

# **BBA STUDENT HANDBOOK 2024-2025**

**Bachelor of Business  
Administration (Honours)  
Degree Programme**



## **FOREWORD**

Welcome to the School of Business of Hong Kong Baptist University!

This Student Handbook serves as an essential guide of the Bachelor of Business Administration (Hons) degree. It is advisable that you acquaint yourself with the important information about the programme curriculum, grading scheme, syllabuses of courses, and final-year project management. When you have queries, consult this Handbook from time to time and you will realize that answers are ready here.

We recognize that the situation might change quickly. To keep abreast of any amendments/updates to the programme or university policies, please refer to the announcements made by BBA Programme Office and university e-announcements. So, do check email regularly to keep track of such developments.

Embracing the University's Whole-Person Education philosophy, the BBA (Hons) Degree Programme represents a well-weighted balance between general business education, specialised skills and liberal education. The School is committed to excellence; but your efforts as much as ours are crucial to make your academic career at the University a success. Join me to embark on this inspiring, exciting and interdisciplinary learning experience together.

Mr. Ryan Man  
Associate Dean & BBA Programme Director  
School of Business

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(2024-2025)**

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## SECTION 1

### ABOUT HKBU SCHOOL OF BUSINESS

#### 1.1 OUR VISION AND MISSION

Since 1956, HKBU has provided innovative business education to students from across the globe. At HKBU's School of Business, we seek to inspire good business practice, create values for stakeholders, and enhance social and economic growth and development through our research on corporate sustainability issues encompassing areas of business ethics, corporate social responsibility and corporate governance.

"The Now", "The Why" and "The How" of the School can be summarized as follows:

##### ***Our Vision***

We aspire to be a leader in whole-person business education and a centre of excellence in business research in selected strategic areas, delivering academic excellence in a caring, creative and global culture.

##### ***Our Mission***

Through internationally recognised business education programmes and research achievements, our School seeks to nurture ethical business leaders with global vision, who make a difference to the organisations, industries and communities that they serve, in Hong Kong, Mainland China and the global community.

##### **In keeping with this mission, we strive to:**

- deliver the best student experience by cultivating students' integrity, creativity, communication, employability, and commitment to the common good of humankind, in so doing to develop all-rounded, values-conscious business graduates;
- produce world-class research in selected strategic research areas;
- solve problems for and with society, with social, corporate advisory and public policy impact;
- be a globally engaged business school that embraces faculty and student diversity in an increasingly interdependent and connected world;
- deliver academic excellence in a caring, creative and global culture; and
- sustain academic development through appropriate investments in people and facilities.

## 1.2 INTERNATIONAL RECOGNITION – TRIPLE ACCREDITATION

### A Reputation of Excellence

HKBU School of Business is amongst the 1% of business schools worldwide accredited by the three leading international accreditation bodies focused on business education: The Association to Advance Collegiate Schools of Business (AACSB International), The Association of MBAs (AMBA), and The European Quality Improvement System (EQUIS).



The School of Business has achieved awards from the three largest and most influential international accreditation bodies for business schools:

- Association to Advance Collegiate School of Business (AACSB International) in April 2010
- Association of MBAs (AMBA) in September 2012
- European Quality Improvement System (EQUIS) in March 2013

## 1.3 OUTCOME-BASED TEACHING AND LEARNING AND ASSURANCE LEARNING

OBTL is focused on ensuring that our graduates acquire a specified set of skills and attributes, or Intended Learning Outcomes (ILO), identified by Baptist as fundamental to our “whole person education” principle. These ILOs are citizenship, skills, creativity, knowledge, learning, ethics, teamwork and communication.

The ILOs essentially determine the content of our curriculum, our teaching methods, and the assessment process we use to ensure that our graduates

At the macro level, this entails that courses’ ILOs constructively integrate programs’ ILOs. At the micro level, a student will be made fully aware of the ILOs specific to a course, and can expect that the Teaching & Learning Activities and the Assessment Methods are designed to assist them achieving these ILOs.

Assessment is an integral part of learning and teaching. We use Criterion-reference assessment (CRA), a main tenet of OBTL, as our standard for assessment. CRA is the process of evaluating and grading the learning of students with preset criteria used as benchmarks to measure the ability of a student to reach a particular standard, thus certifying the reliability and validity of students’ achievements.

Rubrics, essentially a table or a matrix matching criteria and descriptors to a grading scale, set expectations for student performance by clearly defining and communicating the standards of learning expected for any specific activity.

The recent development to incorporate General Education (GE) as part of the business school curriculum further ensures that our students extend the reach of their knowledge by following courses specifically tailored to incorporate elements of various academic disciplines. These GE courses are crafted carefully, and subject to stringent quality requirements to ensure that the learning standards remain constant throughout the curriculum



## 1.4 EXPERIENTIAL LEARNING

### An Ideal Platform to Explore, Collaborate and Innovate

At HKBU School of Business, we strive to teach practical, actionable knowledge to ensure that our graduates are equipped with the requisite set of skills needed for a successful business career.

We offer numerous opportunities, as embedded in curriculum or co/extra-curricular activities, to nurture students as whole-person business leaders.

- **Overseas Exchange** – To connect students with the world and to develop their intercultural competence by completing part of their degree abroad.
- **Service Learning** – To enrich the learning experience by integrating community services with academic study.
- **Business Competitions** – To enhance students' creativity, analytical and problem-solving capabilities through participation in open competitions.
- **Internship** – To enable our students to gain work experience and apply business knowledge to real world situations through our extensive network of local and overseas corporate partners.
- **Corporate Visits** – To bring our students into dialogue with leaders from various industries to learn about the latest ideas and future trends in business.
- **Mentorship** – Alumni and senior practitioners from a wide spectrum of fields serve as mentors to our students, offering career guidance and networking advice.
- **Alumni Network** – To connect our students to a vibrant and engaged alumni community and to a strong network consisting of various disciplines and programmes-based alumni associations.
- **Career Development** – To provide professional career preparation workshops, career development advice and the most up-to-date market information to students, facilitating their career growth through a great deal of workshops, seminars and networking events.

## SECTION 2

### WHAT YOU CAN EXPECT FROM THE PROGRAMME

The aim of the Programme is to provide you with a sound tertiary level education, which will not only train your mind, develop your critical faculties, and provide you with a practical vocational orientation, but which will also encourage a life-long view of education and self-development.

#### **Learning Goals of the BBA Programme**

Upon completion of the Programme,

1. Graduates will possess a solid business acumen, including:
  - (a) a strong foundation in key business knowledge. They will understand and be able to apply core business concepts to develop strategic initiatives and drive organizational success.
  - (b) an in-depth understanding of an area of specialization in key business domains including accounting; economics and data analytics; entrepreneurship; finance; human resources management; digital technology; marketing and retailing.
2. Graduates will be proficient in data analytics and digital technology. They will be able to harness, interpret, and visualize data, as well as understanding the role of technology in optimizing business processes and creating value.
3. Students will have a solid foundation in:
  - (a) innovative and entrepreneurial thinking. They will be equipped to identify and exploit new business opportunities, drive innovation, and adapt to change in the dynamic business environment.
  - (b) ethical leadership and socially responsible decision-making. They will be able to assess the ethical implications of business activities and incorporate social responsibility into business strategies.
4. Students will possess solid analytical, creative and critical thinking skills to address real-world business and social challenges.
5. Graduates will exhibit strong communication skills, both written and verbal, and be able to collaborate effectively with others. They will be capable of leading and participating in teams, managing conflicts, and negotiating successfully.
6. Graduates will demonstrate:
  - (a) a solid global perspective and intercultural competencies, enabling them to effectively operate in a multicultural business environment.
  - (b) a proactive and self-directed approach to lifelong learning that enhances professional growth and adaptability in the future business environment.

## SECTION 3

### THE STRUCTURE OF THE PROGRAMME

#### 3.1 Introduction

The structure of the BBA curriculum directly reflects the emphasis on a general educational preparation for your career in business. The Core (36%) in the curriculum consists of:

- (1) essential tool course for literacy and numeracy;
- (2) the basic disciplines underlying the academic study of business together with an integrated treatment of the nature, functions and activities of business itself; and
- (3) the student project.

In addition to the core component, there are Concentration courses (16%) and General Education (24%) and Free Electives (24%). Eight concentrations are being offered:

**Accounting**  
**Economics and Data Analytics**  
**Entrepreneurship and Business Innovation**  
**Finance**  
**Human Resources Management**  
**Information Systems and Business Intelligence**  
**Marketing**  
**Strategic Retail Management and Innovation**

Students are required to complete 31 units of University Core and General Education (GE) courses. The University Core requirements give students exposure to English, Chinese, Healthy Lifestyle, The Art of Persuasion, while the GE requirements expose students to three foundational courses, two interdisciplinary thematic courses and one capstone course.

Students also have a choice of free elective courses offered within the School of Business or by other faculties/schools according to their own performance. Students can make use of the elective course credit units to pursue the additional graduation options of a minor in non-business discipline or Double Concentration within BBA (see 3.1.2).

The BBA programme is structured such that students begin with general education and business foundation courses in Year 1 and 2, taking more advanced and more specialised courses as they move into Years 3 and 4. In Year 4, students complete the BBA Project on a topic of their choosing in their concentration.

### 3.1.1 Curriculum

The major components of the Programme can be illustrated diagrammatically as follows:

<b>Year 4</b>		<b>Free Electives</b>	
<b>Year 3</b>	<b>Concentration (21 units)</b>	<b>(30 units)</b>	
<b>Year 2</b>			<b>Business Core (46 units)</b>
<b>Year 1</b>	<b>University Core &amp; General Education (31 units)</b>		

**The structure of the curriculum is set out in more detail below:**

<b><u>Core Courses</u></b> (46 units)				<b><u>Units</u></b>	
ACCT	1005	Principles of Accounting I		3	
ACCT	1006	Principles of Accounting II		2	
BUSI	1006	Business Research Methods		3	
BUSI	1007	Business Coding		1	
BUSI	2005	Organisational Behaviour		3	
BUSI	2035	Entrepreneurship and Innovative Thinking		3	
BUSI	2045	Data Analytics for Business Decision Making		3	
BUSI	2055	AI for Business		3	
BUSI	3006	Business Ethics, CSR and Impact Investing		3	
BUSI	3075	AI Ethics and Governance		2	
BUSI	4005	BBA Project*		3	
BUSI	4006	Strategic Management		3	
ECON	1005	Principles of Economics I		3	
ECON	1006	Principles of Economics II		2	
FINE	2005	Financial Management		3	
LLAW	3007	Principles of Law		3	
MKTG	2005	Marketing Management		3	46
<b><u>Concentration Required Courses</u></b> (21 units)					21
<b><u>University Core &amp; General Education Programme</u></b> (31 units)					
<b><u>Core Requirements</u></b>					
University English I & II				6	
University Chinese				3	
Healthy Lifestyle				2	
The Art of Persuasion				2	13
<b><u>General Education</u></b>					
History and Civilization				3	
Value and the Meaning of Life				3	
Quantitative Reasoning				3	
Interdisciplinary Thematic Courses				6	
GE Capstone				3	18
<b><u>Free Elective Courses</u></b> (30 units)				30	30
<b>Total Units</b>					<b>128</b>

\* The BBA Project is required for the 1<sup>st</sup> Concentration only, i.e., no additional BBA Project is required for the 2<sup>nd</sup> Concentration (if pursued).

### 3.1.2 Concentration Assignment and Double Concentration

The BBA programme adopts hybrid admission strategy. *BBA (Hons) – Concentration Undecided* students will be assigned a concentration after the end of Year 1 but before beginning of Year 2. Such arrangement will give students more time to adapt to the university life and study environment, and to explore the six concentrations before declaration of concentration. The School does not set any quota and will accommodate students' choice of concentration.

The additional graduation option of Double Concentration is available under the 4-year curriculum. Students can make use of the Free Elective course credit units to pursue a 2<sup>nd</sup> Concentration within BBA, by completing seven Required courses (21 units) of the 2<sup>nd</sup> Concentration. If the number of Required courses is fewer than seven, students have to fulfil the remaining requirements by taking the Concentration Elective courses. Overlap between the courses of the 1<sup>st</sup> Concentration and the 2<sup>nd</sup> Concentration is not allowed. Students are required to do the BBA honours project for the 1<sup>st</sup> Concentration only, i.e. they are not required to do an honours project for the 2<sup>nd</sup> Concentration pursued.

### 3.1.3 Double Concentration in Accounting

The Non-Accounting Concentration students who wish to pursue a 2nd Concentration in Accounting are reminded of the followings:

- satisfying the BBA requirements for a 2nd Concentration in Accounting is not enough if they also want to get the HKICPA/ACCA recognition/exemption/qualification.
- that there are ADDITIONAL requirements/recommendations (detailed below) that they should be aware of IF they also want to get the HKICPA/ACCA recognition/exemption/qualification with their 2nd Concentration in Accounting.
- even the Accounting Concentration students need to observe these additional requirements/recommendations if they want to get the HKICPA/ACCA recognition/exemption/qualification.

ADDITIONAL requirements/recommendations for the HKICPA/ACCA recognition/exemption/qualification:

- (1) LLAW3007 Principles of Law, LLAW3005 Company Law and ACCT 3006 Hong Kong Taxation (Accounting Concentration Required Courses)
  - NO credit transfer/course exemption based on the previous AD/HD studies or equivalent, or exchange studies
  - MUST be completed at HKBU
- (2) ACCT3007 Cost and Management Accounting II
  - NO credit transfer/course exemption based on the previous AD/HD studies or equivalent
  - REQUIRED for HKICPA/ACCA recognition/exemption
  - Students need to take this course using the units for Free Elective Courses
- (3) ACCT4007 Advanced Accounting II, ACCT4016 Tax Planning and Management and ACCT4017 Auditing II
  - NOT required for HKICPA/ACCA recognition/exemption
  - RECOMMENDED for a better preparation of the HKICPA/ACCA qualification examinations
  - Students need to take these courses using the units for Free Elective Courses

### 3.2 The First Year

General Education:	University English	6
	University Chinese	3
	History and Civilization	3
	Values and the Meaning of Life	3
BBA Core Courses:	Principles of Accounting	5
	Principles of Economics	5
	Marketing Management	3
	Organisational Behaviour	3
	Financial Management	3
	Business Coding	1
	AI for Business	2

In the first year students will take the general education – core requirements courses which are designed to provide students with the transferable skills, attitudes and values that will help them lead balanced and successful lives both during and following their university education.

The basic disciplines courses of accounting, economics, finance, management and marketing are offered to provide early exposure to students on the various business professions prior to concentration assignment exercise. These are the foundations upon which subsequent advanced work in the concentrations and business electives can be built. Financial Management enhances students' analytical skills in investment and financing decision. Organisational Behaviour aims to provide a general understanding of how to manage an organisation; with a special emphasis on organisational behaviour. Marketing Management introduces students the basic marketing concepts and their application in real business situations. Business Coding provides students with a solid foundation in Python Programming. AI for Business provides fundamentals AI applications in business organisations.

Every effort is made to integrate the different parts of the curriculum into a coherent whole.

### 3.3 The Second Year

General Education:	Healthy Lifestyle	2
	The Art of Persuasion	2
	Quantitative Reasoning	3
	Interdisciplinary Thematic Course	3
BBA Core Courses:	Entrepreneurship and Innovative Thinking	3
	Business Research Methods	3
	Data Analytics for Business Decision Making	3
	Principles of Law	3

In the second year, students will enrol more core requirements course and the distribution requirements courses of the general education curriculum. The aim of the distribution requirements is to broaden the scope of students' learning by having them pursue areas of knowledge outside of their major discipline.

Four core courses occur in the second year. Business Research Methods equips students with the statistical tools and analytical skills to conduct business research. Data Analytics for Business Decision Making trains students in data analysis and business intelligence tools, enabling them to utilize data to improve business decision-making. Entrepreneurship and Innovative Thinking focuses on the skills necessary for the planning, development and start-up of entrepreneurial and innovative ventures. Principles of Law provides students with the essentials of the legal framework within which business operates in Hong Kong.

Concentrations also introduce some Concentration courses in the second year curriculum.

### 3.4 The Third and Fourth Years

General Education:	Interdisciplinary Thematic Course	
	GE Capstone	3
BBA Core Courses:	Business Ethics, CSR and Impact Investing	3
	AI Ethics and Governance	3
	Strategic Management	3
	BBA Project	3

In the third and fourth years, students will complete the remaining core requirements course and the distribution requirements courses of the general education.

Meanwhile, to a large extent the content turns on the student's choice of concentration. However, four further core courses occur in the third and fourth years. Business Ethics, CSR and Impact Investing attempts to provide students with a wide spectrum of diverse moral decision making frameworks and the pros and cons of each as applied to functional business areas; emphasis will be on applying moral thinking to solve real business problems. AI Ethics and Governance provide students with the knowledge and understanding of the ethical, legal and regulatory issue arising in the context of AI. Strategic Management is an integrating course and plays a key role in relating much of what has been taught in the earlier years to the overall strategic problems of business management. Because of their complexity, all four courses are more appropriate to the later years than to the first and second, demanding as they do a considerable degree of maturity on the part of students.

Work within the concentration is spread more or less equally over the third and fourth years, and every effort is made to provide linkages with the core, the chosen electives, and the project. The courses within each concentration progress through levels III to IV, becoming more and more demanding as students move through the third and fourth years towards graduation.

The BBA Project is an important and integrative element in the curriculum, providing a focus for the application of what has gone on before; meanwhile, addressing the sustainability issues. Students are prepared for tackling their chosen project by means of regular staff supervision.

### 3.5 Choice of Electives

Each Concentration, as outlined in Section 4, gives you guidance on what it regards as suitable elective courses. You may also seek advice from Advisor and your Coordinator, BBA (Hons) Concentration for selection of elective courses. More details on the Project are given in Section 10.

