail? Are there ways to manage brands so that they last? What are the challenges facing a brand manager? Interested in finding answers to the above questions? Prepared for a hands-on learning of the brand development process? Then this course is for you. Through theories and concepts, case analyses, problem sets, class debates and project assignments, this course aims to provide students with a capacity to think creatively and with increased precision about the strategies and tactics involved in building, leveraging, defending, and sustaining strong brands. To prepare students for the customer-driven marketing challenges facing a brand manager, this course draws insights from psychological, sociological, and anthropological theories of consumer behavior.

Prerequisite: BUSI1004 Marketing

BUSI3601. Supply chain management (6 credits)

The course introduces students to concepts, strategies, and technologies related to supply chain management. The course focuses on the systems approach to planning, analysis, design, development, and management of supply chain. Using cases and real-life projects students will learn how to use appropriate information technologies to reduce cost and improve service in supply chain

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

BUSI3602. Information technology and entrepreneurship (6 credits)

This course introduces students to the core concepts of entrepreneurship with a special emphasis on those entrepreneurial settings involving the use of information technology. Students will be exposed to the key processes, challenges, risks and rewards of starting up an entrepreneurial business and are expected to apply the concepts and knowledge learned in the course to develop a business plan that could be presented to potential investors and venture capitalists.

Prerequisites: BUSI1003 Introduction to management information systems; *and*
BUSI1007 Principles of management

Mutually exclusive course: BUSI0015 Principles of entrepreneurship

IIMT3684. Web and Social Media Technology (6 credits)

This subject explores the emerging and revolutionizing role of the WWW for marketing practice. A number of techniques of advertising over the Internet are introduced. Students will explore the potential of advertising through the Web technologies such as blog marketing, social media marketing and advertising, search engine marketing, search engine optimization, email marketing, usability test and web site measurement. After completing this module, students will be able to develop an Internet marketing plan integrated with social media tools and search engine for advertising on the Internet.

MGMT3404. Cross-cultural management (6 credits)

The trend of globalization in business requires organizational members, especially managers, to work effectively with international assignments, to collaborate with cross-cultural teams, and to manage the increasingly diverse workforce, business partners, customers and clients. Therefore, managers need to acquire unique cultural competencies that go beyond traditional managerial competencies. The main objective of this course is to provide students a solid basis for developing such cultural competencies. This course seeks to provide an understanding of the challenges that might occur while working abroad and the principles of effective cross-cultural management. The course aims to develop an understanding of key cultural differences, and how these differences influence the management of individuals, teams, and organizations.

MGMT3476. Managing organizational change (6 credits)

As business organizations face unprecedented challenges today, managing change has become a crucial factor in the survival and performance of organizations. This course introduces the specialized topics of organizational change management. It provides the students with an understanding of how organizational change is initiated and sustained.

Prerequisite: BUSI1007 Principles of management

STRA3706. China business environment (6 credits)

This course examines the opportunities and challenges that managers confront when doing business in China. It addresses the complex environment of China business with respect to economic, social, cultural, political, and legal institutions. It aims to provide students with contemporary knowledge of the external environmental forces that are changing today's competitions in China market. Threats and opportunities arise from the new rules of China will be discussed.

STRA3709. Applications of strategic thinking in business (6 credits)

Strategic thinking is the science of decision making in a strategic situation, where people's optimal choices are interdependent because a decision's consequence depends on other people's choices. Almost all human choices are made in strategic situations and are therefore subject to the analysis of game theory. This course will introduce basic concepts and principles of game theory and their applications to a variety of real life business situations. The major contents include Prisoners' Dilemma and dominant strategies, simultaneous games and Nash equilibrium, sequential games and backward induction, strategic moves, mixed strategies, and games under imperfect information. The course emphasizes examples and applications and does not involve heavy calculation.

Mutually exclusive course: ECON0106 Games and decisions

STRA4702. Global corporate strategy (6 credits)

This course is to provide students in-depth learning for managing the multinational corporations across various product, business, geographic markets. Specifically, the course focuses on three central themes that are critical to the successful formulation of corporate strategy: (1) What businesses should be brought together inside the company and how they could create value, (2) How could the company grow in different settings through acquisitions, partnerships, or internal development, and (3) How could the company manage the portfolio of its businesses? Overall, this course will highlight the criticality of making profound decisions about the right pathways to firm growth. To tackle these issues, this course will provide theoretical framework and guiding principles to analyze practical problems at the corporate or group level experienced by managers.

STRA4703. Business in Latin America (6 credits)

This course is aimed at providing students with a profound understanding of the Latin American business environment, preparing them for a career in international business. The course will address the issues, opportunities and complexities that are associated with doing business in Latin America or with Latin American firms.

**DESCRIPTION FOR UNDERGRADUATE COURSES OFFERED BY
SCHOOL OF ECONOMICS AND FINANCE**

The courses listed below will not necessarily be offered every year.

**YEAR ONE
CORE COURSES**

ECON1001. Introductory microeconomics (6 credits)

An introduction to the basic concepts and principles of microeconomics - the study of demand and supply, consumer theory, cost and production, market structure, and resource allocation efficiency.

ECON1002. Introductory macroeconomics (6 credits)

This course is an introduction to macroeconomics – the study of business cycle fluctuations and long run economic growth. Topics include the measurement of national economic performance; the problems of recession, unemployment, and inflation; money supply, government spending, and taxation; fiscal and monetary policies for full employment and price stability; the determination of the exchange rate; and international trade and payments.

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.

Mutually Exclusive courses: STAT0301 Elementary statistical methods, STAT0302 Business statistics, STAT1306 Introductory statistics *and* STAT1801 Probability and statistics: Foundations of actuarial science

Remarks: Not open to students taking or having taken STAT1301 Probability & statistics I.

FINA1003. Corporate finance (6 credits)

This is an introductory course that develops the basic concepts and tools applicable to corporate financial decisions. Three main tasks of financial managers are studied: (i) investment evaluation, (ii) financing decisions, and (iii) payout decisions. Specific topics include present value calculation, valuation of stocks and bonds, investment criteria and capital budgeting, risk and return, cost of capital, capital structure, raising capital, and dividend policy.