### 3.6 Language of Instruction

The language policy for the School of Business is as follows:

- 3.6.1 The medium of instruction shall be English, but courses may be allowed to use Chinese (Cantonese/ Putonghua) as the teaching language provided there are discipline specific considerations.
- 3.6.2 Individual staff members may occasionally provide clarifications in Chinese of material presented in English.
- 3.6.3 Examinations and assessments shall be conducted in the medium of instruction approved by the School Board for the course (see 3.6.1), except that students shall be allowed to provide answers either in English or Chinese for courses taught in Chinese.

- 3.6.4 The language policy applies to formal classroom teaching, including lectures and tutorials. Supplemental explanation in Chinese is allowed occasionally. You are encouraged to use English to ask or answer questions. Assignments, examinations and project reports should be written in English and oral presentations and group discussions should be conducted in English with the exception of the courses listed in 3.6.1.

### **3.7 Guideline for the Use of Generative AI**

Given the proliferation of generative AI tools and their utility in teaching and learning, as well as the business world, students are **ALLOWED** to use generative AI as study tools and to assist with their assessments. Students are expected to use the generative AI tools available in the University library database.

The general principle is that these generative AI tools must **NOT** be used as a replacement for students' own analytical and critical thinking skills. Students must **NOT** take the AI-generated content and present them as if they were their own work. Or else, it would be regarded as plagiarism (intentional or unintentional). Examples of proper use include:

- Brainstorming on ideas
- Explain or clarify concepts
- Proofreading
- Give advice on clarity of writing

You should always consult with your instructor and/or course coordinator to clarify anything you are unsure about the use of such tools in the course.

Students should recognize that outputs from generative AI tools do not constitute primary sources of information and may be susceptible to biases and inaccuracies. It is essential for students to approach the generated information critically and with an awareness of its limitations.



## ACKNOWLEDGEMENT OF USE

To uphold academic integrity, transparency and the ethical use of generative AI tools, any use of generative AI tools must be acknowledged by:

- I. A Declaration
- II. In-Text Citations and Reference List

Records of all prompts and their outputs from the generative AI tools must also be retained.

**I. Declaration:** Students are required to complete and submit the following standard declaration.

### Declaration

I did knowingly use generative AI tools in this assignment. I followed the University's guidelines for students on academic integrity. No content generated by generative AI tools has been presented as my own work. I take responsibility for the work submitted.

OR I did not use generative AI tools in this assignment.

Acknowledgement (if generative AI is used)

1. I acknowledge the use of [insert AI system(s) and link] to [specific use of generative AI]. The prompts used include [list of prompts]. The output from these prompts was used to [explain how the output was used].

2. ...

The output from the above prompts was stored properly and will be submitted upon request.

An **example** (including a few different uses) is provided for your reference:

### Declaration

I did knowingly use generative AI tools in this assignment. I followed the University's guidelines for students on academic integrity. No content generated by generative AI tools has been presented as my own work. I take responsibility for the work submitted.

OR I did not use generative AI tools in this assignment.

Acknowledgement (if generative AI is used)

1. I acknowledge the use of ChatGPT (<https://chatgpt.hkbu.edu.hk>) to clarify concepts and to identify alternative views in the area of study. The prompts used include:

*(i) Please explain the concept of transformational leadership and its impact on organizational behavior.*

*(ii) What are some of the critics of transformational leadership?*

The output from these prompts was used to help clarify key concepts, to identify relevant literature for further reading, and to generate news ideas to be further developed in the essay.

2. I acknowledge the use of ChatGPT (<https://chatgpt.hkbu.edu.hk>) to brainstorm for new ideas for the essay topic. The prompts used include:

*(i) Provide suggestions on essay ideas on the impact of different types of leadership, with a*

*focus on the changing nature of work.*

*(ii) Based on the second idea, provide more specific ideas for successful leadership in the digital age.*

The output from these prompts was adapted, modified, and further developed into my original ideas for the essay.

3. I acknowledge the use of **ChatGPT (<https://chatgpt.hkbu.edu.hk>) to proofread the text I have written and to refine my writing by submitting my essay (link to my original essay is available at \_\_\_\_\_)**. The prompts used include:

*(i) Please check this essay for grammatical errors and inconsistencies.*

*(ii) Please refine my writing to ensure of a professional and academic writing style.*

The output from these prompts was further modified to better represent my ideas, context, and style suitable for the assignment based on the guidelines provided in the course outline.

The output from the above prompts was stored properly and will be submitted upon request.

**II. In-text Citations and Reference List:** In general, content produced by generative AI tools should not be considered reliable, accurate, or trustworthy representations of information. However, there may be times when the contents created by generative AI tools are included in the project submitted. In these cases, students are required to provide in-text citations for those material generated by generative AI and include them in the reference lists.

- Refer to <https://apastyle.apa.org/blog/how-to-cite-chatgpt> for citation and references guidelines for the APA style.

### **Prohibition of Use**

The use of generative AI tools is prohibited under the following conditions:

- When the course instructor/coordinator explicitly prohibit the use for the whole course or for specific assignment task(s) of the course;
- During in-class examinations (unless explicitly permitted and instructed).

### **Checking for Improper Use of Generative AI Tools**

If examiners suspect students of not following the University's guidelines for students on academic integrity by knowingly presenting the output of generative AI tools as their own work, then the procedures governing student academic integrity apply.

Examiners are recommended to apply their professional judgement and use the following methods to check for improper use of generative AI tools:

- Request students' complete generative AI tools record of use.
- Request earlier drafts of students' work.
- Request students to be orally examined on their submission.

### **IMPORTANT NOTE on the Use of AI Detection Tools**

AI detection tools, e.g. Turnitin AI detection, GPTZero, could be used to flag potential improper uses of generative AI tools. However, there is a lack of evidence regarding their effectiveness:

- There could be cases of false positive, i.e. incorrectly identifying fully human-written text as AI-generated text. For example, Turnitin admitted that there were higher-than-expected false positives.

- It is unlikely for them to keep up, given the rapid pace at which AI is developed.

AI detection tools are NOT to be used as SOLE evidence of improper use of generative AI tools. Other methods, such as oral examination, must be used to verify cases of improper use.

### 3.8 Plagiarism<sup>1</sup>

#### **WARNING**

Plagiarism is viewed by all teachers and educational authorities as a serious offence, and with good reason. A plagiarist is in effect attempting to obtain a scholastic grade by fraud, as well as to make a mockery of education. There are severe penalties in place at the university regarding the submission of plagiarised work by students. See “Academic Integrity and Plagiarism – Policy and Procedures”.

If a student submits a project which is partly or wholly a product of plagiarism, it will be given an “F” grade.

#### What is Plagiarism?

Plagiarism means taking someone else’s words or ideas and passing them off as your own. It is not acceptable to paraphrase someone else’s idea and call it your own. This includes ideas which you have read about in one language (such as Chinese) and which you make use of in your writing in another language (such as English, or vice versa).

Every time you “borrow” someone else’s words or ideas and pass them off as your own – from whatever source and in whatever medium – you have committed an act of plagiarism.

Straightforward examples of plagiarism from non-published or non-printed sources include the taking of words or ideas without acknowledgement from:

- ◆ a talk;
- ◆ a radio or TV programme;
- ◆ website on the Internet;
- ◆ other students’ assignments or notes, etc.

#### What Needs to Be Acknowledged?

In the report of your writing, if you make use of an idea, observation or discovery which belongs to someone else and which is not part of common knowledge, academic integrity demands that you acknowledge its source.

There are several reasons for doing this. Firstly, honesty. You should not give the impression that a particular idea or discovery is your own when in fact it is not. Secondly, fairness. Whoever conceived that idea or made that discovery deserves to be given due credit for it. Thirdly, accountability. Readers have a right to know the source of your information, so that they can evaluate its reliability and check it if they wish to.

#### How to Cite Published Sources?

The basic principle, then, is to acknowledge whatever words or ideas contained in your work which are not your own, and to cite the sources from which you have taken them. There are well-established conventions on how to give citations in the text, make footnotes or notes, and provide references. For detailed information and examples, consult the *Publication manual of the American Psychological Association* (6th ed.). (2010). Washington, D.C.: American

Psychological Association, and Reference examples for electronic source materials retrieved from <http://www.apastyle.org/electsouce.html>.

A brief APA citation guide is also available from the University Library.

- 1 The material in this section was extracted from *Avoiding Plagiarism*, by Tony T.N. Hung with the author's permission. This book is also available on the University website.

### **3.9 Data Fabrication**

Data fabrication means that you have created data or changed data and claimed that they represent the opinions, ideas, attitudes, etc. of your courses. Data fabrication is a serious offence that carries heavy penalties.

These are some examples of data fabrication:

- (1) Changing input data in order to make your final results significant
- (2) Making up responses and claiming that one of your courses said this in an interview
- (3) Asking a friend or relative to fill in several copies of a questionnaire with different answers

If your course assignment involves collection of original data by means of survey, interview, or other methods, you are required to properly retain the original returned questionnaires, interview tapes/transcripts, and/or other hard data until the course grade appeal period expires, i.e. three weeks after semester grade results are released. You will be asked to present these documents for verification if your findings are suspect.

If you are found to be guilty of data fabrication, an "F" grade will be assigned to the course.

## **SECTION 4**

### **PROGRAMME COMPOSITION AND CONCENTRATIONS**

In Section 3 the general structure of the course was presented. This section provides you with detail on each of the eight concentrations.

#### **4.1 ACCOUNTING CONCENTRATION**

The Accounting Concentration aims at providing an education that has a proper balance of breadth and depth in the accounting discipline, with a view to producing accountants of an analytical and conceptual mind. Graduates will develop their careers in professional accounting firms as well as in commercial and industrial sectors.

Specific objectives are:

- (1) To provide students with an in-depth training in the accounting discipline so as to give them adequate preparation for their careers in the field of accounting.
- (2) To provide students with a multi-disciplinary knowledge and analytical ability which make them aware of the complexity of the business environment.
- (3) To develop students' information processing skills and communication skills.
- (4) To give students a sound liberal education which will render a sufficiently broad perspective to meet future challenges brought about by the ever-changing environment.

**BBA (Hons) – Accounting Concentration: Programme Structure<sup>#</sup>**

<b><u>Core Courses (46 units)</u></b>			<b><u>Units</u></b>	
ACCT	1005	Principles of Accounting I	3	
ACCT	1006	Principles of Accounting II	2	
BUSI	1006	Business Research Methods	3	
BUSI	1007	Business Coding	1	
BUSI	2005	Organisational Behaviour	3	
BUSI	2035	Entrepreneurship and Innovative Thinking	3	
BUSI	2045	Data Analytics for Business Decision Making	3	
BUSI	2055	AI for Business	3	
BUSI	3006	Business Ethics, CSR and Impact Investing	3	
BUSI	3075	AI Ethics and Governance	2	
BUSI	4005	BBA Project	3	
BUSI	4006	Strategic Management	3	
ECON	1005	Principles of Economics I	3	
ECON	1006	Principles of Economics II	2	
FINE	2005	Financial Management	3	
LLAW	3007	Principles of Law	3	
MKTG	2005	Marketing Management	3	46
<b><u>Concentration Required Courses (21 units)</u></b>				
ACCT	2005	Intermediate Accounting I	3	
ACCT	2006	Intermediate Accounting II	3	
ACCT	3005	Cost & Management Accounting I	3	
ACCT	3006	Hong Kong Taxation	3	
ACCT	4005	Advanced Accounting I	3	
ACCT	4006	Auditing I	3	
LLAW	3005	Company Law	3	21
<b><u>University Core (13 units)</u></b>				
University English I & II			6	
University Chinese			3	
Healthy Lifestyle			2	
The Art of Persuasion			2	13
<b><u>General Education (18 units)</u></b>				
History and Civilization			3	
Values and the Meaning of Life			3	
Quantitative Reasoning			3	
Interdisciplinary Thematic Courses			6	
GE Capstone			3	18
<b><u>Free Elective Courses (30 units)</u></b>				30
			Total	128

**IMPORTANT:****Additional Requirements/Recommendations from Professional Accounting Bodies (HKICPA and ACCA included)**

- (1) ACCT3007 Cost and Management Accounting II is required. Students should take this course in Year-3 Semester-2, as a free elective course.
- (2) While two tax courses are available at HKBU (ACCT3006 Hong Kong Taxation and ACCT4016 Tax Planning and Management), only one tax course is required, but it must be completed at HKBU. Thus,
  - ACCT4016 is not required, if ACCT3006 is completed at HKBU.
  - ACCT4016 is required, if ACCT3006 is exempted from credit transfer from studies previous to HKBU.
- (3) Although ACCT4007 Advanced Accounting II and ACCT4017 Auditing II are not required, and ACCT4016 Tax Planning and Management may not be required (because ACCT3006 is completed at HKBU, refer Note (2) above), students are recommended to take them for better preparation for professional examinations.

<sup>#</sup> Students must take at least 36 units of courses at the upper level (Levels 3 and 4) to fulfil the graduation requirements.

\* The BBA Project is required for the 1<sup>st</sup> Concentration only, i.e., no additional BBA Project is required for the 2<sup>nd</sup> Concentration (if pursued).

## BBA (Hons) Accounting Concentration

			<u>Units</u>		
			<u>Sem. 1</u>	<u>Sem. 2</u>	<u>Total</u>
<b><u>First Year</u></b>					
ACCT	1005	Principles of Accounting I	3	-	3
ACCT	1006	Principles of Accounting II	-	2	2
BUSI	2005	Organisational Behaviour	-	3	3
BUSI	1007	Business Coding	-	1	1
ECON	1005	Principles of Economics I	3	-	3
ECON	1006	Principles of Economics II	-	2	2
MKTG	2005	Marketing Management	3	-	3
University Core –University Chinese			-	3	3
University Core – University English			3	3	6
G.E. Level 1 –History and Civilization			3	-	3
G.E. Level 1 –Values and the Meaning of Life			3	-	3
Free Elective Course			-	3	3
			<b>18</b>	<b>17</b>	<b>35</b>
<b><u>Second Year</u></b>					
ACCT	2005	Intermediate Accounting I	3	-	3
ACCT	2006	Intermediate Accounting II	-	3	3
BUSI	1006	Business Research Methods	3	-	3
BUSI	2035	Entrepreneurship and Innovative Thinking	3	-	3
BUSI	2045	Data Analytics for Business Decision Making	-	3	3
BUSI	2055	AI for Business	3	-	3
FINE	2005	Financial Management	3	-	3
LLAW	3007	Principles of Law	-	3	3
University Core – Healthy Lifestyle			-	2	2
University Core – The Art of Persuasion			2	-	2
G.E. Level 1 – Quantitative Reasoning			-	3	3
G.E. Level 2 – Interdisciplinary Thematic Courses			-	3	3
			<b>17</b>	<b>17</b>	<b>34</b>
<b><u>Third Year</u></b>					
ACCT	3005	Cost & Management Accounting I	3	-	3
ACCT	3006	Hong Kong Taxation	-	3	3
BUSI	3006	Business Ethics, CSR and Impact Investing	-	3	3
BUSI	3075	AI Ethics and Governance	2	-	2
LLAW	3005	Company Law	3	-	3
G.E. Level 2 – Interdisciplinary Thematic Courses			3	-	3
G.E. Level 3 – Capstone /Free Elective Courses			3	9	12
			<b>14</b>	<b>15</b>	<b>29</b>
<b><u>Fourth Year</u></b>					
ACCT	4005	Advanced Accounting I	3	-	3
ACCT	4006	Auditing I	3	-	3
BUSI	4005	BBA Project	-	3	3
BUSI	4006	Strategic Management	0 or 3	0 or 3	3
G.E. Level 3 – Capstone /Free Elective Courses			6 or 9	9 or 12	18
			<b>15</b>	<b>15</b>	<b>30</b>

## 4.2 ECONOMICS AND DATA ANALYTICS CONCENTRATION

**Economics and Data Analytics Concentration** offers knowledge of economic reasoning and data analytics – a powerful combination that meets the employers’ demand nowadays. The concentration offers a variety of economics courses that allow students to apply economic reasoning to analyze individual markets and macroeconomies; and to make decisions and formulate strategies for business and government. It also prepares students for developing careers in the field of data analytics by providing them with skills associated with quantitative and statistical analysis, big data analytics, programming, data visualization and machine learning. By taking various applied electives, in addition to the core foundation courses, students will be trained to analyse business and social issues using a data-driven approach. It allows them to customize their learning experiences to fit their preferences and career aspirations.

Graduates can develop a wide range of career options in business and government sectors. On top of the likely employment for BBA graduates in management, marketing, accounting and banking, many advanced career opportunities in financial and business sectors, such as data analysts, business consultants, asset management, credit analyst, risk management, treasury, and compliance, require specifically both technical and broad-based knowledge that the Economics and Data Analytics concentration offers. Our training also paves way to graduate studies, which are commonly required for further career advancement.