Prerequisite: BUSI1002 Introduction to Accounting

Mutually exclusive courses: STAT2807 Corporate finance for actuarial science

**YEAR TWO
CORE COURSES**

ECON0701. Introductory econometrics (6 credits)

Econometrics is the branch of economics that formulates statistical methodology for use in analyzing economic data. Consequently, the objective of this course is to prepare students for basic empirical work in economics. In particular, topics will include multiple regression analysis, estimation and hypothesis testing, functional form specification, time series models, and limited dependent variable models. Students will have the opportunity to use actual economic data to test economic theories.

Prerequisites: ECON1001 Introductory microeconomics; *and*
ECON1003 Analysis of economic data *or* STAT0301 Elementary statistical methods
or STAT0302 Business statistics *or* STAT1301 Probability & statistics I *or* STAT1306
Introductory statistics *or* STAT1801 Probability & statistics: Foundations of actuarial
science

Mutually exclusive courses: STAT2314 Business forecasting; *and*
STAT2804 Linear models and forecasting

ECON2101. Intermediate microeconomics (6 credits)

Preference, utility and consumer choices; choices under uncertainty, introduction to game theory; theory of the firm; market structures; introduction to economics of information.

Prerequisite: ECON1001 Introductory microeconomics

Mutually exclusive course: ECON2113 Microeconomic analysis.

ECON2102. Intermediate macroeconomics (6 credits)

Theories of income, employment, and the price level; analysis of secular growth and business fluctuations; introduction to monetary and fiscal policy.

Prerequisites: ECON1001 Introductory microeconomics; *and*
ECON1002 Introductory macroeconomics

Mutually exclusive course: ECON2114 Macroeconomic analysis

FINA0301. Derivatives (6 credits)

The object of this course is to provide a comprehensive analysis on the properties of options and futures and to offer a theoretical framework within which all derivatives can be valued and hedged. Topics covered include: 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 formula, options on stock indices, currencies and futures, and exotic options.

Prerequisites: ECON1001 Introductory microeconomics; *and*
FINA1003 Corporate finance

Mutually exclusive courses: IMSE3010 Financial engineering; *and*
STAT2820 Introduction to financial derivatives; *and*
STAT3303 Derivatives and risk management; *and*
STAT2812 Financial economics I

Remarks: Not open to students taking or having taken MATH2906 Financial calculus.

FINA2802. Investments and portfolio analysis (6 credits)

This course introduces students to the fundamental principles of investments and to major issues currently of concern to all investors. The concepts and skills developed from this course enable students to conduct a sophisticated assessment of current issues and debates covered by both the popular media as well as more-specialized finance journals. We emphasize equity investments and the main topics include: portfolio theory, equilibrium in capital markets, equity valuation, portfolio performance evaluation, and relevant institutional details.

Prerequisites: ECON1001 Introductory microeconomics; *and*
FINA1003 Corporate finance

Mutually exclusive course: STAT 2309 The statistics of investment risk; *and*
STAT3806 Investment and asset management

**YEAR TWO OR YEAR THREE
DISCIPLINARY ECONOMICS ELECTIVES**

ECON0103. Economics of human resources (6 credits)

This course studies the allocation of human resources through the labour market and the utilisation of human resources inside the firm. Issues related to investment in human capital, wage determination, labour force participation, worker mobility, hiring decisions and other personnel practices are examined.

Prerequisite: ECON1001 Introductory microeconomics

ECON0104. Public finance (6 credits)

Study of the role of government in the economy, using microeconomic theory. The course covers public expenditure analysis and methods of financing government expenditures. It explores the underlying theory of welfare economics as well as the economic effects of public policy such as public sector pricing, expenditure and tax policies.

Prerequisite: ECON1001 Introductory microeconomics

ECON0106. Games and decisions (6 credits)

The first part of the course starts with sequential games and introduces the concept of subgame perfect equilibrium for solving sequential games. Then it introduces Nash equilibria through a series of concepts: dominant strategy, successive elimination of dominated strategies, and the minimax approach for simultaneous games. It also discusses the limitations of Nash equilibria and offers rationalizability as an alternative equilibrium concept. This forms the basic theory of the course, which is used to analyze repeated games and collective-action games in the second part of the course. Additionally, new solution (evolutionary stability) and equilibrium concepts (perfect Bayesian equilibrium) are introduced to deal with applications that involve imperfect rationality or imperfect information. Strategic moves and mechanism design are potential optional topics of the course.

Prerequisite: ECON1001 Introductory microeconomics

Mutually exclusive course: STRA3709 Applications of strategic thinking in business

ECON0107. History of economic thought (6 credits)

This course is a survey of fundamental developments in economic thought since the 18th century, with emphasis on works in English. The first part of the lectures reviews the writings of classical economists like Smith, Ricardo, and Mill, with an aside on Marx. The second part goes on to discuss the development of neoclassical theory from Jevons to Marshall and the Cambridge School, and mathematical economists like Fisher, Pareto, and Wicksell. If time allows, we will trace the evolution of macroeconomics from the time of Keynes.

Prerequisite: ECON1001 Introductory microeconomics

ECON0109. Topics in macroeconomics (6 credits)

This course provides students with an up-to-date account of the theory and practice of modern macroeconomics. The following areas that have shaped modern macroeconomic research will be covered: real business cycle theory, endogenous growth theory, and new Keynesian theories of labour markets, asset markets and sticky prices. Other selected topics on fiscal and monetary policy will also be discussed.

Prerequisites: ECON2101 Intermediate microeconomics *or* ECON2113 Microeconomic analysis;
and
ECON2102 Intermediate macroeconomics *or* ECON2114 Macroeconomic analysis

ECON0204. The economics of finance (6 credits)

A survey of the economic theory underlying corporate and investment finance models, with an emphasis on financial instruments. Topics include: balance sheet management and evaluation, capital market equilibrium and efficiency, evolution of credit and money market instruments like financial swaps, stocks and bonds, financial futures and options. Eurocurrencies and the role played by banks, insurance companies and other financial institutions.

Prerequisite: ECON1001 Introductory microeconomics

ECON0205. Theories of investment (6 credits)

Applications of the theory of choice over time (capital theory) to the investment decisions of individuals, firms and economies, under different assumptions regarding certainty, uncertainty, and adjustment costs.

Prerequisite: ECON1001 Introductory microeconomics

Mutually exclusive course: ECON0210 Investment, technology, and economic growth

ECON0206. Capital theory (6 credits)

General equilibrium theory involving time under certainty conditions. The concepts of full information, stationary state, and steady state. Assumptions about information costs, transaction costs and complete markets. Fisher's separation theorem. Theory of consumption over discrete and continuous time. Theory of production over discrete and continuous time. Determination of general equilibrium over time. Intertemporal prices and interest rates.

Prerequisites: ECON1001 Introductory microeconomics; *and*
ECON1002 Introductory macroeconomics

ECON0207. Monetary economics (6 credits)

This course discusses the role of money in the economy, including how money affects inflation, interest rates and output and employment in both the static and dynamic contexts. Related topics are theories of money demand and supply, the conduct of monetary policy, rules vs. discretion, adaptive and rational expectations, time inconsistency, origin of money, and electronic means of payments.

Prerequisites: ECON1001 Introductory microeconomics; *and*
ECON1002 Introductory macroeconomics

ECON0208. Economics of banking (6 credits)

This course examines the functions and behaviour of banks from an economic perspective. Topics include the origin of financial intermediaries, banks vs. non-bank financial institutions, organization of the banking industry, lender-borrower relationships, equilibrium credit rationing, banks as delegated monitors, banks in the macroeconomy, bank runs and systematic risks, risk management of the banking firm, and the regulation of banks.

Prerequisite: ECON1001 Introductory microeconomics

ECON0209. Finance and development (6 credits)

This course studies the interaction between the financial sector and the rest of the economy, that is, how financial markets and institutions affect economic performance and vice versa. Topics include flow-of-funds accounts, financial structure and economic development, financial repression, financial liberalization and financial deepening, financial reform in developing and transition economies, banking crises and currency crises, capital account liberalization, the globalization of world capital markets, and financial policies and regulation.

Prerequisite: ECON1001 Introductory microeconomics

ECON0210. Investment, technology, and economic growth (6 credits)

The course begins by reviewing the neoclassical micro- and macro- theories of investment in 'physical' assets like plant and machinery. The analysis is then extended to incorporate technological change, especially with regard to its impact on the relationship between investment and economic growth. As far as possible, the exposition will be non-technical.

Prerequisite: ECON1001 Introductory microeconomics

ECON0301. Theory of international trade (6 credits)

This course deals with economic issues which are related to many countries. It provides students with global perspectives on economic and business decisions. Topics include why countries trade, how they trade, who benefits and who loses from trade, and what are the best trade policies. We also discuss recent globalization issues in this class.

Prerequisites: ECON1001 Introductory microeconomics; *and*
ECON1002 Introductory macroeconomics

ECON0302. International macroeconomics (6 credits)

The course is an introduction to an evolving and growing literature on international finance. Topics covered in the course include the international monetary system, the concept of balance of payments, theories of balance of payments, parity conditions, models of exchange rate determination, forward-looking market instruments (forward, futures, and options markets), Eurocurrency markets, and financial crises.

Prerequisites: ECON1001 Introductory microeconomics; *and*
ECON1002 Introductory macroeconomics

ECON0401. Comparative economic systems (6 credits)

Alternative approaches to understanding the operation of economic systems, including an approach based on different structures of property rights.

Prerequisite: ECON1001 Introductory microeconomics

ECON0402. Industrial organization (6 credits)

This course studies the pricing and output decisions of firms and the performance of the market under various market structures. Topics include theories of oligopoly; product differentiation; the effects of imperfect and asymmetric information; the examination of pricing practices such as price discrimination, tie-in selling, and resale price maintenance; collusion and anti-competitive behaviours, and public policies related to the promotion or restriction of competition.

Prerequisite: ECON1001 Introductory microeconomics

ECON0403. The economics of property rights (6 credits)

Implications of different structures of property rights for economic behaviour; rights structures classified in terms of exclusivity and transferability; costs of enforcing rights and of forming contracts as main constraints in the derivation of hypotheses; the Coase Theorem and the theories associated with contracting.

Prerequisite: ECON1001 Introductory microeconomics

ECON0405. The economics of law (6 credits)

Economic analysis applied to law. Topics may include: efficiency of law, rules of liability, tort rights and remedies, criminal sanction, legislative processes as resource allocating and income distributing mechanisms.

Prerequisite: ECON1001 Introductory microeconomics

ECON0406. State, law and the economy (6 credits)

Economic analysis is applied to the study of the evolving relationship between the state, the law and the economy. Topics covered include: paradox of voting, collective action, voting and elections, interest groups, agenda manipulation, dictator's dilemma, constitutional commitment, property rights and institutional change, and growth and stagnation of backward and modern economies.

Prerequisite: ECON1001 Introductory microeconomics

ECON0407. Political economy of public policy (6 credits)

The course provides a theoretical and empirical understanding of the political economy of public policy making and familiarizes students with the applications of political economic analysis to analyze important policy issues. Topic covered include: public goods, externalities, monopolies, regulation, rent seeking, law enforcement, public bureaucracy, political business cycles, and the economics of legal rules.

Prerequisite: ECON1001 Introductory microeconomics

ECON0501. Economic development (6 credits)

The purpose of this course is to apply concepts from introductory micro- and macroeconomics to understand a variety of important problems faced by developing economies. The emphasis is on concepts and basic theories that can be applied in a variety of contexts. Potential topics to be discussed include inequality, economic growth, population problems and international trade.

Prerequisites: ECON1001 Introductory microeconomics; *and*
ECON1002 Introductory macroeconomics

ECON0503. Urban economics (6 credits)

Urban economics is the study of the location choices of firms and households. It examines the question of the where of economic activity, a question largely ignored by the other branches of economics. Topics include the growth and development of cities; land use within cities; urban transportation; housing and public policy; urban problems such as pollution, poverty and crime; and market forces determining the locations of ports and other transshipment points.