## **BBA (Hons) – Economics and Data Analytics Concentration: Programme Structure<sup>#</sup>**

<b>Core Courses (46 units)</b>			<b>Units</b>		
ACCT	1005	Principles of Accounting I	3		
ACCT	1006	Principles of Accounting II	2		
BUSI	1006	Business Research Methods	3		
BUSI	1007	Business Coding	1		
BUSI	2005	Organisational Behaviour	3		
BUSI	2035	Entrepreneurship and Innovative Thinking	3		
BUSI	2045	Data Analytics for Business Decision Making	3		
BUSI	2055	AI for Business	3		
BUSI	3006	Business Ethics, CSR and Impact Investing	3		
BUSI	3075	AE Ethics and Governance	2		
BUSI	4005	BBA Project	3		
BUSI	4006	Strategic Management	3		
ECON	1005	Principles of Economics I	3		
ECON	1006	Principles of Economics II	2		
FINE	2005	Financial Management	3		
LLAW	3007	Principles of Law	3		
MKTG	2005	Marketing Management	3		46
<b>Concentration Required Courses (12 units)</b>					
ECON	3076	Managerial Microeconomics	3		
ECON	3077	Managerial Macroeconomics	3		
ECON	3096	Causal Inference: Capturing Cause-and-Effect Relationships with Data	3		
ECON	3105	Big Data Analytics with Python	3	12	
<b>Concentration Elective Courses (9 units)</b>					
ECON	2016	Mathematics for Economists	3		
ECON	2035	Introduction to Technical Analysis	3		
ECON	3005	Applied Econometrics	3		
ECON	3006	Asia-Pacific Economies	3		
ECON	3007	Industrial Organization and Competitive Strategy	3		
ECON	3017	International Trade and Finance	3		
ECON	3025	Money and Banking	3		
ECON	3026	Chinese Economic Developments	3		
ECON	3036	Economics of Human Resources	3		
ECON	3055	Games and Economic Decisions	3		
ECON	3066	Business Economics Internship	3		
ECON	3085	Economics of Entrepreneurship	3		
ECON	3086	Python Programming for FinTech	3		
ECON	3087	Understanding the Digital Economy	3		
ECON	3097	Data Visualization for Business Storytelling	3		
ECON	4005	China's Foreign Economic Relations and Trade	3		
ECON	4006	Time Series Analysis and Forecasting	3		
ECON	4007	Money and Finance in China	3		
ECON	4016	Digital Platform Analytics	3		
ECON	4035	Economics of Digital Currencies	3		
ECON	4036	Business Forecasting for Analysts	3	9	21
<b>University Core (13 Units)</b>					
University English I & II			6		
University Chinese			3		
Healthy Lifestyle			2		
The Art of Persuasion			2	13	
<b>General Education (18 units)</b>					
History and Civilization			3		
Values and the Meaning of Life			3		
Quantitative Reasoning			3		
Interdisciplinary Thematic Courses			6		
GE Capstone			3	18	31
<b>Free Elective Courses (30 units)</b>					
			<b>Total</b>		<b>30</b>
					<b>128</b>

<sup>#</sup> Students must take at least 36 units of courses at the upper level (Levels 3 and 4) to fulfil the graduation requirements.

\* The BBA Project is required for the 1<sup>st</sup> Concentration only, i.e., no additional BBA Project is required for the 2<sup>nd</sup> Concentration (if pursued).

## BBA (Hons) Economics and Data Analytics Concentration

			<u>Units</u>		
			<u>Sem. 1</u>	<u>Sem. 2</u>	<u>Total</u>
<b><u>First Year</u></b>					
ACCT	1005	Principles of Accounting I	3	-	3
BUSI	1007	Business Coding	-	1	1
ECON	1005	Principles of Economics I	3	-	3
ECON	1006	Principles of Economics II	-	2	2
FINE	2005	Financial Management	-	3	3
BUSI	2005	Organisational Behaviour/	6	6	12
BUSI	2035	Entrepreneurship and Innovative Thinking/			
BUSI	2055	AI for Business			
MKTG	2005	Marketing Management			
University Core – University Chinese			-	3	3
University Core – University English			3	3	6
G.E. Level 1 – Values and the Meaning of Life			3	-	3
			<b>18</b>	<b>18</b>	<b>36</b>
<b><u>Second Year</u></b>					
ACCT	1006	Principles of Accounting II	-	2	2
BUSI	1006	Business Research Methods	3	-	3
BUSI	2045	Data Analytics for Business Decision Making	-	3	3
ECON	3076	Managerial Microeconomics	3	-	3
ECON	3077	Managerial Macroeconomics	-	3	3
LLAW	3007	Principles of Law	-	3	3
Free Elective Courses			3	-	3
University Core – Healthy Lifestyle			-	2	2
University Core – The Art of Persuasion			2	-	2
G.E. Level 1 – History and Civilization			3	-	3
G.E. Level 1 – Quantitative Reasoning			-	3	3
G.E. Level 2 – Interdisciplinary Thematic Courses			3	-	3
			<b>17</b>	<b>16</b>	<b>33</b>
<b><u>Third Year</u></b>					
BUSI	3006	Business Ethics, CSR and Impact Investing	-	3	3
BUSI	3075	AI Ethics and Governance	2	-	2
ECON	3096	Causal Inference: Capturing Cause-and-Effect Relationships with Data	3	-	3
ECON	3105	Big Data Analytics with Python	-	3	3
Concentration Elective Courses			3	3	6
G.E. Level 2 – Interdisciplinary Thematic Courses			-	3	3
G.E. Level 3 – Capstone /Free Elective Courses			6	3	9
			<b>14</b>	<b>15</b>	<b>29</b>
<b><u>Fourth Year</u></b>					
BUSI	4005	BBA Project	-	3	3
BUSI	4006	Strategic Management	0 or 3	0 or 3	3
Concentration Elective Courses			3	-	3
G.E. Level 3 – Capstone /Free Elective Courses			9 or 12	9 or 12	21
			<b>15</b>	<b>15</b>	<b>30</b>

### **4.3 ENTREPRENEURSHIP AND BUSINESS INNOVATION CONCENTRATION**

We live in a VUCA world. Volatile, uncertain, complex, and ambiguous. Organizations and individuals alike face the “new normal” where the only constant is change. By fostering entrepreneurial mindsets and business innovation we equip the new generations with competence and grit to thrive under the conditions of uncertainty and crisis. By applying the entrepreneurial logic to developing and running organizations, we help our future graduates to redefine the meaning of VUCA by turning volatility into vision, uncertainty into understanding, complexity into clarity, and ambiguity into agility.

Students will take a deep dive into entrepreneurial knowledge, develop highly transferable skills, and foster entrepreneurial mindsets that will allow them to become the agents of change. Upon graduation, students will be able to confidently leverage uncertainties in creating their own businesses, in leading innovation and change in well-established organizations they choose to work for, or in connecting various functional areas of business to generate strong synergies.

*In short, our graduates will gain confidence to create, lead, and connect in the age of uncertainty.*

**BBA (Hons) – Entrepreneurship and Business Innovation: Programme Structure<sup>#</sup>**

<b>Core Courses (46 units)</b>			<b>Units</b>		
ACCT	1005	Principles of Accounting I	3		
ACCT	1006	Principles of Accounting II	2		
BUSI	1006	Business Research Methods	3		
BUSI	1007	Business Coding	1		
BUSI	2005	Organisational Behaviour	3		
BUSI	2035	Entrepreneurship and Innovative Thinking	3		
BUSI	2045	Data Analytics for Business Decision Making	3		
BUSI	2055	AI for Business	3		
BUSI	3006	Business Ethics, CSR and Impact Investing	3		
BUSI	3075	AI Ethics and Governance	2		
BUSI	4005	BBA Project	3		
BUSI	4006	Strategic Management	3		
ECON	1005	Principles of Economics I	3		
ECON	1006	Principles of Economics II	2		
FINE	2005	Financial Management	3		
LLAW	3007	Principles of Law	3		
MKTG	2005	Marketing Management	3		46
<b>Concentration Required Courses (9 units)</b>					
BUSI	2046	From Insight to Prototype: Generating Opportunities with Market Insights	3		
BUSI	3057	Managing Entrepreneurial Ventures	3		
BUSI	3065	Me, Us and Them: The Human Factor in Entrepreneurship and Innovation	3	9	
<b>Concentration Elective Courses (12 units)</b>					
BUSI	3037	Entrepreneurial Internship I	3		
BUSI	4015	Corporate Entrepreneurship	3		
ECON	3087	Understanding the Digital Economy	3		
ECON	3105	Big Data Analytics with Python	3		
FINE	3025	Entrepreneurial Finance	3		
HRMN	3016	Negotiation	3		
ISEM	3027	Introduction to App Development and Mobile User Experience Design	3		
ISEM	3036	Advanced Business Analytics and Data Visualization for Digital Commerce	3		
ISEM	4006	Electronic Commerce	3		
ISEM	4016	Web Site Design and Business Applications	3		
ISEM	4017	Consumer Insight: Online Customer Data Analytics and Machine Learning Approaches	3		
LLAW	3005	Company Law	3		
LLAW	3015	Cyber Law and Risk	3		
MKTG	3045	Entrepreneurial Marketing	3	12	21
<b>University Core (13 units)</b>					
University English I & II			6		
University Chinese			3		
Healthy Lifestyle			2		
The Art of Persuasion			2	13	
<b>General Education (18 units)</b>					
History and Civilization			3		
Values and the Meaning of Life			3		
Quantitative Reasoning			3		
Interdisciplinary Thematic Courses			6		
GE Capstone			3	18	31
<b>Free Elective Courses (30 units)</b>					
					30
			Total		128

<sup>#</sup> Students must take at least 36 units of courses at the upper level (Levels 3 and 4) to fulfil the graduation requirements.

<sup>\*</sup> The BBA Project is required for the 1<sup>st</sup> Concentration only, i.e., no additional BBA Project is required for the 2<sup>nd</sup> Concentration (if pursued).

## BBA (Hons) Entrepreneurship and Business Innovation Concentration

			<u>Units</u>		
			<u>Sem. 1</u>	<u>Sem. 2</u>	<u>Total</u>
<b><u>First Year</u></b>					
ACCT	1005	Principles of Accounting I	3	-	3
ACCT	1006	Principles of Accounting II/	-	2	2
ECON	1006	Principles of Economics II			
BUSI	1007	Business Coding	-	1	1
ECON	1005	Principles of Economics I	3	-	3
FINE	2005	Financial Management	-	3	3
BUSI	2005	Organisational Behaviour/			
BUSI	2035	Entrepreneurship and Innovative Thinking/	6	6	12
BUSI	2055	AI for Business			
MKTG	2005	Marketing Management			
University Core – University Chinese			-	3	3
University Core – University English			3	3	6
G.E. Level 1 – Values and the Meaning of Life			3	-	3
			<b>18</b>	<b>18</b>	<b>36</b>
<b><u>Second Year</u></b>					
ACCT	1006	Principles of Accounting II/	-	2	2
ECON	1006	Principles of Economics II			
BUSI	1006	Business Research Methods	-	3	3
BUSI	2046	From Insight to Prototype: Generating Opportunities with Market Insight	3	-	3
BUSI	3057	Managing Entrepreneurial Venture	-	3	3
LLAW	3007	Principles of Law	-	3	3
Free Elective Courses			6	-	6
University Core – Healthy Lifestyle			-	2	2
University Core – The Art of Persuasion			2	-	2
G.E. Level 1 – History and Civilization			3	-	3
G.E. Level 1 – Quantitative Reasoning			-	3	3
G.E. Level 2 – Interdisciplinary Thematic Courses			3	-	3
			<b>17</b>	<b>16</b>	<b>33</b>
<b><u>Third Year</u></b>					
BUSI	2045	Data Analytics for Business Decision Making	3	-	3
BUSI	3006	Business Ethics, CSR and Impact Investing	-	3	3
BUSI	3065	Me, Us, Them: The Human Factor in Entrepreneurship and Innovation	3	-	3
BUSI	3075	AI Ethics and Governance	-	2	2
Concentration Elective Courses			3	3	6
G.E. Level 2 – Interdisciplinary Thematic Courses			3	-	3
G.E. Level 3 – Capstone /Free Elective Courses			3	6	9
			<b>15</b>	<b>14</b>	<b>29</b>
<b><u>Fourth Year</u></b>					
BUSI	4005	BBA Project	-	3	3
BUSI	4006	Strategic Management	0 or 3	0 or 3	3
Concentration Elective Course			3	3	6
G.E. Level 3 – Capstone /Free Elective Courses			9	9	18
			<b>12 or 15</b>	<b>15 or 18</b>	<b>30</b>

#### **4.4 FINANCE CONCENTRATION**

Individuals, government officials, and business executives make financial decisions. These decisions can be classified into two basic categories: (i) the investment decision and (ii) the financing decision. The first involves identifying and selecting the most appropriate investments. The second deals with where and how to raise the necessary cash to finance the chosen investments. Depending on its nature, a financial decision can be vital to the well-being of the persons or the organisations concerned.

To make the right decision with confidence, the decision-maker needs both specific knowledge and relevant experience. The BBA (Hons) Degree Programme with the Concentration in Finance prepares students to be competent financial decision-makers. It provides students with a general understanding of the various management functions and a specific education in major aspects of finance.

With relevant experience, graduates from this programme, whether in the capacity of business executives or government officials, have the necessary knowledge and skills to enable them to make sound financial decisions and thereby to contribute significantly to the success of their organisations.

In the first and second years, all students follow a common study programme while a modest amount of specialisation in finance is provided in the third and fourth years. Applications to the case of Hong Kong are stressed throughout the programme.

**BBA (Hons) – Finance Concentration: Programme Structure<sup>#</sup>:**

<b>Core Courses (46 units)</b>			<b>Units</b>		
ACCT	1005	Principles of Accounting I	3		
ACCT	1006	Principles of Accounting II	2		
BUSI	1007	Business Coding	1		
BUSI	1006	Business Research Methods	3		
BUSI	2005	Organisational Behaviour	3		
BUSI	2035	Entrepreneurship and Innovative Thinking	3		
BUSI	2045	Data Analytics for Business Decision Making	3		
BUSI	2055	AI for Business	3		
BUSI	3006	Business Ethics, CSR and Impact Investing	3		
BUSI	4005	BBA Project	3		
BUSI	3075	AI Ethics and Governance	2		
BUSI	4006	Strategic Management	3		
ECON	1005	Principles of Economics I	3		
ECON	1006	Principles of Economics II	2		
FINE	2005	Financial Management	3		
LLAW	3007	Principles of Law	3		
MKTG	2005	Marketing Management	3		46
<b>Concentration Required Courses (12 units)</b>					
FINE	3005	Investment Management	3		
FINE	3006	Introduction to Futures and Options Markets	3		
FINE	3007	Fixed Income Securities	3		
FINE	3015	Corporate Finance	3	12	
<b>Concentration Elective Courses (9 units)</b>					
FINE	2006	Banking and Credit	3		
FINE	3016	Financial Forecasting	3		
FINE	3017	Management of Financial Institutions	3		
FINE	3025	Entrepreneurial Finance	3		
FINE	3026	Finance Internship	3		
FINE	3027	ESD and Business	3		
FINE	4005	Multinational Finance	3		
FINE	4006	Financial Risk Management	3		
FINE	4007	Seminar in Finance	3		
FINE	4015	Advanced Financial Planning	3		
FINE	4016	Business Valuation Using Financial Statements	3		
FINE	4017	Financial Markets in China	3		
FINE	4025	Compliance in Finance	3		
FINE	4026	FinTech for Banking and Finance	3		
FINE	4027	Mergers, Acquisitions and Corporate Restructuring	3		
FINE	4035	Applied Financial Econometrics	3		
ISEM	4035	Blockchain: Cryptocurrencies and Other Bus Applications	3		
ISEM	4037	Machine Learning for Financial & Business Forecasting	3		
ISEM	4045	Textual Analysis in Business & Finance	3	9	21
<b>University Core (13 units)</b>					
University English I & II			6		
University Chinese			3		
Healthy Lifestyle			2		
The Art of Persuasion			2	13	
<b>General Education (18 units)</b>					
History and Civilization			3		
Values and the Meaning of Life			3		
Quantitative Reasoning			3		
Interdisciplinary Thematic Courses			6		
GE Capstone			3	18	31
<b>Free Elective Courses (30 units)</b>					
					30
			Total		128

<sup>#</sup> Students must take at least 36 units of courses at the upper level (Levels 3 and 4) to fulfil the graduation requirements.

\* The BBA Project is required for the 1<sup>st</sup> Concentration only, i.e., no additional BBA Project is required for the 2<sup>nd</sup> Concentration (if pursued).

## BBA (Hons) Finance Concentration

			<u>Units</u>		
			<u>Sem. 1</u>	<u>Sem. 2</u>	<u>Total</u>
<b><u>First Year</u></b>					
ACCT	1005	Principles of Accounting I	3	-	3
ACCT	1006	Principles of Accounting II/	-	2	2
ECON	1006	Principles of Economics II			
BUSI	1007	Business Coding	-	1	1
ECON	1005	Principles of Economics I	3	-	3
FINE	2005	Financial Management	-	3	3
BUSI	2005	Organisational Behaviour/			
BUSI	2035	Entrepreneurship and Innovative Thinking/	6	6	12
BUSI	2055	AI for Business			
MKTG	2005	Marketing Management			
University Core – University Chinese			-	3	3
University Core – University English			3	3	6
G.E. Level 1 – Values and the Meaning of Life			3	-	3
			<b>18</b>	<b>18</b>	<b>36</b>
<b><u>Second Year</u></b>					
ACCT	1006	Principles of Accounting II/	-	2	2
ECON	1006	Principles of Economics II			
BUSI	1006	Business Research Methods	3	-	3
BUSI	2045	Data Analytics for Business Decision Making	-	3	3
FINE	3005	Investment Management	3	-	3
FINE	3015	Corporate Finance	-	3	3
LLAW	3007	Principles of Law	3	-	3
Free Elective Courses			3	-	3
University Core – Healthy Lifestyle			-	2	2
University Core – The Art of Persuasion			2	-	2
G.E. Level 1 – History and Civilization			-	3	3
G.E. Level 1 – Quantitative Reasoning			-	3	3
G.E. Level 2 – Interdisciplinary Thematic Courses			3	-	3
			<b>17</b>	<b>16</b>	<b>33</b>
<b><u>Third Year</u></b>					
BUSI	3006	Business Ethics, CSR and Impact Investing	3	-	3
BUSI	3075	AI Ethics and Governance	-	2	2
FINE	3006	Introduction to Futures and Options Markets	3	-	3
FINE	3007	Fixed Income Securities	-	3	3
Concentration Elective Courses			3	3	6
G.E. Level 2 – Interdisciplinary Thematic Courses			-	3	3
G.E. Level 3 – Capstone /Free Elective Courses			6	3	9
			<b>15</b>	<b>14</b>	<b>29</b>
<b><u>Fourth Year</u></b>					
BUSI	4005	BBA Project	-	3	3
BUSI	4006	Strategic Management	0 or 3	0 or 3	3
Concentration Elective Courses			3	-	3
G.E. Level 3 – Capstone /Free Elective Courses			9 or 12	9 or 12	21
			<b>15</b>	<b>15</b>	<b>30</b>



## 4.5 HUMAN RESOURCES MANAGEMENT CONCENTRATION

Today, human resources professionals are essential partners in driving excellence in performance and innovation. Organizations have prized human capital as the most critical strategic asset. From Finance to Retail, from R&D to customer service, people fuel organizations' competitiveness in the market, excel in various organizational capacities, and champion in sustainability. The uniqueness of each individual employee requires organizations to take a *people-centric approach* to design policies and practices to create a delightful employee experience.