Prerequisite: ECON1001 Introductory microeconomics

ECON0504. Transportation economics (6 credits)

Microeconomics applied to transportation. The cost-benefit approach to urban transportation includes topics such as optimal pricing and infrastructure investment, consumer's surplus and quasi-rents, peak load and cost allocation problems, economies of scale and dis-economies of scope, mode choice and value of time.

Prerequisite: ECON1001 Introductory microeconomics

ECON0601. Economic development of China (6 credits)

The purpose of this course is to introduce the economic development of China over the last 60 years, particularly the economic reforms in the past 30 years, with a focus on Chinese institutions and how they change. As a development economics course, micro, macro economic theories and statistical analysis are applied.

Prerequisites: ECON1001 Introductory microeconomics; *and*
ECON1002 Introductory macroeconomics

Mutually exclusive course: BUSI0039 China economy

ECON0602. Foreign trade and investment in China (6 credits)

Built upon contemporary scholarly work on international economics, economics of multinational enterprises and international business, this course presents a set of tools, concepts, and perspectives to help students comprehend key issues in China's foreign trade and investment and make related business decisions. This course contains several major themes, including:

- (a) What opportunities does the emergence of the Chinese economy offer to foreign firms?
- (b) Whether and how should a foreign firm be involved in the Chinese economy?
- (c) How to understand China's trade?
- (d) How to manage international trade with China?
- (e) How to manage direct investment projects in China and compete successfully in the China market?

Prerequisites: ECON1001 Introductory microeconomics; *and*
ECON1002 Introductory macroeconomics

ECON0603. The economic system of Hong Kong (6 credits)

The course provides a comprehensive discussion of the salient aspects of the Hong Kong economy. Topics include Hong Kong's national income accounting and economic development, the monetary system and exchange rate regime, the financial system, public finance and fiscal policy, external trade and foreign investment, economic relations with the Mainland, the labour market and employment, the property market and housing policy, regulation of public utilities and competition policy, industrial development and policy, and income distribution. Emphasis will be given to both economic analysis and institutional arrangements of the major economic sectors and related policies. Attention will be given to topics of recent public concern.

Prerequisites: ECON1001 Introductory microeconomics; and
ECON1002 Introductory macroeconomics

ECON0605. Economic history of China (6 credits)

An overview of China's economy in the past 1,000 years and its relationship with the rest of the world. Growth in productivity and population, development of transportation and market infrastructure, money and credit in the Song/Yuan and Ming/Qing era. China's foreign trade in medieval and early modern times. European discovery of the New World and its impact on China's economy and trade. Comparisons of Ming/Qing China with early modern Europe. Reasons why China fell behind and why the Industrial Revolution did not happen in Ming/Qing China. Implications for the 21st century.

Prerequisites: ECON1001 Introductory microeconomics

ECON0606. Current economic affairs (6 credits)

This seminar-style course is designed to train students to analyse economic problems of the day, particularly those relating to the Hong Kong economy. Students are expected to conduct supervised research on current economic problems and to lead and participate in classroom discussions.

Prerequisite: ECON1001 Introductory microeconomics

ECON0607. Economics of population changes (6 credits)

Fertility and mortality rates changed drastically in many parts of the world. This course examines these demographic changes, their causes and consequences, and related policy issues. We first look at trends in world population and introduce fundamental demographic concepts of mortality, fertility,

immigration and age structure. We then discuss economic consequences of demographic changes, including the demographic dividend, saving and retirement decisions, and human capital accumulation. We also examine economic causes of population changes. Finally, we examine policy issues related to demographic changes, such as retirement pension and health care reform.

Prerequisites: ECON1001 Introductory microeconomics; *and*
ECON1002 Introductory macroeconomics

ECON0608. Great events in history: an economic analysis (6 credits)

This course attempts to explain historically significant events in terms of economic analysis. Topics to be covered include: economic growth since the first industrial revolution, business cycles (especially the Great Depression), great inflations and deflations, and important instances of economic policy. Students taking this course will be able to more fully understand how the modern economic world came about, and the likely directions it will follow in the future. It is expected that students will also be better trained to apply economic analysis and induction-based reasoning to explain and interpret contemporary developments and policies.

Prerequisite: ECON1001 Introductory microeconomics

ECON0702. Mathematical methods in economics (6 credits)

The main emphasis of the course is to explain the mathematical structure of some undergraduate level economic theories, in terms of the way in which each particular mathematical assumption is translated into its economic counterpart. The course covers multi-variable unconstrained maximization, constrained maximization, comparative statics, and a brief introduction to some dynamic economic models.

Prerequisite: ECON1001 Introductory microeconomics

ECON0703. Mathematical economics (6 credits)

Modern economic theory treated mathematically. Topics may include: applications of optimization to choice theory, applications of the implicit function theorem to comparative statics, applications of differential and difference equations to stability of equilibria, applications of linear mathematics and fixed point theorems to Leontief and Arrow-Debreu models, and applications of optimal control theory and dynamic programming to certainty and stochastic dynamic optimization models.

Prerequisite: ECON1001 Introductory microeconomics

ECON0706. Uncertainty and information (6 credits)

This course examines the effects of uncertainty and imperfect information on individual decision making and on market equilibrium. Topics may include the expected utility hypothesis, risk bearing and risk sharing, search, adverse selection, signaling, contract theory, mechanism design, information acquisition and information transmission.

Prerequisite: ECON2101 Intermediate microeconomics *or* ECON2113 Microeconomic analysis

ECON0707. Economic forecasting (6 credits)

This course introduces basic techniques in forecasting economic structural relationships. Topics include smoothing, filters, ARIMA models, unit roots and stochastic trends, vector autoregressions, cointegration and error correction, regime switching, volatility, diagnostics, model selection, forecast evaluation and combination.

Prerequisite: ECON0701 Introductory econometrics

ECON2257. Trade, investment and development in APEC economies (6 credits)

In this course, students will examine various important and timely issues facing several Asia-Pacific Economic Cooperation (APEC) economies. In particular, the international trade and foreign investment relationships among APEC members will be studied. Common theories and experiences of economic development and growth as well as innovation activities will also be highlighted. Particular attention will be paid to the special role of Hong Kong, China in the economic integration of APEC. Some of the APEC economies to be studied include Japan, Hong Kong, the Republic of Korea, the People's Republic of China, Chinese Taipei, the United States, Mexico, Russia, and Indonesia.

Prerequisite: ECON1001 Introductory microeconomics

ECON3108. Selected topics in price theory (6 credits)

This course acts as a platform to provide an overview of topics that are conceived to be pivotal in economics. The topics are essentially micro-based, but have applications in other disciplines like macroeconomics and finance. Specific topics are picked by the instructor. Previous examples include venture capital and private equity, antitrust, competition policy, property rights, theory of the firm, incomplete contracting, financial contracting, bankruptcy, and corporate voting.

Prerequisite: ECON2101 Intermediate microeconomics *or* ECON2113 Microeconomic analysis

ECON3505. Project evaluation (6 credits)

This course covers the economic evaluation of projects from a public sector viewpoint using microeconomic tools. It explores the normative aspects of evaluating public projects and policies, the measurement of welfare change and public investment criteria, and employs basic financial analysis. Economic and financial evaluation of government projects and Build-Operate-Transfer infrastructure projects (so-called BOT projects) will be discussed.

Prerequisite: ECON1001 Introductory microeconomics

YEAR THREE**DISCIPLINARY ECONOMICS ELECTIVES****ECON3801. Reading course (6 credits)**

This course consists of supervised reading and written work. Candidates may specialize in one topic under the supervision of faculty members of the School of Economics and Finance. Examples of topics are: the problem of social cost, investment in human capital, general equilibrium theory, empirical methods in international trade, international monetary relations, theories of saving and the East Asian economies, and current economic problems of Hong Kong.

Candidates must submit the title of their project within the first two weeks of the semester for

approval by the School Undergraduate Programme Director of the School of Economics and Finance. An original project paper is required in lieu of a written paper in the Examination. The project paper must be completed and presented not later than the first day of the assessment period for that semester. Candidates shall submit a statement that the project paper represent their own work (or in the case of joint work, a statement countersigned by their co-worker(s), which shows the degree of their work) undertaken after the registration in the course.

Prerequisites: ECON2101 Intermediate microeconomics; *and*
ECON2102 Intermediate macroeconomics; *and*
ECON0701 Introductory econometrics

Remarks: Candidates intending to take this course shall complete an application form which is available at the School Office (Room 908, K.K. Leung Building).

ECON3802. Dissertation (12 credits)

Candidates may write a dissertation under the supervision of faculty members of the School of Economics and Finance. Topics offered may vary from year to year, depending on the research interests of the lecturer. A satisfactory dissertation may be offered in lieu of two written papers in the Examination.

Candidates must submit the title and an outline of their dissertation for approval by the School Undergraduate Programme Director of the School of Economics and Finance not later than December 1 of the final year of the curriculum, and the dissertation shall be completed and presented not later than the first day of the assessment period for the second semester. (Note: The course extends over two semesters. Candidates must enroll in the first semester.)

Prerequisites: ECON2101 Intermediate microeconomics; *and*
ECON2102 Intermediate macroeconomics; *and*
ECON0701 Introductory econometrics; *and*
Cumulative GPA of 3.0 or above at the time of enrolment

Remarks: Open only to students majoring in Economics.
Candidates intending to take this course shall complete an application form which is available at the School Office (Room 908, K.K. Leung Building).

ECON3803. Senior seminar in economics and finance (6 credits)

The course, in the form of faculty directed research projects, is offered to students in the final year of study and brings together the knowledge they have learnt. Students may do either individual research projects or collaborative small group projects. Through research projects student adopt a hands on approach to applying their theoretical knowledge and research methodology to analyzing real problems in an empirically rigorous manner, including the strategic management of organizations through the application of concepts in economics and finance. The course provides an opportunity for students to integrate their whole corpus of knowledge through application. They also have an opportunity to develop discussion, debating, presentation, and teamwork skills. Students' leadership qualities will be enhanced by strengthening their ability to integrate their knowledge through application, to appreciate the challenges of developing and undertaking an independent project, and to consider the challenges and responsibilities a leader has to contemplate in making a decision on the available choices.

Prerequisite: ECON1210 Introductory microeconomics

Remarks: Open only to Year 3 students majoring in economics or finance.

**YEAR TWO OR YEAR THREE
DISCIPLINARY FINANCE ELECTIVES**

FINA0102. Financial markets and institutions (6 credits)

This course is designed to introduce and analyze the structure, operations and functions of the financial system. The course starts with an introduction to financial markets' role in the economy, and the determination of interest rates and valuation of cash flows. The course then discusses various financial markets including money markets, bond markets, mortgage markets, stock markets and derivatives markets. Financial institutions will be discussed with an emphasis on their major functions and operations.

Prerequisites: ECON1001 Introductory microeconomics; *and*
FINA1003 Corporate finance

FINA0103. International banking (6 credits)

Nature of international banking. Comparison with domestic banking. Jurisdiction and regulatory framework: the Basel Concordat. Xeno-currency markets and international banking. International financing techniques: loan syndication, project finance, NIFs, RUFs etc. Risk exposure and control: sovereign risk, country risk, exchange risk, interest risk and credit risk. Management and strategies of international banks. "National treatment" and financial centres.

Prerequisite: ECON1001 Introductory microeconomics

FINA0104. Management of commercial banks (6 credits)

This course introduces basic bank management techniques that include: asset and liability management, liquidity and reserve management, credit analysis, loan pricing and off-balance-sheet banking. Regulatory issues of commercial banks are also discussed.

Prerequisite: ECON1001 Introductory microeconomics

FINA0105. International financial management (6 credits)

The course studies corporate financial decisions in an international setting. We start with basic concepts of international financial markets. These concepts include the global foreign exchange market and its operations, the international capital market, the global bond market, the international equity markets, and cross-border portfolio investment. Then, we discuss corporate financial decision issues including risk management, investment, capital structure, capital budgeting, and cash management in the global context.

Prerequisite: ECON1001 Introductory microeconomics

FINA0106. Insurance: theory and practice (6 credits)

Insurance is the study of risk financing through risk pooling. The use of insurance to reduce the adverse financial impact in case of a loss has become an important element of financial and risk management in our society. This course will cover the theories underlying each major type of insurance products; the characteristics of the contractual agreements pertaining to insurance products; the structure of the insurance industry and its impact on the pricing of insurance products; the operation of insurance companies and the need for government regulations of the industry.