The Human Resources Management concentration aims to nurture the next generations of business talents and HR professionals with an innovative mind, a caring heart, a can-do attitude and a global vision that embrace the people-centric approach in managing and developing people in organizations. Our curriculum covers the essential areas of HRM, such as learning and development, people resourcing and employer branding, performance appraisal and rewards, and employment law and practices. To empower students to practice evidence-based HRM, training in conducting HR research and analytics is provided. A broad range of concentration elective courses are offered to enable students to understand the frontiers of the HRM field, work with people from diverse backgrounds, and be agile. The HRM concentration is geared to equip our graduates with the essential competencies to design, implement, and evaluate HR strategies and practices to elevate human capital performance and support business growth.

## **BBA (Hons) – Human Resources Management Concentration: Programme Structure<sup>#</sup>**

<b><u>Core Courses (46 units)</u></b>			<b><u>Units</u></b>		
ACCT	1005	Principles of Accounting I	3		
ACCT	1006	Principles of Accounting II	2		
BUSI	1007	Business Coding	1		
BUSI	1006	Business Research Methods	3		
BUSI	2005	Organisational Behaviour	3		
BUSI	2035	Entrepreneurship and Innovative Thinking	3		
BUSI	2045	Data Analytics for Business Decision Making	3		
BUSI	2055	AI for Business	3		
BUSI	3006	Business Ethics, CSR and Impact Investing	3		
BUSI	3075	AI Ethics and Governance	2		
BUSI	4005	BBA Project	3		
BUSI	4006	Strategic Management	3		
ECON	1005	Principles of Economics I	3		
ECON	1006	Principles of Economics II	2		
FINE	2005	Financial Management	3		
LLAW	3007	Principles of Law	3		
MKTG	2005	Marketing Management	<u>3</u>	46	
<b><u>Concentration Required Courses (15 units)</u></b>					
HRMN	3005	Learning and Development	3		
HRMN	3006	People Resourcing and Employer Branding	3		
HRMN	4005	Performance Appraisal and Rewards	3		
HRMN	4006	Employment Law and Practices			
HRMN	4016	Research Methods and Analytics for People Management	<u>3</u>	15	
<b><u>Concentration Elective Courses (6 units)</u></b>					
BUSI	3025	Cross-Cultural and Comparative Management	3		
BUSI	3065	Me, Us, and Them: The Human Factor in Entrepreneurship and Innovation	3		
BUSI	3066	Brain Science for Business	3		
HRMN	3007	Applied Social Psychology in Organisations	3		
HRMN	3015	Leadership	3		
HRMN	3016	Negotiation	3		
HRMN	3025	Occupational Health and Employee Wellness	3		
HRMN	3026	Human Resources Management Internship	3		
HRMN	4007	Human Resources Management in China	3		
HRMN	4015	Human Resources Strategy and Planning	<u>3</u>	<u>6</u>	21
<b><u>University Core (13 units)</u></b>					
University English I & II			6		
University Chinese			3		
Healthy Lifestyle			2		
The Art of Persuasion			<u>2</u>	13	
<b><u>General Education (18 units)</u></b>					
History and Civilization			3		
Values and the Meaning of Life			3		
Quantitative Reasoning			3		
Interdisciplinary Thematic Courses			6		
GE Capstone			<u>3</u>	<u>18</u>	31
<b><u>Free Elective Courses (30 units)</u></b>					
					<u>30</u>
			Total		128

<sup>#</sup> Students must take at least 36 units of courses at the upper level (Levels 3 and 4) to fulfil the graduation requirements.

\* The BBA Project is required for the 1<sup>st</sup> Concentration only, i.e., no additional BBA Project is required for the 2<sup>nd</sup> Concentration (if pursued).

## BBA (Hons) Human Resources Management Concentration

			<u>Sem. 1</u>	<u>Units</u> <u>Sem. 2</u>	<u>Total</u>
<b><u>First Year</u></b>					
ACCT	1005	Principles of Accounting I	3	-	3
ACCT	1006	Principles of Accounting II/	-	2	2
ECON	1006	Principles of Economics II			
BUSI	1007	Business Coding	-	1	1
ECON	1005	Principles of Economics I	3	-	3
FINE	2005	Financial Management	-	3	3
BUSI	2005	Organisational Behaviour/			
BUSI	2035	Entrepreneurship and Innovative Thinking/	6	6	12
BUSI	2055	AI for Business			
MKTG	2005	Marketing Management			
University Core – University Chinese			-	3	3
University Core – University English			3	3	6
G.E. Level 1 – Values and the Meaning of Life			3	-	3
			<b>18</b>	<b>18</b>	<b>36</b>
<b><u>Second Year</u></b>					
ACCT	1006	Principles of Accounting II/	-	2	2
ECON	1006	Principles of Economics II			
BUSI	1006	Business Research Methods	-	3	3
HRMN	3006	People Resourcing and Employer Branding	3	-	3
HRMN	4006	Employment Law and Practices	-	3	3
LLAW	3007	Principles of Law	3	-	3
Free Elective Courses			6	-	6
University Core – Healthy Lifestyle			-	2	2
University Core – The Art of Persuasion			2	-	2
G.E. Level 1 – History and Civilization			-	3	3
G.E. Level 1 – Quantitative Reasoning			-	3	3
G.E. Level 2 – Interdisciplinary Thematic Courses			3	-	3
			<b>17</b>	<b>16</b>	<b>33</b>
<b><u>Third Year</u></b>					
BUSI	2045	Data Analytics for Business Decision Making	3	-	3
BUSI	3006	Business Ethics, CSR and Impact Investing	-	3	3
BUSI	3075	AI Ethics and Governance	-	2	2
HRMN	3005	Learning and Development	3	-	3
HRMN	4005	Performance Appraisal and Rewards	-	3	3
Concentration Elective Courses			3	-	3
G.E. Level 2 – Interdisciplinary Thematic Courses			-	3	3
G.E. Level 3 – Capstone /Free Elective Courses			6	6	12
			<b>15</b>	<b>17</b>	<b>32</b>
<b><u>Fourth Year</u></b>					
BUSI	4005	BBA Project	-	3	3
BUSI	4006	Strategic Management	0 or 3	0 or 3	3
HRMN	4016	Research Methods and Analytics for People Mgt	3	-	3
Concentration Elective Course			-	3	3
G.E. Level 3 – Capstone /Free Elective Courses			9	6	15
			<b>12 or 15</b>	<b>12 or 15</b>	<b>27</b>

## **4.6 INFORMATION SYSTEMS AND BUSINESS INTELLIGENCE CONCENTRATION**

Recent years have witnessed new technologies, changing customer behaviours and exponentially growing data volumes in the business world. The emergence of Data Analytics has since provided streamlined and automated capabilities for corporations to assess their risks and opportunities, ultimately paving the way for informed and optimized decision-making processes. The zest to harness data is equally if not more earnestly shared in the public domain, as was clearly evidenced by the “Smart City” initiatives announced by the Hong Kong SAR Government in October 2017, calling for digital innovations and integration of data management to achieve a sustainable quality of living.

The Information Systems Business Intelligence (ISBI) concentration has always been uniquely positioned to meet and respond the ever-changing needs of businesses in a technology-driven economy. Our curriculum has been enabling students to explore a plethora of hot topics in Data Analytics, their Business Intelligence applications across various financial industries and sectors, as well as the collateral policy and regulatory implications. Through the acquisition of first-hand experience in the latest business technologies, students can develop a solid understanding on the structures and processes that convert data into strategic assets.

The concentration promotes the concept of a seamless integration of businesses, data and technology. We envision our graduates to be the next generation of entrepreneurs and leaders who are capable to navigate the rapidly transforming technological demands of the business world and our society.

Our courses prepare students to make use of the latest digital technologies to drive innovations both inside organizations or starting up new ventures. Students will learn not only how innovative technologies can enable digital transformation of existing business and create new digital businesses, they will also learn hands-on the technologies involved, such as apps development, mobile user experience, development of web-based businesses, performing customer data analytics using machine learning, as well as cybersecurity. This will equip the students to face the challenges of the fast-paced digital business transformation and innovation that is happening right now.

For students who are interested in Fintech and Business Analytics, our curriculum prepares them to face the challenges in the rapidly changing financial industry by equipping them with the knowledge of finance, technology, and data analytics. With the rise of the blockchain, artificial intelligence and other disruptive technologies, many old ways of doing business have been changed by new models/technologies such as Algo-trading, Robo-advisor, Robotic Process Automation, End-to-end Digital Payment and Cryptocurrency, Crowd-based Capital Raising, Internet of Things and more. Students will not only understand the new way of doing business in various domains of the financial industry, but also other technical mechanisms behind the new business models. Furthermore, the courses will discuss the policy and regulatory implications of the disruptive technology and new business model.

**BBA (Hons) – Information Systems and Business Intelligence Concentration: Programme Structure<sup>#</sup>**

<b>Core Courses (46 units)</b>			<b>Units</b>		
ACCT	1005	Principles of Accounting I	3		
ACCT	1006	Principles of Accounting II	2		
BUSI	1007	Business Coding	1		
BUSI	1006	Business Research Methods	3		
BUSI	2005	Organisational Behaviour	3		
BUSI	2035	Entrepreneurship and Innovative Thinking	3		
BUSI	2045	Data Analytics for Business Decision Making	3		
BUSI	2055	AI for Business	3		
BUSI	3006	Business Ethics, CSR and Impact Investing	3		
BUSI	3075	AI Ethics and Governance	2		
BUSI	4005	BBA Project	3		
BUSI	4006	Strategic Management	3		
ECON	1005	Principles of Economics I	3		
ECON	1006	Principles of Economics II	2		
FINE	2005	Financial Management	3		
LLAW	3007	Principles of Law	3		
MKTG	2005	Marketing Management	3		
			<u>3</u>	46	
<b>Concentration Required Courses (9 units)</b>					
ISEM	2006	Programming for Business Applications using Python	3		
ISEM	3005	Business Systems Analysis and Design	3		
ISEM	3006	Data Management in Business	3		
<b>Concentration Elective Courses (12 units)</b>					
BUSI	2007	Management Science	3		
FINE	4026	Financial Technology for Business and Finance	3		
ISEM	3007	e-Marketing	3		
ISEM	3016	Decision Support and Intelligence Systems	3		
ISEM	3026	ISEM Internship	3		
ISEM	3027	Introduction to App Development and Mobile User Experience Design	3		
ISEM	3035	Introduction to Business Data Analytics and Visualization	3		
ISEM	3036	Advanced Business Analytics and Data Visualization for Digital Commerce	3		
ISEM	4006	Electronic Commerce	3		
ISEM	4015	Seminar in Information Systems and Business Intelligence	3		
ISEM	4016	Web Site Design and Business Applications	3		
ISEM	4017	Consumer Insight: Online Customer Data Analytics and Machine Learning Approaches	3		
ISEM	4025	Information Systems Auditing	3		
ISEM	4026	Information Technology Governance and Management	3		
ISEM	4035	Blockchain: Virtual Assets and Bus Applications	3		
ISEM	4036	Cybersecurity and Data Privacy	3		
ISEM	4037	Machine Learning for Financial & Business Forecasting	3		
ISEM	4045	Textual Analysis in Business & Finance	3		
			<u>3</u>	<u>12</u>	21
<b>University Core (13 units)</b>					
University English I & II			6		
University Chinese			3		
Healthy Lifestyle			2		
The Art of Persuasion			2		
			<u>2</u>	13	
<b>General Education (18 units)</b>					
History and Civilization			3		
Values and the Meaning of Life			3		
Quantitative Reasoning			3		
Interdisciplinary Thematic Courses			6		
GE Capstone			3		
			<u>3</u>	<u>18</u>	31
<b>Free Elective Courses (30 units)</b>					
					<u>30</u>
			Total		128

<sup>#</sup> Students must take at least 36 units of courses at the upper level (Levels 3 and 4) to fulfil the graduation requirements.

\* The BBA Project is required for the 1<sup>st</sup> Concentration only, i.e., no additional BBA Project is required for the 2<sup>nd</sup> Concentration (if pursued).

## BBA (Hons) Information Systems and Business Intelligence Concentration

			<u>Sem. 1</u>	<u>Units</u> <u>Sem. 2</u>	<u>Total</u>
<b><u>First Year</u></b>					
ACCT	1005	Principles of Accounting I	3	-	3
ACCT	1006	Principles of Accounting II/	-	2	2
ECON	1006	Principles of Economics II			
BUSI	1007	Business Coding	-	1	1
ECON	1005	Principles of Economics I	3	-	3
FINE	2005	Financial Management	-	3	3
BUSI	2005	Organisational Behaviour/			
BUSI	2035	Entrepreneurship and Innovative Thinking/	6	6	12
BUSI	2055	AI for Business			
MKTG	2005	Marketing Management			
University Core – University Chinese			-	3	3
University Core – University English			3	3	6
G.E. Level 1 – Values and the Meaning of Life			3	-	3
			<b>18</b>	<b>18</b>	<b>36</b>
<b><u>Second Year</u></b>					
ACCT	1006	Principles of Accounting II/	-	2	2
ECON	1006	Principles of Economics II			
BUSI	1006	Business Research Methods	3	-	3
BUSI	2045	Data Analytics for Business Decision Making	-	3	3
ISEM	2006	Programming for Bus Applications Using Python	3	-	3
ISEM	3005	Business Systems Analysis and Design	-	3	3
ISEM	3006	Data Management in Business	3	-	3
LLAW	3007	Principles of Law	-	3	3
University Core – Healthy Lifestyle			-	2	2
University Core – The Art of Persuasion			2	-	2
G.E. Level 1 – History and Civilization			3	-	3
G.E. Level 1 – Quantitative Reasoning			-	3	3
G.E. Level 2 – Interdisciplinary Thematic Courses			3	-	3
			<b>17</b>	<b>16</b>	<b>33</b>
<b><u>Third Year</u></b>					
BUSI	3006	Business Ethics, CSR and Impact Investing	3	-	3
BUSI	3075	AI Ethics and Governance	-	2	2
Concentration Elective Courses			3	3	6
G.E. Level 2 – Interdisciplinary Thematic Courses			3	-	3
G.E. Level 3 – Capstone /Free Elective Courses			6	9	15
			<b>15</b>	<b>14</b>	<b>29</b>
<b><u>Fourth Year</u></b>					
BUSI	4005	BBA Project	-	3	3
BUSI	4006	Strategic Management	0 or 3	0 or 3	3
Concentration Elective Courses			3	3	6
G.E. Level 3 – Capstone /Free Elective Courses			9 or 12	6 or 9	18
			<b>15</b>	<b>15</b>	<b>30</b>

## **4.7 MARKETING CONCENTRATION**

The aim of the Marketing Concentration is to equip students with updated marketing knowledge as well as to nurture them to become competitive and ethical business leaders in the global marketplace. The Marketing Concentration balances theory and practice; students are provided with opportunities to apply learnt theories to resolve practical problems. Students are educated through a systematic pedagogical approach emphasizing logical, analytical and critical thinking and to develop their ability to apply that thinking to solving real and practical marketing problems. Apart from fundamental marketing knowledge such as consumer behaviour, marketing research and strategic marketing, students can also pursue focused areas of marketing expertise, such as business to business marketing, marketing communication campaign management, retailing management, sales management, and service marketing.

The objectives of the Marketing Concentration are:

- (1) To enable students to build a solid foundation in understanding the role marketing plays in a business.
- (2) To instill in students the unique characteristics and underlying principles of marketing management.
- (3) To equip students with necessary theoretical knowledge as well as real-life experience to manage marketing programmes through credit marketing internship, global marketing field study courses, and company based final year projects.
- (4) To provide students with knowledge in managing a number of specialized marketing areas, such as strategic digital marketing, sales management and service marketing.
- (5) To nurture a sense of ethics and social responsibility that prepares students to be visionary marketing leaders.
- (6) Students can pursue additional graduation options including Double Concentration within BBA, or a Minor in non-business discipline.