Prerequisite: ECON1001 Introductory microeconomics

FINA0302. Theories of 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.

Prerequisites: ECON1001 Introductory microeconomics; *and*
FINA1003 Corporate finance

FINA0303 Case studies in corporate finance (6 credits)

This course is structured around the most important financial decisions made at the firm level in an uncertain environment. For example: what capital structure to adopt (financing decision); how to value a firm or investment project (investment/valuation decision); how to raise capital in the equity market (IPO decision); what mechanisms to put in place to discipline managers and the largest shareholder (corporate governance decision); whether to return cash and how to return cash to investors (dividend/share repurchase decision); and whether a firm should engage in mergers and acquisitions (M&A) activities and how to do an M&A right (M&A decision). This course exposes students to some of the most fundamental issues in corporate finance today as well as some of the most important advances in corporate finance of the last decade. It will offer students an opportunity to understand how the concepts and theories of corporate finance are applied in real world and generate lasting impact on firm values, a driving issue faced and constantly asked by CFOs and CEOs. This course will be taught using a case-oriented approach.

Prerequisites: ECON1001 Introductory microeconomics; *and*
FINA1003 Corporate finance

FINA0304. Advanced corporate finance (6 credits)

The objective of this course is to introduce the theoretical literature on the microeconomics of corporate finance in a unified framework. Topics covered include: corporate financing and agency costs, corporate financing under asymmetric information, liquidity and risk management, corporate finance and product markets, passive and active monitoring in corporate finance, lending relationships and investor activism, control rights and corporate governance, and takeovers. Subtle elements of information and agency considerations are emphasized.

Prerequisites: ECON1001 Introductory microeconomics; *and*
FINA1003 Corporate finance.

FINA0401. Empirical finance (6 credits)

This course is a survey and introduction to the empirical research methods commonly used in the analysis of financial markets and how they are applied to actual market data. Topics may include: properties and patterns of returns, tests of asset pricing models and term structure models, efficient markets hypothesis and return anomalies, event study methodology, and estimating time-varying volatility models.

Prerequisites: ECON1001 Introductory microeconomics; *and*
ECON0701 Introductory econometrics

FINA0402. Mathematical finance (6 credits)

This course provides students with the necessary mathematical techniques used in continuous-time finance. It covers stochastic calculus, partial differential equation and applied probability. After taking this course, one should be able to fully understand no-arbitrage theory, the Black-Scholes equation, risk-neutral probability and martingales. The purpose of this course is to lay down a solid mathematical foundation for students to learn more advanced topics in financial engineering, such as exotic options, interest rate derivatives and credit risk models.

Prerequisites: ECON1001 Introductory microeconomics; *and*
 FINA0301 Derivatives; *and*
 FINA2802 Investments and portfolio analysis; *and*
 MATH1211 Multi-variable calculus

Mutually exclusive course: MATH2906 Financial calculus

FINA0403. Financial engineering (6 credits)

Financial engineering is the process of constructing new instruments by using bonds and individual derivatives such as forwards, calls, puts, and exotic options as basic building blocks. The process involves designing, pricing and managing the instruments. In this course, we anatomize a few popular structural products. We then discuss how to price these products by studying the price of the embedded exotic options. We study the risk exposure of the investors and the risk management of the issuer. We also discuss some topics on the market for volatility trading, numerical methods for option pricing, and models beyond Black-Scholes.

Prerequisites: ECON1001 Introductory microeconomics; *and*
 FINA0402 Mathematical finance; *and*
 FINA0404 Spreadsheet financial modeling

FINA0404. Spreadsheet financial modeling (6 credits)

This course studies the design and implementation of computer programs for financial modeling using spreadsheets and structured programming techniques. The course will focus on developing skills in translating financial models into spreadsheets and programs using Microsoft Excel and Visual Basic for Applications (VBA), examining popular financial and investment models, integrating spreadsheet functionalities, programming, and interfaces in financial applications, and hands-on experience in designing, coding, and debugging computer programs.

Prerequisites: ECON1001 Introductory microeconomics; *and*
 FINA0301 Derivatives; *and*
 FINA2802 Investments and portfolio analysis *or* STAT2309 The statistics of investment risk; *and*
 CSIS1117 Computer programming *or* ENGG1002 Computer programming & applications

FINA0405. Interest rate models (6 credits)

This course introduces various state-of-the-art techniques in modeling fixed income securities. In particular, the course starts with the discount factor approach in pricing all kinds of bonds. Then we focus on modeling the discount factors. Models are introduced in two major parts. First, the course emphasizes discrete-time models based on binomial trees in order to understand the economic insight of the risk-neutral pricing. Second, extensions to continuous-time models are also discussed in detail. Calibration and implementation of the models will be studied. Other related topics may include interest rate risk management, interest rate derivatives, and monetary policy.

Prerequisites: ECON1001 Introductory microeconomics; *and*
 FINA0402 Mathematical finance; *and*
 FINA0804 Fixed income securities

FINA0501. Asian financial institutions (6 credits)

History and institutional aspects of financial markets in Hong Kong, Mainland China, Japan, Singapore and other Asian economies. Regulatory policies and practices.

Prerequisite: ECON1001 Introductory microeconomics

FINA0601. Quantitative risk management (6 credits)

The objective of this course is to introduce concepts, techniques and framework for quantitative risk management at financial institutions. Financial firms, with their complicated list of positions in a mixture of instruments, are exposed to various sources of financial risk. This class focuses mainly on market risk, the risk of unexpected changes in prices and rates. The first part of the course introduces basic concepts in risk management and builds the toolkit for measuring risk quantitatively. The second part of the course is devoted to studying the widely accepted Value at Risk (VAR) systems, including calculations, back testing and flaws of VAR. The course also touches on other aspects of financial risk such as liquidity risk, credit risk and operational risk.

Prerequisites: ECON1001 Introductory microeconomics; *and*
 FINA0402 Mathematical finance

FINA0602. Regulatory and operational issues in finance (6 credits)

This course addresses a number of practical issues in quantitative finance. They include compliance, taxation, operational risk, best practices, and professional codes of ethics as practiced in the quantitative finance industry. These issues are taught in the context of case studies so that students can appreciate the peculiar company-specific and market-specific factors in decision making. Famous cases such as Enron, Long-term Capital Management, and Lehman Brothers are examined.

Prerequisites: ECON1001 Introductory microeconomics; *and*
 FINA2802 Investments and portfolio analysis; *and*
 FINA0301 Derivatives

FINA0603. Behavioral finance (6 credits)

Behavioral finance is the application of psychology to financial behavior. We will explore various behavioral frames, biases and heuristics and examine their implications on the aggregate market, individual investors, cross-sections of average returns and corporate decision making in a world of limited arbitrage.

Prerequisites: ECON1001 Introductory microeconomics; *and*
 FINA1003 Corporate finance; *and*
 FINA2802 Investments and portfolio analysis *or* STAT2309 The statistics of investment risk

FINA0604. Financial practicum (6 credits)

This elective course has no formal coursework. It allows students to earn course credits while gaining real world experience via internship or providing consulting service to financial institutions. Approval

from the School Undergraduate Programme Director of the School of Economics and Finance is required to register for this course. Students will be supervised by a faculty member and a mentor from the financial institution.

Prerequisites: ECON1001 Introductory microeconomics; *and*
FINA0301 Derivatives; *and*
FINA2802 Investments and portfolio analysis

Remarks: Only available to FBE students.
Candidates intending take this course shall complete an application form which is available at the School Office (Room 908, K.K. Leung Building).

FINA0605. Alternative investments (6 credits)

This course provides an overview of various forms of alternative investments that include hedge funds, managed futures, private equity, venture capital, real estate, commodities and foreign exchange. The purpose of the course is to give students a good understanding of the operation of these investments; the benefits and pitfalls associated with them; and strategies to integrate them into the context of portfolio management. The current state of research and practice of the industry will be addressed.

Prerequisites: ECON1001 Introductory microeconomics; *and*
FINA0301 Derivatives; *and*
FINA2802 Investments and portfolio analysis *or* STAT2309 The statistics of investment risk

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 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: ECON1001 Introductory microeconomics; *and*
FINA0301 Derivatives *or* STAT2820 Introduction to financial derivatives; *and*
FINA2802 Investments and portfolio analysis *or* STAT2309 The statistics of investment risk

FINA0805. Real estate finance (6 credits)

An introduction to real estate economics, mortgage markets, real estate auctions in Hong Kong; pre-sale market in Hong Kong; pricing of land and residential/commercial properties; mortgage-backed securities and mortgage companies.

Prerequisite: ECON1001 Introductory microeconomics

FINA1001. Financial statement analysis (6 credits)

This course covers the basic issues and principles of fundamental analysis, which deal with the valuation of a firm's equity shares and debt by using the information of financial statements. The objective of this course is to enable students to understand the key financial statements, important elements of financial statement analysis, and the application of financial statement analysis to forecasting and valuation analysis.

Prerequisites: ECON1001 Introductory microeconomics; *and*
BUSI0019 Intermediate accounting I

FINA3334. Private banking and wealth management (6 credits)

This course is an introduction to the fundamentals of private banking and wealth management for High Net Worth (HNW) individuals. Topics covered include, but are not limited to, an overview of the Asian private banking and wealth management industry with particular emphasis on the Greater China market; portfolio management and asset allocation; investment advisory and credit risk functions; tax and wealth planning for mobility, retirement and estate; behavioral finance; client relationship management; business ethics and professional standards; and laws, regulations and compliance issues.

Prerequisites: ECON1001 Introductory microeconomics; *and*
FINA0301 Derivatives; *and*
FINA2802 Investments and portfolio analysis

FINA3806. Risk management (6 credits)

This course covers the advanced techniques for corporate financial risk management. Topics include (i) the identification and measurement of financial risk, (ii) risk management for equity portfolios, (iii) risk management for fixed income securities portfolios, (iv) risk management for derivative securities portfolios, (v) risk management for financial institutions, (vi) Riskmetrics, (vii) credit risk management, and (viii) the recent development of risk management tools and techniques in financial markets.

Prerequisites: ECON1001 Introductory microeconomics; *and*
FINA0301 Derivatives; *and*
FINA2802 Investments and portfolio analysis *or* STAT2309 The statistics of investment risk

Mutually exclusive course: STAT3322 Market risk analysis

FINA3807. Special topics in finance (6 credits)

This course covers current developments in finance. Possible topics include security trading and market making, venture analysis, financial contracting, investment strategies for local markets and other current issues in finance. The exact topics to be offered will be determined by the lecturer(s).

Prerequisites: ECON1001 Introductory microeconomics; *and*
FINA0301 Derivatives; *and*
FINA2802 Investments and portfolio analysis

YEAR THREE**DISCIPLINARY FINANCE ELECTIVES**

FINA3601. Reading course (6 credits)

The course consists of supervised reading and written work. Candidates may specialize in one topic under the supervision of faculty members of the School of Economics and Finance.

Candidates must submit the title of their project within the first two weeks of the semester for approval by the School Undergraduate Programme Director of the School of Economics and Finance. An original project paper is required in lieu of a written paper in the Examination. The project paper must be completed and presented not later than the first day of the assessment period for that semester. Candidates shall submit a statement that the project paper represents their own work (or in case of joint work, a statement countersigned by their co-worker(s), which shows the degree of their work)

undertaken after the registration in the course.

Prerequisites: ECON1001 Introductory microeconomics; *and*
FINA0301 Derivatives; *and*
FINA2802 Investments and portfolio analysis; *and*
ECON0701 Introductory econometrics

Remarks: Candidates intending to take this course shall complete an application form which is available at the School Office (Room 908, K.K. Leung Building).

FINA3602. Dissertation (12 credits)

Candidates may write a dissertation under the supervision of faculty members of the School of Economics and Finance. A satisfactory dissertation may be offered in lieu of two written papers in the Examination.

Candidates must submit the title and an outline of their dissertation for approval by the School Undergraduate Programme Director of the School of Economics and Finance not later than December 1 of the final year of the curriculum, and the dissertation shall be completed and presented not later than the first day of the assessment period for the second semester (Note: The course extends over two semesters. Candidates must enroll in the first semester).