**BBA (Hons) –Marketing Concentration: Programme Structure<sup>#</sup>**

<b><u>Core Courses (46 units)</u></b>			<b><u>Units</u></b>		
ACCT	1005	Principles of Accounting I	3		
ACCT	1006	Principles of Accounting II	2		
BUSI	1006	Business Research Methods	3		
BUSI	1007	Business Coding	1		
BUSI	2005	Organisational Behaviour	3		
BUSI	2035	Entrepreneurship and Innovative Thinking	3		
BUSI	2045	Data Analytics for Business Decision Making	3		
BUSI	2055	AI for Business	3		
BUSI	3006	Business Ethics, CSR and Impact Investing	3		
BUSI	3075	AI Ethics and Governance	2		
BUSI	4005	BBA Project	3		
BUSI	4006	Strategic Management	3		
ECON	1005	Principles of Economics I	3		
ECON	1006	Principles of Economics II	2		
FINE	2005	Financial Management	3		
LLAW	3007	Principles of Law	3		
MKTG	2005	Marketing Management	3		46
<b><u>Concentration Required Courses (15 units)</u></b>					
MKTG	3005	Marketing Research Methods	3		
MKTG	3007	Consumer Behaviour	3		
MKTG	3015	Socially Responsible Marketing	3		
MKTG	3026	Strategic Digital Marketing	3		
MKTG	4005	Strategic Marketing	3	15	
<b><u>Concentration Elective Courses (6 units)</u></b>					
BUSI	3017	International Business	3		
MKTG	3006	Global Marketing	3		
MKTG	3016	Marketing Internship	3		
MKTG	3017	Services Marketing	3		
MKTG	3025	Integrated Marketing Communications	3		
MKTG	3046	Sports Marketing	3		
MKTG	3047	Big Data Marketing	3		
MKTG	3056	Social Media Marketing	3		
MKTG	4006	e-CRM	3		
MKTG	4007	Brand Management	3		
MKTG	4015	Sales Management	3		
MKTG	4016	Retailing	3		
MKTG	4017	Business to Business Marketing	3		
MKTG	4025	Marketing in China	3		
MKTG	4026	Leisure Marketing	3		
MKTG	4055	Event Marketing	3		
MKTG	4056	Global Marketing Field Study	3		
MKTG	4057	Agribusiness: Marketing and Entrepreneurship	3	6	21
<b><u>University Core (13 units)</u></b>					
University English I & II			6		
University Chinese			3		
Healthy Lifestyle			2		
The Art of Persuasion			2	13	
<b><u>General Education (18 units)</u></b>					
History and Civilization			3		
Values and the Meaning of Life			3		
Quantitative Reasoning			3		
Interdisciplinary Thematic Courses			6		
GE Capstone			3	18	31
<b><u>Free Elective Courses (30 units)</u></b>					
					30
					128
			Total		

<sup>#</sup> Students must take at least 36 units of courses at the upper level (Levels 3 and 4) to fulfil the graduation requirements.

<sup>\*</sup> The BBA Project is required for the 1<sup>st</sup> Concentration only, i.e., no additional BBA Project is required for the 2<sup>nd</sup> Concentration (if pursued).



## BBA (Hons) Marketing Concentration

			<u>Units</u>		
			<u>Sem. 1</u>	<u>Sem. 2</u>	<u>Total</u>
<b><u>First Year</u></b>					
ACCT	1005	Principles of Accounting I	3	-	3
ACCT	1006	Principle of Accounting II /	-	2	2
ECON	1006	Principles of Economics II			
BUSI	1007	Business Coding	-	1	1
ECON	1005	Principles of Economics I	3	-	3
FINE	2005	Financial Management	-	3	3
BUSI	2005	Organisational Behaviour/			
BUSI	2035	Entrepreneurship and Innovative Thinking/	6	6	12
BUSI	2055	AI for Business			
MKTG	2005	Marketing Management			
University Core – University Chinese			-	3	3
University Core – University English			3	3	6
G.E. Level 1 –Values and the Meaning of Life			3	-	3
			<b>18</b>	<b>18</b>	<b>36</b>
<b><u>Second Year</u></b>					
ACCT	1006	Principles of Accounting II/	-	2	2
ECON	1006	Principles of Economics II			
BUSI	1006	Business Research Methods	-	3	3
LLAW	3007	Principles of Law	3	-	3
MKTG	3026	Strategic Digital Marketing	3	-	3
MKTG	3007	Consumer Behaviour	-	3	3
Free Elective Courses			6	-	6
University Core – Healthy Lifestyle			-	2	2
University Core – The Art of Persuasion			2	-	2
G.E. Level 1 – History and Civilization			-	3	3
G.E. Level 1 – Quantitative Reasoning			-	3	3
G.E. Level 2 – Interdisciplinary Thematic Courses			3	-	3
			<b>17</b>	<b>16</b>	<b>33</b>
<b><u>Third Year</u></b>					
BUSI	2045	Data Analytics for Business Decision Making	3	-	3
BUSI	3006	Business Ethics, CSR and Impact Investing	3	-	3
BUSI	3075	AI Ethics and Governance	2	-	2
MKTG	3005	Marketing Research Methods	-	3	3
MKTG	3015	Socially Responsible Marketing	-	3	3
Concentration Elective Course			3	-	3
G.E. Level 2 – Interdisciplinary Thematic Courses			3	-	3
G.E. Level 3 – Capstone /Free Elective Courses			3	9	12
			<b>17</b>	<b>15</b>	<b>32</b>
<b><u>Fourth Year</u></b>					
BUSI	4005	BBA Project	-	3	3
BUSI	4006	Strategic Management	0 or 3	0 or 3	3
MKTG	4005	Strategic Marketing	0 or 3	0 or 3	3
Concentration Elective Course			3	-	3
G.E. Level 3 – Capstone /Free Elective Courses			6	9	15
			<b>12</b>	<b>15</b>	<b>27</b>

## **4.8 STRATEGIC RETAIL MANAGEMENT AND INNOVATION CONCENTRATION**

The aim of the BBA (Hons) *Strategic Retail Management and Innovation concentration* is to equip students with professional retailing knowledge and management and business skills who will become competitive and ethical business leaders and managerial personnel in the retail industry. This concentration addresses the University's commitment to addressing the needs of society and takes the obligations of talent development for the retail sector. Apart from fundamental retail management knowledge such as brand management and electronic commerce in the retail businesses, students can also pursue up-to-date areas of retail management, such as e-tailing, digital commerce, business analytics, entrepreneurship, among others.

More specifically, the objectives of the concentration are:

- (1) To enable students to build a solid foundation in understanding the fundamentals of retail management.
- (2) To equip students with necessary theoretical knowledge as well as experience in managing a retail business.
- (3) To provide students with retail management knowledge and practices in selected focused areas to foster retail innovation.
- (4) To nurture a sense of ethics and social responsibility that prepares students to be competent and global visionary retail management practitioners.

## **BBA (Hons) – Strategic Retail Management and Innovation Concentration: Programme Structure<sup>#</sup>**

<b>Core Courses (46 units)</b>			<b>Units</b>		
ACCT	1005	Principles of Accounting I	3		
ACCT	1006	Principles of Accounting II	2		
BUSI	1006	Business Research Methods	3		
BUSI	1007	Business Coding	1		
BUSI	2005	Organisational Behaviour	3		
BUSI	2035	Entrepreneurship and Innovative Thinking	3		
BUSI	2045	Data Analytics for Business Decision Making	3		
BUSI	2055	AI for Business	3		
BUSI	3006	Business Ethics, CSR and Impact Investing	3		
BUSI	3075	AI Ethics and Governance	2		
BUSI	4005	BBA Project	3		
BUSI	4006	Strategic Management	3		
ECON	1005	Principles of Economics I	3		
ECON	1006	Principles of Economics II	2		
FINE	2005	Financial Management	3		
LLAW	3007	Principles of Law	3		
MKTG	2005	Marketing Management	3		46
<b>Concentration Required Courses (12 units)</b>					
MKTG	3017	Services Marketing	3		
REMT	3005	Strategic Retail Operation Management	3		
REMT	3006	Smart Retailing	3		
REMT	3015	Seminar in Creative Retailing	3	12	
<b>Concentrative Elective Courses (9 units)</b>					
BUSI	2046	From Insight to Prototype: Generating Opportunities with Market Insights	3		
BUSI	3025	Cross-Cultural and Comparative Management	3		
BUSI	3057	Managing Entrepreneurship Ventures	3		
BUSI	3065	Me, Us and Them: The Human Factor in Entrepreneurship and Innovation	3		
ECON	3007	Industrial Organisation and Competitive Strategy	3		
ECON	3087	Understanding the Digital Economy	3		
ECON	3097	Data Visualization for Business Storytelling	3		
ECON	3105	Big Data Analytics with Python	3		
ISEM	3036	Advanced Business Analytics and Data Visualization for Digital Commerce	3		
ISEM	4006	Electronic Commerce	3		
ISEM	4016	Web Site Design and Business Applications	3		
ISEM	4017	Consumer Insight: Online Customer Data Analytics and Machine Learning Approaches	3		
ISEM	4036	Cybersecurity and Data Privacy	3		
MKTG	3005	Marketing Research Methods	3		
MKTG	3006	Global Marketing	3		
MKTG	3007	Consumer Behaviour	3		
MKTG	3015	Socially Responsible Marketing	3		
MKTG	3025	Integrated Marketing Communications	3		
MKTG	3026	Strategic Digital Marketing	3		
MKTG	3047	Big Data Marketing	3		
MKTG	4006	e-CRM	3		
MKTG	4007	Brand Management	3		
REMT	3007	Retail Management Internship	3	9	21
<b>University Core (13 units)</b>					
University English I & II			6		
University Chinese			3		
Healthy Lifestyle			2		
The Art of Persuasion			2	13	
<b>General Education (18 units)</b>					
History and Civilization			3		
Values and the Meaning of Life			3		
Quantitative Reasoning			3		
Interdisciplinary Thematic Courses			6		
GE Capstone			3	18	31
<b>Free Elective Courses (30 units)</b>					
					30
			<b>Total</b>		<b>128</b>

<sup>#</sup> Students must take at least 36 units of courses at the upper level (Levels 3 and 4) to fulfil the graduation requirements.

<sup>\*</sup> The BBA Project is required for the 1<sup>st</sup> Concentration only, i.e., no additional BBA Project is required for the 2<sup>nd</sup> Concentration (if pursued).

## BBA (Hons) Strategic Retail Management and Innovation Concentration

			<u>Sem. 1</u>	<u>Units</u> <u>Sem. 2</u>	<u>Total</u>
<b><u>First Year</u></b>					
ACCT	1005	Principles of Accounting I	3	-	3
ACCT	1006	Principles of Accounting II/	-	2	2
ECON	1006	Principles of Economics II			
BUSI	1007	Business Coding	-	1	1
ECON	1005	Principles of Economics I	3	-	3
FINE	2005	Financial Management	-	3	3
BUSI	2005	Organisational Behaviour/			
BUSI	2035	Entrepreneurship and Innovative Thinking/	6	6	12
BUSI	2055	AI for Business			
MKTG	2005	Marketing Management			
University Core – University Chinese			-	3	3
University Core – University English			3	3	6
G.E. Level 1 –Values and the Meaning of Life			3	-	3
			<b>18</b>	<b>18</b>	<b>36</b>
<b><u>Second Year</u></b>					
ACCT	1006	Principles of Accounting II/	-	2	2
ECON	1006	Principles of Economics II			
BUSI	1006	Business Research Methods	-	3	3
LLAW	3007	Principles of Law	3	-	3
Free Elective Courses			9	3	12
University Core – Healthy Lifestyle			-	2	2
University Core – The Art of Persuasion			2	-	2
G.E. Level 1 – History and Civilization			-	3	3
G.E. Level 1 – Quantitative Reasoning			-	3	3
G.E. Level 2 – Interdisciplinary Thematic Courses			3	-	3
			<b>17</b>	<b>16</b>	<b>33</b>
<b><u>Third Year</u></b>					
BUSI	2045	Data Analytics for Business Decision Making	3	-	3
BUSI	3006	Business Ethics, CSR and Impact Investing	3	-	3
BUSI	3075	AI Ethics and Governance	-	2	2
REMT	3005	Strategic Retail Operation Management	3	-	3
REMT	3006	Smart Retailing	-	3	3
MKTG	3017	Services Marketing	-	3	3
Concentration Elective Courses			3	3	6
G.E. Level 2 – Interdisciplinary Thematic Courses			-	3	3
G.E. Level 3 – Capstone /Free Elective Courses			3	3	6
			<b>15</b>	<b>17</b>	<b>32</b>
<b><u>Fourth Year</u></b>					
BUSI	4005	BBA Project	-	3	3
BUSI	4006	Strategic Management	0 or 3	0 or 3	3
REMT	3015	Seminar in Creative Retailing	3	-	3
Concentration Elective Courses			-	3	3
G.E. Level 3 – Capstone /Free Elective Courses			6 or 9	6 or 9	15
			<b>12 or 15</b>	<b>12 or 15</b>	<b>27</b>

## 4.9 INTERDISCIPLINARY CONCENTRATIONS

Co-offered by the Dept of AEF and the Dept of MMIS, the BBA (Hons) Programme introduced two new interdisciplinary concentrations, i.e. FinTech and Martech, in 2024/25. The two Concentrations are open to all students at HKBU. For BBA students, it can only be claimed as a 2nd concentration; while for non-BBA students, there is no such restriction.

### 4.9.1 FinTech

The FinTech Concentration is inherently interdisciplinary, blending finance, technology, and data analytics, among others. The concentration will equip students with a deep understanding of FinTech trends, technologies, and regulatory frameworks, preparing them for exciting career opportunities in International Financial Centres like Hong Kong. BBA students would greatly benefit from first establishing a solid foundation in core business disciplines such as finance, marketing, and accounting. Specializing in FinTech applications can then be pursued through a second concentration, allowing for a more comprehensive learning within existing degree programmes. This approach ensures that students gain a well-rounded understanding that will serve them in the dynamic landscape of financial technology.

More specifically, the objectives of the BBA (Hons.) FinTech Concentration are:

- (1) To equip students with the technical skills and industry-aligned knowledge required to develop and implement innovative solutions to real-world financial challenges.
- (2) To promote interdisciplinary learning by integrating courses from different disciplines, such as finance, computer science, economics, marketing, and mathematics and empower students to tackle complex FinTech problems from multiple angles.
- (3) To provide students with opportunities for industry exposure and practical experiences that allow them to apply their knowledge in real-world settings and gain valuable insights into the FinTech sector.
- (4) To help students develop a strong sense of professional ethics and understand the potential societal impact of their work by emphasizing the importance of ethical conduct, responsible data handling, privacy, and security in the context of FinTech.

The structure of the FinTech Concentration is as follows:

		Units
<b>Required course (3 units)</b>		
ECON 3086	Python Programming for FinTech	3
<b>Elective Courses I (12 units)</b>		
FINE 2005	Financial Management	3
FINE 3005	Investment Management	3
FINE 4026	FinTech for Banking and Finance	3
ISEM 3005	Business Systems Analysis and Design	3
ISEM 4035	Blockchain: Virtual Assets and Business Applications	3
<b>Elective Courses II (6 units)</b>		
BUSI 2046	From Insight to Prototype: Generating Opportunities with Market Insights	3
ECON 3105	Big Data Analytics with Python	3
FINE 2006	Banking and Credit	3
FINE 3006	Introduction to Futures and Options Markets	3
FINE 3015	Corporate Finance	3
FINE 4025	Compliance in Finance	3
ISEM 3006	Data Management in Business	3
ISEM 4036	Cybersecurity and Data Privacy	3
ISEM 4037	Machine Learning for Financial & Business Forecasting	3
<b>Total</b>		<b>21</b>

*Important notes:*

- Students must fulfill the Interdisciplinary Concentration requirements by using the units for free electives.
- Double-counting of courses up to 6 units is permissible between the major courses and the Interdisciplinary Concentration courses. In fulfilling the overall units required for graduation, the units of the double-counted courses shall only be counted once.
- Students will NOT be guaranteed a place for any course they wish to take listed under the Interdisciplinary Concentration. Successful registration to courses is subject to the availability of course quota, clash free class schedule, etc.
- Students who have successfully accumulated 21 units required by the Interdisciplinary Concentration (including courses registered in their final semester) may apply for graduation with the Interdisciplinary Concentration in the final year of study.

#### 4.9.2 MarTech

The MarTech Concentration is designed for students who are passionate about reimagining what marketing can do in the digital world with the changing consumers, marketing tools and channels. The concentration will put stronger emphasis on current technologies and practices in the industry. BBA students will greatly benefit from first establishing a solid foundation in core business disciplines such as management, marketing, economics, management information systems, accounting and finance. Specializing in MarTech can be pursued through a second concentration, allowing for a more comprehensive learning within existing degree programmes. This approach ensures students to develop well-rounded understanding and capabilities to embrace the new approaches in the dynamic marketing and business landscape.

More specifically, the objectives of the BBA (Hons) MarTech Concentration are:

- (1) To equip students with the technical skills and industry-aligned knowledge required to develop and implement innovative MarTech solutions to real-world marketing challenges.
- (2) To promote interdisciplinary learning by integrating courses from different disciplines, such as marketing, data analytics and digital economies, to empower students to tackle complex MarTech problems from multiple angles.
- (3) To provide students with opportunities for industry exposure and practical experiences that allow them to apply their knowledge in real-world settings and gain valuable insights into the MarTech sector.
- (4) To help students develop a strong sense of professional ethics and understand the potential societal impact of their work by emphasizing the importance of ethical conduct, responsible data handling, privacy, and security in the context of MarTech.

The structure of the MarTech Concentration is as follows:

		Units
<b>Elective Courses I (12 units)</b>		
ISEM 2005	Management Information Systems	3
ISEM 3006	Data Management in Business	3
MKTG 2005	Marketing Management	3
MKTG 3026	Strategic Digital Marketing	3
MKTG 3047	Big Data Marketing	3
MKTG 3056	Social Media Marketing	3
MKTG 4006	e-CRM	3
<b>Elective Courses II (9 units)</b>		
BUSI 2045	Data Analytics for Business Decision Making	3
ECON 3097	Data Visualization for Business Storytelling	3
ISEM 3027	Intro to App Development and Mobile User Experience Design	3
ISEM 3035	Introduction to Business Data Analytics and Visualization	3
ISEM 4006	Electronic Commerce	3
ISEM 4017	Consumer Insight: Online Customer Data Analytics and Machine Learning Approaches	3
MKTG 3005	Marketing Research Methods	3
MKTG 3007	Consumer Behaviour	3
MKTG 3025	Integrated Marketing Communications	3
MKTG 3057	Seminar in MarTech and Business Intelligence	3
REMT 3006	Smart Retailing	3
<b>Total</b>		<b>21</b>

*Important notes:*

- Students must fulfill the Interdisciplinary Concentration requirements by using the units for free electives.
- Double-counting of courses up to 6 units is permissible between the major courses and the Interdisciplinary Concentration courses. In fulfilling the overall units required for graduation, the units of the double-counted courses shall only be counted once.
- Students will NOT be guaranteed a place for any course they wish to take listed under the Interdisciplinary Concentration. Successful registration to courses is subject to the availability of course quota, clash free class schedule, etc.
- Students who have successfully accumulated 21 units required by the Interdisciplinary Concentration (including courses registered in their final semester) may apply for graduation with the Interdisciplinary Concentration in the final year of study.



## SECTION 5

### GENERAL EDUCATION PROGRAMME

Under the undergraduate curriculum, students are required to complete a minimum of 128 units, with four broad categories, including the major programme, electives, the University Core requirements and the General Education (GE) Programme.

#### 5.1 Learning Outcomes

After completing the GE Programme, students are expected to achieve a number of programme intended learning outcomes:

- PILO1** Use historical and cultural perspectives to gain insight into the contemporary issues;
- PILO2** Apply various value systems to decision-making in personal, professional, and social/political situations;
- PILO3** Use data for the purposes of analyses and to make recommendations for strategic implementation of policy on social, economic and business, cultural, and political affairs;
- PILO4** Relate their majors with interdisciplinary thematic knowledge;
- PILO5** Demonstrate connections among a variety of disciplines to gain insight into contemporary personal, professional, and community situations.

#### 5.2 General Education

The GE Programme is designed to equip students with integrated broad-based knowledge, transferable core skills, guiding principles, and attitudes that they need in both their specialized studies and future professional and personal lives. Our GE asks students to open up their minds to new ideas and perspectives, imagine possibilities, and acquire a deeper understanding of people and issues through making connections at personal, societal and historical levels. It cultivates our students to become well-rounded persons capable of fully participating in the fast-changing, interconnected global world.

- History and Civilization (3 units)
- Values and the Meaning of Life (3 units)
- Quantitative Reasoning (3 units)
- Interdisciplinary Thematic Courses (6 units)
- GE Capstone (3 units)

For more details on the GE programme, please visit the University's GE website at <http://ge.hkbu.edu.hk>.

#### 5.3 University Core

The University Core is a requirement in the undergraduate curriculum which aims at providing students with the essential and transferable knowledge and skills that help them lead successful lives both during and following their university education, and ultimately supporting the University's commitment to develop the Graduate Attributes among students.

- University English I & II (6 units)
- University Chinese (3 units)
- Healthy Lifestyle (2 units)
- The Art of Persuasion (2 units)



## SECTION 6

### THE GRADING SYSTEM AND THE AWARD OF DEGREE

#### 6.1 The Grade Point Average

The BBA programme follows the University's standard method of assessing course work and examination performance, which is the use of the grade point average (GPA). For each course you take, you will be awarded a letter grade based on your performance in the examinations, essays and other assignments required for assessment. The number of grade points awarded is directly related to the letter grade and the number of units allotted to each course as shown below. For example, a grade A in a 3-unit course will score you 12 grade points.

#### The Grading System

Letter Grade	Academic Performance	Grade Point per Unit
A )	Excellent	4.00
A- )		3.67
B+ )	Good	3.33
B )		3.00
B- )		2.67
C+ )	Satisfactory	2.33
C )		2.00
C- )		1.67
D	Marginal Pass	1.00
E	Conditional Pass	0.00
F	Failure	0.00
DT	Distinction	Not included in GPA calculation
I	Incomplete (temporary)	Not included in GPA calculation
S	Satisfactory	Not included in GPA calculation
U	Unsatisfactory	Not included in GPA calculation
W	Withdrawn (w.e.f. 2000-2001)	Not included in GPA calculation
WS	Withdrawn Satisfactory	Not included in GPA calculation
WF	Withdrawn Failing	0.00
YR	Year Grade (temporary)	Not included in GPA calculation
NR	Not Yet Reported (temporary)	Not included in GPA calculation
PR	Project to be Resubmitted (temporary)	Not included in GPA calculation

#### 6.2 Academic Honours

The President's Honour Roll is awarded to students taking a minimum of 12 units counting towards grade point average in a semester with semester GPA of 3.50 or above and with no grade below C for the same semester.

The Dean's List is awarded to students taking a minimum of 12 units counting towards grade point average in a semester with semester GPA of 3.00-3.49 and with no grade below C for the same semester.

The Scholastic Award is awarded to students who have the highest cGPA in the graduating class and with cGPA no less than 3.20.

The Scholastic Award is awarded to students having awarded the First Class Honours and are the top two percent of graduates with the highest cGPA in the graduating class.

The Senate reserves the right, upon the recommendation of the appropriate Committees, to make exceptions in the application of these criteria.

### 6.3 Study Load

Normally, students are required to register for all courses prescribed on a particular programme, including elective courses, each year. Study schedules which are semester-by-semester listings of courses to be taken on different programmes are available in the University Cyber Port System (BUniPort) and the relevant programme document/handbook.

In special circumstances when a student cannot fulfil the graduation requirements within the normal period of study and is granted extension of study, he/she will be classified as “part-time” when registering for less than 12 units in a semester during the extension period.

Unless prescribed in an approved study plan, a student may not register for more than 18 units in a semester. Students who wish to register for more than 18 units must obtain approval from the appropriate Department/Programme Head or Programme Director and the Academic Registrar during the course add/drop period. Students who wish to register for more than 21 units must obtain support from the appropriate Department/Programme Head or Programme Director and apply to the Academic Registrar in writing. Approval for a study load in excess of 21 units will only be given under exceptional circumstances.

Students placed on academic probation must work out and agree on a study plan with their Department/Programme Head or Programme Director. Normally, this study plan will include a reduced study load according to the following guidelines:

- a. Those with a failure of 0 – 6 units in the previous semester may be required to take not more than 12 units in the following semester.
- b. Those with a failure of more than 6 units in the previous semester may be required to take not more than 9 units in the following semester.

The President and Vice President(s) of the Students’ Union will be allowed to suspend study or reduce their study load to any number of units during their tenure in the Students’ Union, and to extend their study period up to one academic year if they so wish. In such cases, an appropriate study plan should be drawn up by the student and approved by the Department/Programme Head or Programme Director.

### 6.4 What You Have to Do to Graduate

Students are approved for graduation by the Senate after fulfilling all the graduation requirements stipulated by the University. These requirements include: University general requirements, programme requirements, and unit and grade point average requirements. Students who have deficiencies in courses, units, or GPA may be granted options such as summer study, supplementary examinations or a concession of one additional year to complete their studies by the Senate.

To graduate, you must maintain a satisfactory GPA. For individual courses, as set out in the previous subsection, a GPA of 2.0 (“C” average) is required for performance to be considered satisfactory. A final overall GPA of 2.0 is also the minimum required to obtain a pass degree, as the following sub-section shows. Beyond this, there is a gate mechanism whereby you must maintain a minimum GPA of 2.0 for any given semester in order to remain in good academic standing.

In addition to GPA requirement, BBA students are also required to complete the following requirements to qualify for graduation.

## **Self e-Learning Requirement**

With technology changing business models and jobs, the pursuit of lifelong learning has become imperative. To promote learning autonomy and meet the demand for fast-changing digital skills, all BBA students are required to complete a minimum of 40 hours of courses on LinkedIn Learning by the 2nd semester of their Year 4 studies to qualify for graduation. Failure to meet this requirement may result in the deferral of graduation.

Self e-Learning allows students to learn at their pace with full control. The flexibility increases the motivation, deepens the learning (students can revisit or pause anytime) and improves time management (attend anytime and on a mobile device), leading to a fulfilling learning experience.

This new requirement will be effective starting with the 2023/24 BBA cohort and will apply to all subsequent students.

## **Experiential Learning Activities Requirement**

You must complete one of the following Experiential Learning Activities to qualify for graduation:

- (a) Internship (local/overseas)
- (b) Exchange Programme (regular semester/ summer)
- (c) Service Learning Programme

## **Intended Learning Outcomes**

To ensure students achieve learning outcomes of appropriate standard, the following is devised:

Upon completion of the experiential learning requirement, students are expected to:

- i. Understand more about business related career and develop their career interest.
- ii. Develop proper work attitude and business skills essential to be a young professional.
- iii. Exhibit enhanced knowledge and abilities resulting from work experience, study abroad and/or service-learning experience.

## **Ambit of Experiential Learning and Number of Hours Required**

All students must complete a minimum of 120 hours experiential learning activities. Accumulation of hour is allowed under the circumstances that the duration of each activity lasts no less than 60 hours. Students must complete this requirement by the 2nd Semester of their final year. Otherwise, their graduation may be deferred.

## **Roles and Responsibilities**

### *Students*

- To read the general guidelines carefully
- To develop plan in fulfilling the graduation requirement
- To proactively seek assistance from concentration coordinator/ career advisor when encounter difficulties in fulfilling the requirement
- To take initiate to notify BBA Programme Office for experiential learning activities record keeping

### *Concentration Coordinators or Career Advisors*

- To provide professional advice and support to students when necessary
- To facilitate students to devise a plan and develop goals for experiential learning
- To evaluate the suitability of the experiential learning activities that are not included in the general guidelines and make recommendation to BBA Programme Office
- To monitor students' progress in completing the graduation requirement
- To help students to resolve any issues arising from the experiential learning activities

For details of the above requirements, please visit BBA website: [bba.hkbu.edu.hk/academics/graduation-requirements](http://bba.hkbu.edu.hk/academics/graduation-requirements) or contact BBA Programme Office (Email: [bba@hkbu.edu.hk](mailto:bba@hkbu.edu.hk) Phone: 3411 5265) for assistance.

## 6.5 The Award of the BBA (Hons) Degree Programme

There is no degree examination, and the classification of the BBA (Hons) Degree Programme awarded will depend on your cumulative GPA:

<b>Honours Classifications</b>	<b>Cumulative GPA</b>
First class	3.40 - 4.00
Second class (Division I)	3.00 - 3.39
Second class (Division II)	2.50 - 2.99
Third class	2.20 - 2.49
Pass	2.00 - 2.19

The BBA (Hons) Degree Programme Examination Board, in difficult or borderline cases, will have powers to viva candidates and take the results into account in deciding on the class of degree to be awarded.

## SECTION 7

### SEEKING HELP

#### 7.1 School Advising Coordinator

A School Advising Coordinator assumes overall responsibility for coordinating all academic advising and mentoring activities in the School, works closely with advisors/mentors at various levels to take care of students' development during their University education.

#### 7.2 Academic Advisors

An Academic Advisor will be assigned for each concentration.

##### Major Roles and Responsibilities

- i. To conduct briefing session during the School's orientation session.
- ii. To provide guidance to Year 1 students who are interested to study his/her concentration.
- iii. To provide information on relevant courses such as study schedule and course selection.
- iv. To advise students on any academic issues.

##### List of Academic Advisors

Mr. Anthony Cheng, Accounting

Dr. Kin Ming Wong, Economics and Data Analytics

Dr. Marta Dowejko, Entrepreneurship and Business Innovation

Dr. Astrophel Choo, Finance

Dr. Alison Chan, Human Resources Management

Dr. Dimple Thadani, Information Systems and Business Intelligence

Dr. Clara Kan, Marketing

Ms. Joyce Kong, Strategic Retail Management and Innovation

Each student will be assigned a staff member as Advisor in the First Semester of Year 1. The advisor will meet with the student regularly. The objective is to provide a friendly and supportive environment to every student throughout his/her study at the University. If close relationship between the advisor and the student is established and maintained, potential problem can be identified and averted at early stage.

##### Major Roles and Responsibilities

- i. To advise the student on matters relating to his/her academic programme and monitor his/her overall progress in the programme.
- ii. To advise the student on personal, social and/or other problems which may arise. When necessary, refer problems to other channels such as the Chaplain, Counsellor, Director of Student Affairs, Head of Career Section and Head of Counselling and Development Section, etc.
- iii. To guide the student in his/her job search and placement.
- iv. To keep in contact with the student after his/her graduation in order to monitor his/her progress and receive evaluation and feedback regarding the programme.

### **7.3 Changing your Concentration**

At the end of your first year it is possible to change your Concentration. However, this is limited in extent, conditional on academic performance, and subject to the approval of the BBA (Hons) Degree Programme Management Committee. Normally, the application should be submitted by the students to the Academic Registry via BUniPort in April each year for change of concentration to be effective in the next academic year. You should consult your Mentor on this matter.



## **SECTION 8**

### **STUDENT REPRESENTATIVE**

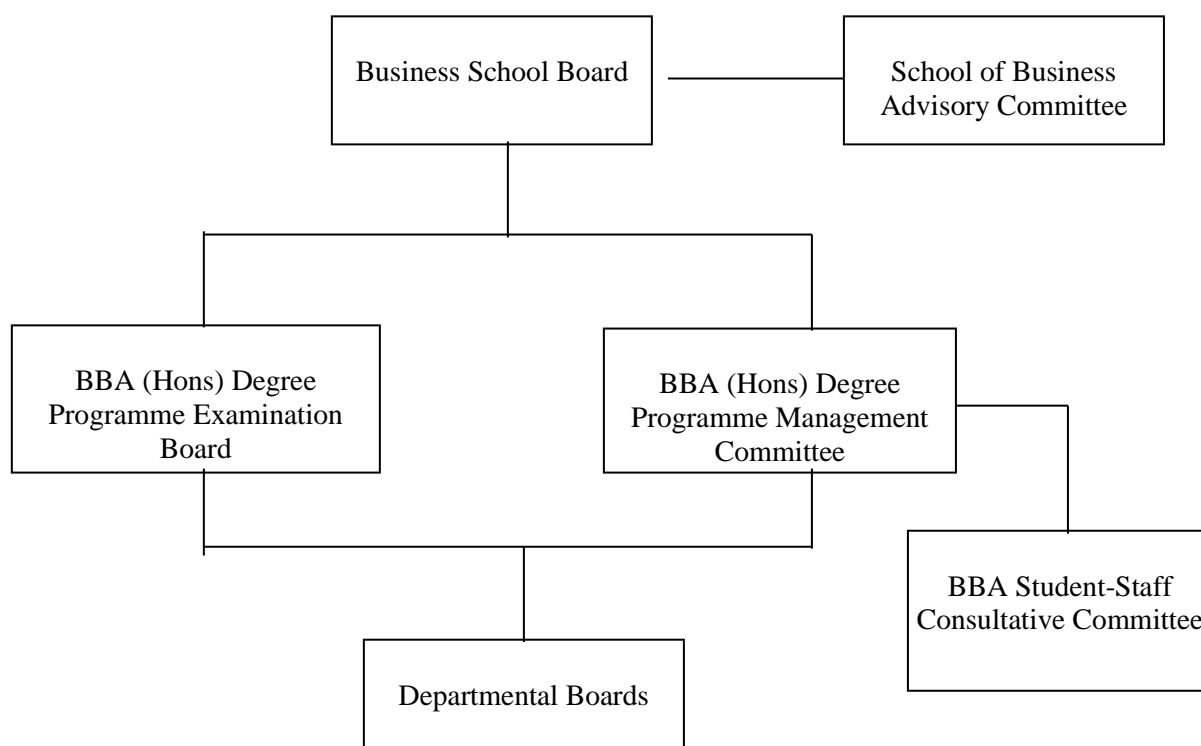
Student representatives sit on the School Board, which exercises overall supervision of the BBA (Hons) Degree Programme. There is one student representative from each of the eight concentrations in the School Board.

## SECTION 9

### PROGRAMME ADMINISTRATION

#### 9.1 The Programme Management Structure

The programme management structure includes the BBA (Hons) Degree Programme Examination Board, BBA (Hons) Degree Programme Management Committee, Departmental Boards, BBA Student-Staff Consultative Committee, Business School Board and School of Business Advisory Committee. The programme management structure is illustrated in the chart below:



Management Structure for BBA (Hons) Degree Programme

### **9.1.1 BBA (Hons) Degree Programme Management Committee**

- (a) Membership:
  - 1) BBA (Hons) Programme Director (Chairman)
  - 2) BBA (Hons) Programme Associate Directors
  - 3) Dean, School of Business (Ex-officio)
  - 4) Heads of Departments
  - 5) Coordinators, BBA (Hons) Concentration
- (b) Terms of Reference:
  - 1) To monitor and assess the operation of the programme
  - 2) To ensure that the programme plan is efficiently and effectively implemented
  - 3) To consider recommendations from the Coordinators, BBA (Hons) Concentration and the Departments
  - 4) To prepare requests for submission to the Dean for resources (staffing, funding, library, etc.) required to implement the programme plan
  - 5) To oversee the development and preparation of curriculum proposals for new courses or new concentrations
  - 6) To consider policies and procedures for selection, admission, and change of concentration
  - 7) To consider any matters related to the management of BBA Project

### **9.1.2 BBA (Hons) Degree Programme Examination Board**

- (a) Membership:
  - 1) BBA (Hons) Programme Director (Chairman)
  - 2) BBA (Hons) Programme Associate Directors
  - 3) Dean, School of Business (Ex-officio)
  - 4) Heads of Departments
  - 5) Coordinators, BBA (Hons) Concentration
  - 6) One staff representative from each department
  - 7) Representative from the Language Centre
- (b) Terms of Reference:
  - 1) To ensure that the standard of the degree is comparable with similar awards made by other higher education institutions
  - 2) To ensure that the assessment of the Degree is in congruence with the aims and content of the Degree
  - 3) To assess the performance of students in all years of the Degree Programme
  - 4) To approve the Rules for the Conduct of Examinations and to adjudicate in any case of breach of these rules
  - 5) To deal with grievances and appeals from students
  - 6) To produce passlists and to classify and approve the final results
  - 7) To transmit the approved passlists to the Senate for final endorsement

The BBA (Hons) Degree Programme Examination Board will convene for at least one scheduled meeting each semester.