Prerequisites: ECON1001 Introductory microeconomics; *and*
FINA0301 Derivatives; *and*
FINA2802 Investments and portfolio analysis; *and*
ECON0701 Introductory econometrics; *and*
Cumulative GPA of 3.0 or above at the time of enrolment

Remarks: Open only students majoring in Finance.
Candidates intending to take this course shall complete an application form which is available at the School Office (Room 908, K.K. Leung Building)

LANGUAGE COURSES OFFERED TO FBE STUDENTS

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.

Remarks: Only available to BBA/BBA(Acc&Fin)/BBA(IS)/BEcon/BEcon&Fin/BSc(QFin) students.

CBBL0001. Practical Chinese language course for BBA(Law) 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.

Remarks: Only available to BBA(Law) students.

BUSI1504. Business Communication for the Technical Professions (3 credits)

BBA (IS) students will learn to communicate their technical skills and expertise within a complex, often non-technical, business environment. Course work will focus on the intersection of technology and business with a special emphasis on creating communication which is audience-centric. This course is an excellent way to prepare for a summer internship or your post-graduation career.

In order to better prepare students to meet the communication requirements of today's business world, students will read and analyze texts and online resources, write with the goal to increase the piece's connection to its intended business audience and present confidently in front of their peers. Written work as well as presentations will be conducted on both an individual and small group basis so that students have plenty of opportunities for feedback and improvement throughout the course.

Remarks: Only available to BBA(IS) students. Recommended for years 2 or 3

OR

CAES1504. Professional and technical communication for Computer Science (3 credits)

The course is designed to enable computer science and information systems majors to acquire professional and technical communication skills. The focus is on the understanding and using professional and technical language. Topics include: producing and asking questions to elicit information; conducting effective interviews; organizing and analyzing information; writing effective technical reports with a focus on coherence and cohesion; and increasing technical vocabulary. Students are required to design and conduct authentic oral interviews and, produce written technical reports and vocabulary journals.

Remarks: Only available to BBA(IS) students.

CAES1602. Writing solutions to legal problems (3 credits)

The course follows on from language input into the Legal Research and Writing I course in Year 1, Sem. 1. *Writing solutions to legal problems* dovetails closely with a substantive law course (Tort), allowing students to apply and articulate their knowledge of tort law as they frame a written response to the kinds of legal issues typically found in tutorial and examination questions. The focus is on the discourse structure of legal arguments, with attention paid to control of the grammar, vocabulary and stylistic features typical of problem solutions. Students receive substantial individual feedback on 3 problem cycles, featuring revisions of each answer. Assessment is wholly by coursework, extended pieces of writing under examination conditions and legal grammar and vocabulary test at the end of the course.

Remarks: Only available to BBA(Law) students.

CAES1904. English for academic communication for economics and finance students (3 credits)

The course prepares students to respond effectively to the communicative demands of academic study in English. Through text-based activities in class and assigned work related to language and disciplinary issues, the course develops abilities to analyse and evaluate extended texts, and to produce clear and coherent spoken and written discourses. Particular emphasis is given to the use of source material: how to cite and refer to material, and how to make use of and attribute ideas without copying. Stress is also put on acquiring an academic vocabulary, oral presentation skills, plus careful revision and editing of essays to ensure that lexical and grammatical choices are appropriate. Assessment: 100% coursework.

Remarks: Only available to students from the School of Economics and Finance.

CAES1906. English for academic communication for business students (3 credits)

The course prepares students to respond effectively to the demands of academic study in English. Through text-based activities in class and assigned work related to language and disciplinary issues, the course develops language abilities in a number of areas. Stress is laid upon developing an adequate academic vocabulary, and strategies to achieve this are taught. Particular emphasis is also given to the use of source material: how to cite and refer to material, and how to make use of and attribute ideas without copying. For oral work, extemporaneous delivery is practiced, without the need to rely on scripts. Pronunciation and grammatical difficulties are addressed as they occur. Assessment is wholly by coursework.

Remarks: Only available to students from the School of Business.

CAES1907. Business communication (3 credits)

This course prepares students to communicate effectively both at university and in anticipation of work situations which entail the use of English. A major project involves investigation of real business activity in Hong Kong and compiling a written report and a group presentation based on interview data. Through a series of simulation activities, the course also provides opportunities for students to practise business meeting skills. There is also emphasis on identification and understanding of idiomatic language, both in informal business situations and in more formal written and spoken texts. Assessment is wholly by coursework.

Remarks: Only available to BBA/BBA(Acc&Fin)/BBA(IS) students.

CAES1908. English for Academic Communication for BBA (Law) (3 credits)

The course aims to assist students with the demands of academic study in their dual discipline areas. Academic writing skills are covered, emphasizing the importance of suitable attribution of source material and the avoidance of plagiarism. For oral work, extemporaneous delivery is practiced, without the need to rely on scripts. Complex sentence structure is covered to facilitate understanding of the kind of language met with in ordinances and other legal documents. Legal vocabulary is also introduced throughout the course.

Assessment - coursework 100%.

Remarks: Only available to BBA(Law) students

CAES1909. English for International Business and Global Management (3 credits)

The course aims at raising students' awareness of issues in cross-cultural communication in international business. It prepares students to communicate effectively in a variety of cross-cultural business encounters. Topics to be covered include cultural differences in business genres, communication styles and job search communication.

Assessment - coursework 100%.

Remarks: Only available to BBA(IBGM) students.

CAES2905. English for professional communication for economics and finance students (3 credits)

The course prepares students to communicate effectively and accurately and prepare themselves for workplace situations which entail the use of English. It requires students to investigate an issue relevant to their studies, improve their interview and presentation skills, and write a variety of professional documents.

Assessment: 100% coursework.

Remarks: Only available to students from the School of Economics and Finance.

BUSI0081. Advanced business communication skills (6 credits)

This course focuses on building on the current strengths and sharpening the skills second year students have acquired in the first year course Business Communication. The course aims at helping students develop their business communication skills for a variety of workplace situations. In addition to learning the principles and skills, students are expected to identify and make effective use of in-class and out-of-class practice opportunities.