### **9.1.3 BBA Student-Staff Consultative Committee**

The Committee meets once every semester and provides a forum for discussion and consultation on any matter of mutual concern to students and the Departments.

- (a) Membership:
  - 1) BBA (Hons) Programme Director (Chairman)
  - 2) BBA (Hons) Programme Associate Directors
  - 3) Dean, School of Business (Ex-officio)
  - 4) Heads of Departments or Representatives
  - 5) Coordinators, BBA (Hons) Concentration
  - 6) Student Representatives
- (b) Terms of Reference:
  - 1) To monitor the quality of the programme and to review the extent to which the programme objectives are being met
  - 2) To receive students' feedback on the programme and to allow students to raise issues of concern
  - 3) To allow students to receive the Department's views on matters of concern to them
  - 4) To facilitate communication between students and the Programme Office to ensure the smooth running of the programme

### **9.1.4 Departmental Boards**

Each department is responsible for a set of courses, grouped under various disciplinary fields, and provides an academic home to a group of teaching staff who share similar professional training, background, research interest and research methodology. The department is also responsible for monitoring and controlling the academic standard of courses under its care, and recommends to the School on staff teaching assignments within the relevant discipline(s).

- (a) Membership:
  - 1) Head of Department (Chairman)
  - 2) All staff teaching courses offered by the department
- (b) Terms of Reference:
  - 1) To monitor the progress of the teaching and learning activities within the department and to report on these to the BBA (Hons) Degree Programme Management Committee
  - 2) To review periodically the syllabi and to make recommendations for changes in content or teaching methodology
  - 3) To consider draft examination papers to be submitted to the Registrar's Office (This task will normally be performed by a subcommittee of internal examiners) and to recommend student grades to the BBA (Hons) Degree Programme Examination Board through the Heads of Departments

Grouping of disciplinary fields under various departments is shown below:

<u>Department</u>	<u>Discipline(s)</u>
AEF	Accountancy Legal Studies Economics Finance
MMIS	Entrepreneurship General Business Management Human Resources Management Information Systems & e-Business Management Retail Management Marketing

The Head of Department may appoint disciplinary field coordinator(s) to assist him/her in the management of the discipline(s) hosted by his/her department.

Each course has a home department. Courses managed by each department are listed in Appendix A.

### **9.1.5 School Board**

- (a) Membership:
  - 1) Dean (Chairman)
  - 2) President and Vice-Chancellor, Ex-officio
  - 3) Academic Vice-President, Ex-officio
  - 4) Academic Registrar, Ex-officio
  - 5) Secretary (to be elected annually amongst members of the Board)
  - 6) Full-time faculty members at or above Assistant Professor/Lecturer rank within the School
  - 7) Student representatives, one from each concentration/programme
  - 8) Such other staff members as co-opted by the Board
- (b) Terms of Reference
  - 1) To be responsible to the Senate for the coordination, cooperation and improvement of the teaching programme and research activities of the departments within the School
  - 2) To make recommendation to the Senate concerning curriculum development and revision
  - 3) To make recommendation to the Senior Executive Committee or other appropriate bodies on the provision of resources to the School

### 9.1.6 School of Business Advisory Committee

(a) Membership:

- 1) Each advisory committee shall normally consist of 7 to 15 members, and shall have the following composition:  
Chairman: A member from the community  
Convenor: Dean, School of Business  
Members:
  - i) External Members: From the community – commercial, government and professional sectors.
  - ii) Internal Members: From the University academic staff, whose number shall not exceed one-third of the total committee membership.
- 2) The Chairman of the advisory committee shall be formally appointed by the President & Vice-Chancellor. Other members shall be jointly nominated by the Chairman and the programme directors, heads of departments and school dean, and appointed by the President & Vice-Chancellor. The terms of all members (excluding the Chairman) shall be either one year or two years, on the recommendation of the school/programme concerned. The Chairman shall be appointed for a two-year term. Members may be eligible for reappointment. A normal renewal would be permitted for the second term. Only under specific circumstances of need could a further extension beyond the second appointment be made for selected members.
- 3) External members should, as much as possible, be recruited from the employment sector; academics from other institutions should therefore be in the minority.
- 4) The servicing arrangements for the advisory committee shall be the responsibility of the relevant school/programme.

Note: The role of internal members in the Committee is to serve as resource persons and to receive advice from external members. The advice received will then be reported back to the school/programme.

(b) Terms of Reference:

- 1) The Advisory Committee shall act as an interface between industry/commerce/government and the community at large and the School of Business
- 2) The Advisory Committee shall meet at least once a year. To assist planning and reviewing the following aspects of the School in relation to community needs and future developments, advisory committees shall have regard to:
  - i) The objectives, structure, and content of the Programme offered by the School;
  - ii) The research and consultancy activities associated with the School;
  - iii) Market demand and placement of graduates;
  - iv) The resources in support of the School;
  - v) Other aspects of concern as requested by the President & Vice-Chancellor.
- 3) The Advisory Committee shall send minutes of its meetings to the President & Vice-Chancellor

## 9.2 Other Aspects of Programme Administration

Important roles are played by the Programme Director, Associate Programme Directors, Coordinators of BBA (Hons) Concentration, Course Coordinators, whose responsibilities are as follows:

(a) **Programme Director and Associate Programme Directors**

(Appointed by the Dean)

- 1) To chair the BBA (Hons) Degree Programme Management Committee, and BBA (Hons) Degree Programme Examination Board
- 2) To ensure that the programme is properly resourced, managed, examined and kept under review
- 3) To exercise academic leadership
- 4) To ensure that the School's research policy and activities operate to the benefit of the programme and its students
- 5) To administer the system of student counselling by mentor
- 6) To foster and maintain good relations between and among staff and students and to cultivate external relationships with industry and other institutions
- 7) To liaise with other Faculties/Schools on any matters related to the BBA courses offered by them, and report to the BBA (Hons) Degree Programme Management Committee

(b) **Coordinators, BBA (Hons) Concentration**

(Appointed by the Dean on the recommendation of Department Heads)

- 1) To be responsible for the coordination and integration of the courses offered within the concentration, collaborating with the Dean, the Programme Director and Head(s) of Department(s)

(c) **Course Coordinators**

(Appointed by the Department Heads)

- 1) To coordinate the various inputs related to the teaching of the course (other than Project) to ensure that the course is offered in relevant and up-to-date form within the programme
- 2) To liaise with all staff teaching the course

## SECTION 10

### THE PROJECT

#### 10.1 Weighting of the Project in the BBA Programme

The Project is a 3-unit course which should be completed by the end of the second semester of the final year.

#### 10.2 Guidelines for Project Registration

- (1) You will enrol in BUSI 4005 BBA Project according to your approved study plan. Ordinarily, students register for this course in Semester 2 of Year 4 and should follow the schedule outlined in Section 10.3.
- (2) Students who wish to change the timing of BUSI 4005 because of academic reasons, e.g. suspension of studies, exchange programme, need to consult their Concentration Coordinators for the work schedule. Students on exchange should consult their Concentration Coordinators before their departure for exchange. Normally, students enrolling in the course in Semester 1 will submit their final reports by the end of October, while those taking it during the summer will have a submission deadline at the end of July.
- (3) All students enrolled in BUSI 4005 BBA Project are required to take part in project area pre-registration as a means to select their project areas and for assignment of supervisors. Students who fail to complete the pre-registration form will not be allowed to enrol in the course. Students who change their study plan must complete the pre-registration process again. These students may be assigned to a different project area/supervisor by the Concentration Coordinator.

#### 10.3 Time Schedule for Carrying Out the Project

In order to help you to get an early start, preparation for the Project begins in the 1st semester of Year 4.

You will have the opportunity of choosing your research areas and topics. In early September, you will be given a list of research areas and be asked to indicate your preferences on a survey form. Based on the results of the survey, you will be assigned a supervisor who will help you develop research interests and prepare a preliminary research project proposal. The whole process of matching your preferences, research areas and supervisors is completed by the end of September so that you may start discussing with your supervisor for your specific project topic, and thereafter continue to prepare for the research project in the remaining months of the 1st semester in Year 4, i.e. literature review and preliminary information searching.

The preparatory activities and preliminary research in the Semester 1 include initial discussion with supervisors, participation in concentration-based information seminars, reading of literature, and preliminary information searching or questionnaire design.

The BBA (Hons) Programme Director, who is appointed by the Dean of School of Business, will adjudicate in any case of dispute. He/she will arrange for the supervision of any students unable to find a topic or supervisor themselves. The BBA (Hons) Degree Programme Management Committee, chaired by the Programme Director, also closely monitors the implementation and organisation of the BBA Project.

You should decide on a topic and submit a project proposal. Following the approval of the project proposal in January, you start the actual research work on the project with regular meetings with your supervisor and continue with literature review and data collection.



The Project should be submitted according to the guideline and instruction stated in the Project Manual by 4th week of April. The oral presentation to your supervisor, together with an internal examiner, is carried out in May.

The normal time schedule for the BBA Project is outlined below.

<u>Events</u>	<u>Schedule</u>
1. General briefing	May
2. Project research areas pre-registration	1st week of September
3. Pairing of students & supervisors	2nd week of September
4. Announcement of supervisors & research areas	4th week of September
5. Initial meeting with supervisors	5th week of September
6. Preliminary literature review and/or information searching	From Oct to December
7. Regular meetings and written/verbal progress reports with the supervisors, and individual research activities	From Oct to the end of April
8. Confirmation of project title, & submission of proposal	Early January
9. Last day for voluntary submission of draft reports to supervisor	1st week of April
10. Submission of final report	4th week of April
11. Oral Presentation	After Semester 2 final examination

#### **10.4 Assessment**

Each project report is examined by your supervisor and one internal examiner. The allocation of examiners to projects will be done by the BBA (Hons) Degree Programme Management Committee, in consultation with project supervisors.

Projects are graded on the same scale as other courses. The criteria for assessment include research methodology, logical structure, critical analysis, presentation, and the quality of the literature review.

#### **10.5 Project Manual and Guidelines**

The soft copy of the BBA Project Manual and Guidelines is available from the Student Area of BBA website <https://bba.hkbu.edu.hk/student-area.html>, which is organised to help you prepare for the project.

## SECTION 11

### SYLLABI FOR INDIVIDUAL COURSES (2024/2025)

#### 11.1 Core Courses

##### **ACCT 1005 PRINCIPLES OF ACCOUNTING I (3, 3, 0)**

**Prerequisite:** Nil

**Objectives:** This course aims at providing students with a general understanding of the basic financial accounting concepts, accounting cycle (bookkeeping), principles and their applications in some beginning financial accounting topics including cash; current assets and current liabilities; inventory; non-current assets; partnerships; corporations; and non-current liabilities and investment.

<b>Assessment:</b>	Class Participation and Discussion	20%
	Assignment(s)	10%
	Test(s)	15%
	Examination	55%

##### **ACCT 1006 PRINCIPLES OF ACCOUNTING II (2, 2, 0)**

**Prerequisite:** Nil

**Objectives:** This course aims at providing students with a general understanding of the basic managerial accounting concepts and principles, and their applications in facilitating management planning, control and decision-making.

<b>Assessment:</b>	Class Participation and Discussion	20%
	Assignment(s)	10%
	Test(s)	15%
	Examination	55%

##### **BUSI 1006 BUSINESS RESEARCH METHODS (3, 3, 0)**

**Prerequisite:** Nil

**Objectives:** This course provides students with the knowledge and skills needed to conduct business research. Students will gain a good understanding of the importance of business research and have a broad overview of business research methods. Students will be equipped with the statistical tools and analytical skills to conduct business research. Learning in this course will be accomplished through lectures, in-class exercises, group project and presentations.

<b>Assessment:</b>	Class Participation and Discussion	10%
	Assignment(s)	20%
	Test(s)	20%
	Examination	50%

##### **BUSI 1007 BUSINESS CODING (1, 1, 0)**

**Prerequisite:** Nil

**Objectives:** This blended learning course is designed to provide beginners with a solid foundation in Python programming. The course combines online learning materials with interactive instructor-led sessions to create an engaging and effective learning experience. Throughout the course, participants will learn the fundamentals of Python syntax, data types, control flow, functions, and file handling. By the end of the course, participants will have a strong understanding of Python and be able to write basic Python programs to solve simple business problems.

<b>Assessment:</b>	Class Participation and Discussion	20%
	Assignment(s)	40%
	Test(s)	40%

<b>BUSI 2055</b>	<b>AI FOR BUSINESS (3, 2, 1)</b>								
<b>Prerequisite:</b>	Nil								
<b>Objectives:</b>	The purpose of this course is to provide students with an overview of AI in the business world. It presents organizational and societal view of how to use AI to obtain organizational efficiencies, increase individual effectiveness, gain competitive advantages, manage global organizations, and provide useful products and services to customers								
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>20%</td></tr> <tr> <td>Assignment(s)</td><td>40%</td></tr> <tr> <td>Examination</td><td>40%</td></tr> </table>	Class Participation and Discussion	20%	Assignment(s)	40%	Examination	40%		
Class Participation and Discussion	20%								
Assignment(s)	40%								
Examination	40%								
<b>BUSI 2005</b>	<b>ORGANISATIONAL BEHAVIOUR (3, 3, 0)</b>								
<b>Prerequisite:</b>	Nil								
<b>Objectives:</b>	The objective of this course is to introduce theories and concepts related to understanding people's behaviour in organisations. Students will study the behaviour of individuals and groups within organisations in order to gain both a theoretical understanding as well as practical knowledge that can be applied in a work setting.								
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>10%</td></tr> <tr> <td>Assignment(s)</td><td>40%</td></tr> <tr> <td>Test(s)</td><td>10%</td></tr> <tr> <td>Examination</td><td>40%</td></tr> </table>	Class Participation and Discussion	10%	Assignment(s)	40%	Test(s)	10%	Examination	40%
Class Participation and Discussion	10%								
Assignment(s)	40%								
Test(s)	10%								
Examination	40%								
<b>BUSI 2035</b>	<b>ENTREPRENEURSHIP AND INNOVATIVE THINKING (3, 3, 0)</b>								
<b>Prerequisite:</b>	Nil								
<b>Objectives:</b>	<p>The course develops students' potential for innovation and thinking and acting entrepreneurially to enhance their ability to create novel value in business ventures either as independent entrepreneurs or as entrepreneurial executives in established companies by generating new products, new processes, new ventures, new business models, new technologies and business reinvention.</p> <p>The course also equips students with the knowledge and skills to recognize and exploit new opportunities arising from an increasingly changing environment. Students will also gain the ability and resources to evaluate and act on these opportunities by making and implementing specific and detailed action plans.</p>								
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>20%</td></tr> <tr> <td>Assignment(s)</td><td>40%</td></tr> <tr> <td>Examination</td><td>40%</td></tr> </table>	Class Participation and Discussion	20%	Assignment(s)	40%	Examination	40%		
Class Participation and Discussion	20%								
Assignment(s)	40%								
Examination	40%								
<b>BUSI 2045</b>	<b>DATA ANALYTICS FOR BUSINESS DECISION MAKING (3, 3, 0)</b>								
<b>Prerequisites:</b>	BUSI 1006 Business Research Methods								
<b>Objectives:</b>	In the rapid emergence of data products and computation tools for machine learning and artificial intelligence, it is essential for every business stakeholder to know how to tease insight from data, where the numbers come from, make sense of data and apply analytical tools to inform business decisions, and potential development. This course starts from making sense of data by relating distributional statistics to business settings. It lays out analytical framework for formulating business decisions, and puts emphasis on the importance of a good graphical representation of information.								
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>10%</td></tr> <tr> <td>Assignment(s)</td><td>50%</td></tr> <tr> <td>Test(s)</td><td>20%</td></tr> <tr> <td>Examination</td><td>20%</td></tr> </table>	Class Participation and Discussion	10%	Assignment(s)	50%	Test(s)	20%	Examination	20%
Class Participation and Discussion	10%								
Assignment(s)	50%								
Test(s)	20%								
Examination	20%								

<b>BUSI3006</b>	<b>BUSINESS ETHICS, CSR AND IMPACT INVESTING (3, 3, 0)</b>	
<b>Prerequisites:</b>	Year II standing	
<b>Objectives:</b>	The topics of Business Ethics, Corporate Social Responsibility (CSR), Creating Shared Value (CSV) and ESG Impact Investing are currently widely discussed in both business schools and the business world. The notion of ethical and socially responsible leadership has become a mandate for organizations (big or small, civic/social or commercial) of every business sector. Its development is further entangled with the megatrend of corporate citizenship, globalization and sustainability.	
	<p>This course helps students to understand this preeminent topic through the lens of guiding theoretical foundations and critical application imaginations. The focus of the course is to frame Ethics, CSR and impact investing management into the business context, amidst the business functions of management, human resources, marketing, accounting and finance. As such, related issues of corporate governance, trade-offs and conflicts of stakeholder groups, technology and privacy, marketing ethics, and risk communications will also be put under scrutiny.</p> <p>Emphasis of the course is two-fold: (i) apply ethically moral values and thinking to solve real business problems facing business professionals; (ii) learn to develop ethical and sustainable business initiatives for impact.</p>	
<b>Assessment:</b>	Class Participation and Discussion	10%
	Assignment(s)	40%
	Test(s)	10%
	Examination	40%
<b>BUSI3075</b>	<b>AI ETHICS AND GOVERNANCE (2, 2, 0)</b>	
<b>Prerequisites:</b>	Nil	
<b>Objectives:</b>	<p>Artificial intelligence (AI) is one of the most salient yet polarizing issues of recent times. AI-based systems can be software-based, acting in the virtual world mainly with some physical support, such as voice assistants like Alexa or Siri, image analysis software used for diagnoses, general search engines like Google, or speech and face recognition systems. AI can also be embedded in more complex hardware devices that operate in our environment, such as advanced robots, self-driving cars or drones.</p> <p>Such widespread use of AI impacts every sector in our society and stakeholders around the world are engaged in building a governance regime around it. Effective governance rests upon the responsible and ethical use of AI, with appropriate legal and regulatory measures. This course aims to provide students with the knowledge and understanding of the ethical, legal and regulatory issue arising in the context of AI as well as an awareness of the way AI operates in the legal sphere, drawing comparisons from other jurisdictions.</p>	
<b>Assessment:</b>	Class Participation and Discussion	30%
	Assignment(s)	30%
	Test(s)	5%
	Examination	35%
<b>BUSI 4005</b>	<b>BBA PROJECT (3, 0, *)</b>	
<b>Prerequisite:</b>	Year IV standing	
<b>Objectives:</b>	The BBA project is an integrative experience where students synthesize and apply the comprehensive knowledge and competencies developed throughout the programme to address real-world business challenges with a focus on sustainability, ESG standards and other ethical practices. Bridging academic knowledge with practical application, this project prepares students for the transition to impactful careers by emphasizing innovative, data-driven solutions and responsible leadership in a global business environment.	

<b>Assessment:</b>	Proposal	10%
	Progress report	10%
	Project report	50%
	Presentation and oral examination	30%
<b>BUSI 4006</b>	<b>STRATEGIC MANAGEMENT (3, 3, 0)</b>	
<b>Prerequisite:</b>	BUSI 2005/BUSI 2025 Organizational Behaviour, ACCT 1006 Principles of Accounting II, ECON 1006 Principles of Economics II and MKTG 2005/MKTG 2015 Marketing Management	
<b>Objectives:</b>	<p>This course aims to prepare students for a successful business career with a broad understanding of the importance and complexity of strategic decisions and the way they integrate other aspects of business operations. It examines the rationale of decisions that determine the future direction and effectiveness of organisations. The perspective taken is that of the general manager – the owner, CEO, president, or management consultant. It focuses on the critical thinking and the analytical skills required of a general manager in diagnosing and looking for solutions for critical problems in complex business situations and implementing them. In that regard, it integrates the knowledge and thinking skills gained in previous functional courses from Year 1 to Year 3.</p> <p>This course covers steps of the strategic management process: strategic analysis (including AIs as analysis tools), strategy formulation as well as strategic implementation and controls (including corporate governance as a control tool).</p> <p>This course also covers the topic of strategic leadership which plays a crucial role in enhancing organizational learning and promoting ethics and corporate social responsibility within an organization.</p>	
<b>Assessment:</b>	Class Participation and Discussion	15%
	Assignment(s)	40%
	Test(s)	15%
	Examination	30%
<b>ECON 1005</b>	<b>PRINCIPLES OF ECONOMICS I (3, 3, 0)</b>	
<b>Prerequisite:</b>	Nil	
<b>Objectives:</b>	<p>The objective of this course is to introduce the microeconomic theories and enable students to apply them in the real world. It attempts to equip students with fundamental microeconomic principles for analyzing problems and making decisions in both the private and public sectors. Economic theories would be introduced intuitively, using the graphical approach to solidify students' understanding. The connections among economic theories will be emphasized. Also, real-world examples and cases will be incorporated wherever appropriate to enhance your understanding.</p>	
<b>Assessment:</b>	Class Participation and Discussion	10%
	Assignment(s)	10%
	Test(s)	30%
	Examination	50%
<b>ECON 1006</b>	<b>PRINCIPLES OF ECONOMICS II (2, 2, 0)</b>	
<b>Prerequisite:</b>	Nil	
<b>Objectives:</b>	<p>This course provides a comprehensive introduction to the nature and functioning of a market economy from a macro perspective. Problems and issues on transitional economy will also be introduced. The course attempts to equip students with fundamental macroeconomic knowledge for the analysis of business and economic problems. Wherever appropriate the course relates economic and business problems in Hong Kong and Mainland China.</p>	

<b>Assessment:</b>	Class Participation and Discussion	7%
	Assignment(s)	8%
	Test(s)	25%
	Examination	60%
<b>FINE 2005</b>	<b>FINANCIAL MANAGEMENT (3, 3, 0)</b>	
<b>Prerequisite:</b>	Nil	
<b>Objectives:</b>	This course is designed to provide business students with solid foundation on finance concepts and essential basic knowledge of financial instruments, markets and institutions. It also aims to equip students the techniques for evaluating financial assets, assessing capital investment opportunities and making long-term and short-term financial decisions.	
<b>Assessment:</b>	Class Participation and Discussion	5%
	Assignment(s)	10%
	Test(s)	30%
	Examination	55%
<b>LLAW 3007</b>	<b>PRINCIPLES OF LAW (3, 3, 0)</b>	
<b>Prerequisite:</b>	UCLC 1009 University English II or equivalent	
<b>Objectives:</b>	This course introduces to students the principles of Hong Kong legal system and the common law, and how the various branches of Hong Kong law are evolved and integrated over time. Special emphasis is also placed on the law of contract, law of tort, law of agency, consumer laws, employment laws and bribery and corruption laws.	
<b>Assessment:</b>	Class Participation and Discussion	20%
	Assignment(s)	20%
	Examination	60%
<b>MKTG 2005</b>	<b>MARKETING MANAGEMENT (3, 3, 0)</b>	
<b>Prerequisite:</b>	BUSI 1005 The World of Business and Entrepreneurship (for non-BBA students)	
<b>Objectives:</b>	The objective of this course is to introduce to students the basic marketing concepts and their application in real business situations. The orientation is primarily managerial and real-life examples will be drawn whenever applicable. Specifically, this course examines the importance of marketing concepts in an organisation, the marketing management functions of planning, organisation, and control, and the need to satisfy the consumers through the development of an effective marketing mix. Emphasis is on the entire marketing program in order to develop the basic skills required to make optimal marketing decisions.	
<b>Assessment:</b>	Class Participation and Discussion	20%
	Assignment(s)	20%
	Test(s)	20%
	Examination	40%

## 11.2 Other Business Courses

### **ACCT 2005 INTERMEDIATE ACCOUNTING I (3, 3, 0)**

**Prerequisite:** ACCT 1005 Principles of Accounting I

**Objectives:** This course builds on the principles learnt in introductory financial accounting. An emphasis is placed on the conceptual framework of financial accounting. On the basis of this conceptual framework, this course also examines the principles and problems of valuation of the individual items of assets, liabilities, and capital. This course then investigates the impact of the valuation on the determination of revenues and expenses. As a whole, this course will provide students with an understanding of analysis and interpretation of financial statements. A comparison between Hong Kong Accounting Standards and International Accounting Standards is also covered.

<b>Assessment:</b>	Class Participation and Discussion	20%
	Assignment(s)	10%
	Test(s)	15%
	Examination	55%

### **ACCT 2006 INTERMEDIATE ACCOUNTING II (3, 3, 0)**

**Prerequisite:** ACCT 2005 Intermediate Accounting I

**Objectives:** A detailed discussion is given on: the principles and problems of accounting for the individual items of assets, liabilities, and capital; the impact of valuation upon the determination of cost and revenue; and the analysis and interpretation of financial statements. A comparison between Hong Kong Accounting Standards and International Accounting Standards is also covered.

<b>Assessment:</b>	Class Participation and Discussion	20%
	Assignment(s)	10%
	Test(s)	15%
	Examination	55%

### **ACCT 2007 ACCOUNTING INFORMATION SYSTEMS (3, 3, 0)**

**Prerequisite:** ACCT 1005 Principles of Accounting I

**Objectives:** This course provides in-depth analysis of accounting information systems from their project initiation to their application. The course thus covers certain technical aspects and the analysis and design of accounting information systems. A basic understanding of computer systems is necessary to understand how accounting information systems work and to understand the relation of accountants, auditors, and information systems personnel. This course also covers the flow of data from source documents through the accounting cycles associated with typical business organisations into reports for decision-makers. This is a hands-on course in which students will develop and evaluate accounting systems. Students will work in groups on a series of projects to develop a working knowledge of the use of computers to process, report, and analyse accounting information by using some commonly used computerised accounting systems. These projects will reinforce group interaction, leadership, and communication skills in addition to increasing their understanding of accounting processes. Special consideration is given to internal control procedures useful for protecting the integrity of computer systems and accounting information.

<b>Assessment:</b>	Class Participation and Discussion	10%
	Assignment(s)	20%
	Test(s)	15%
	Examination	55%

<b>ACCT 3005</b>	<b>COST AND MANAGEMENT ACCOUNTING I (3, 3, 0)</b>								
<b>Prerequisite:</b>	ACCT 1005 Principles of Accounting I								
<b>Objectives:</b>	This course aims to introduce students to the basic concepts and techniques in cost and management accounting; to develop students' ability in using relevant accounting data for management policy determination, decision making and performance evaluation; and to enable students to design and evaluate different cost accounting systems for operational planning and control.								
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>20%</td></tr> <tr> <td>Assignment(s)</td><td>10%</td></tr> <tr> <td>Test(s)</td><td>15%</td></tr> <tr> <td>Examination</td><td>55%</td></tr> </table>	Class Participation and Discussion	20%	Assignment(s)	10%	Test(s)	15%	Examination	55%
Class Participation and Discussion	20%								
Assignment(s)	10%								
Test(s)	15%								
Examination	55%								
<b>ACCT 3006</b>	<b>HONG KONG TAXATION (3, 3, 0)</b>								
<b>Prerequisite:</b>	ACCT 1005 Principles of Accounting I								
<b>Objectives:</b>	This course aims to introduce students the principles and administration of the income tax system of Hong Kong. It discusses the general principles of taxation, property tax, salaries tax, profits tax, depreciation allowances, and personal assessment. It also provides students with basics of stamp duty. A brief introduction of general tax planning and Mainland China taxation system is also included.								
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>20%</td></tr> <tr> <td>Assignment(s)</td><td>10%</td></tr> <tr> <td>Test(s)</td><td>15%</td></tr> <tr> <td>Examination</td><td>55%</td></tr> </table>	Class Participation and Discussion	20%	Assignment(s)	10%	Test(s)	15%	Examination	55%
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Assignment(s)	10%								
Test(s)	15%								
Examination	55%								
<b>ACCT 3007</b>	<b>COST AND MANAGEMENT ACCOUNTING II (3, 3, 0)</b>								
<b>Prerequisite:</b>	ACCT 3005 Cost and Management Accounting I								
<b>Objectives:</b>	Continued with ACCT 3005, this course furthers students' concepts and techniques in cost and management accounting; to develop students' ability in using relevant accounting data for management policy determination, decision making and performance evaluation. Emphasis is placed on budgeting and budgetary control system, standard costing and variance analysis, critical evaluation of performance measurement, and identify the recent trends and issues of management accounting in contemporary business world.								
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>20%</td></tr> <tr> <td>Assignment(s)</td><td>10%</td></tr> <tr> <td>Test(s)</td><td>15%</td></tr> <tr> <td>Examination</td><td>55%</td></tr> </table>	Class Participation and Discussion	20%	Assignment(s)	10%	Test(s)	15%	Examination	55%
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Assignment(s)	10%								
Test(s)	15%								
Examination	55%								
<b>ACCT 3017</b>	<b>ENTREPRENEURIAL DECISIONS AND COMPLIANCE (3, 3, 0)</b>								
<b>Prerequisite:</b>	ACCT 1005 Principles of Accounting I								
<b>Objectives:</b>	This course focuses on the quantitative skills that entrepreneurs will need to reinforce their visceral qualitative approaches to decision making during the venture life cycle – from initial development, through organizing, operating and survival, to consolidation. The skills revolve around the financial concepts of cash, risk and uncertainty, constraints, opportunities and alternatives, and performance. In addition, this course develops students' awareness in the key aspects of the related legal requirements and corporate governance issues. Due considerations on other regulatory compliance obligations like tax and financial reporting will also be covered.								
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>20%</td></tr> <tr> <td>Assignment(s)</td><td>40%</td></tr> <tr> <td>Test(s)</td><td>10%</td></tr> <tr> <td>Examination</td><td>30%</td></tr> </table>	Class Participation and Discussion	20%	Assignment(s)	40%	Test(s)	10%	Examination	30%
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Assignment(s)	40%								
Test(s)	10%								
Examination	30%								



**ACCT 3026**      **ACCOUNTING INTERNSHIP I (3, \*, \*)**  
**Prerequisite:**      Year II standing  
**Objectives:**      This course aims to provide opportunities to obtain practical working experience in accounting or accounting related organizations in Hong Kong and/or outside Hong Kong. Under the guidance of both faculty and workplace supervisors, students will complete 12 hours of lectures and work assignment of no less than 120 hours. Students will be given an “S” grade for satisfactory completion of the course or a “F” grade for unsatisfactory performance.

Each student can take at most TWO of the following ELEVEN (1-11) internship (or concurrent internship) and service learning courses in his/her entire study, subject to a maximum of 9 units for all the internship courses taken:

1. ACCT3026 Accounting Internship I, or concurrent with ACCT3045 Accounting Internship II
2. BUSI3016 Business Internship
3. BUSI3037 Entrepreneurial Internship I, or concurrent with BUSI3047 Entrepreneurial Internship II
4. ECON3066 Business Economics Internship
5. FINE3026 Finance Internship
6. HRMN3026 Human Resources Internship
7. ISEM3026 ISEM Internship
8. MKTG3016 Marketing Internship
9. REMT3007 Retail Management Internship
10. BUSI3035 Service Learning and Community Engagement
11. ECON3075 Service-Learning in Sustainable Development

**Assessment:**      Class Participation and Discussion      10%  
                          Internship journal      40%  
                          Final report      50%

**ACCT 3027**      **INTRODUCTION TO CORPORATE GOVERNANCE (3, 3, 0)**

**Prerequisite:**      Nil

**Objectives:**      This course aims to enable students to understand the basic concepts and theories of corporate governance so that they could analyse and solve key issues of modern corporate governance. It also discusses the factors affecting the development of corporate governance models and standards adopted by different nations around the world. The course also examines the development of corporate governance in Hong Kong and the governance of local listed companies. Case studies are used throughout the course.

**Assessment:**      Class Participation and Discussion      20%  
                          Assignment(s)      40%  
                          Examination      40%

**ACCT 3035**      **FINANCIAL STATEMENT ANALYSIS (3, 3, 0)**

**Prerequisite:**      ACCT1005 Principles of Accounting I

**Objectives:**      This course provides students with the knowledge and skills of financial statement analysis which are essential for investment, credit and other economic decisions. Students will gain a good understanding of the use of financial statement information to evaluate the past, current and potential performance and financial position of a company in the context of its industry and economic environment. The importance of accounting quality in financial statement analysis is emphasized from the beginning of the course.

**Assessment:**      Class Participation and Discussion      20%  
                          Assignment(s)      40%  
                          Examination      40%

<b>ACCT 3036</b>	<b>INTEGRATED REPORTING (3, 3, 0)</b>						
<b>Prerequisite:</b>	ACCT1005 Principles of Accounting I						
<b>Objectives:</b>	This course provides a comprehensive introduction to the fundamental concepts of integrated reporting, including value creation, the six capitals, and integrated thinking. The course aims to equip students with the knowledge and skills necessary for the preparation of integrated reports and bring to their awareness the related implementation issues. The course also aims to help students develop a capacity to critically evaluate the evolving practices of integrated reporting around the world and the findings of relevant research studies. The International Integrated Reporting Framework is covered throughout the course.						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>20%</td></tr> <tr> <td>Assignment(s)</td><td>40%</td></tr> <tr> <td>Examination</td><td>40%</td></tr> </table>	Class Participation and Discussion	20%	Assignment(s)	40%	Examination	40%
Class Participation and Discussion	20%						
Assignment(s)	40%						
Examination	40%						
<b>ACCT 3037</b>	<b>FORENSIC ACCOUNTING (3, 3, 0)</b>						
<b>Prerequisite:</b>	ACCT1005 Principles of Accounting I						
<b>Objectives:</b>	This course provides a comprehensive introduction to the detection, investigation, documentation, prevention, and correction of accounting frauds and crime activities. This course identifies the roles of forensic accountants, including those in the courtroom. Students will examine forensic accounting case studies and perform damage and valuation calculations.						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>20%</td></tr> <tr> <td>Assignment(s)</td><td>40%</td></tr> <tr> <td>Examination</td><td>40%</td></tr> </table>	Class Participation and Discussion	20%	Assignment(s)	40%	Examination	40%
Class Participation and Discussion	20%						
Assignment(s)	40%						
Examination	40%						
<b>ACCT 3045</b>	<b>ACCOUNTING INTERNSHIP II (3, *, *)</b>						
<b>Prerequisite:</b>	Year II standing						
<b>Co-requisite:</b>	<b>ACCT3026 Accounting Internship I</b> <b>Students completing work assignments of no less than 480 hours in one internship placement take this course concurrently with ACCT3026 Accounting Internship I and complete the course activities and internship work assignment of the two concurrent internship courses in the following sequence:</b> <ol style="list-style-type: none"> <li>1. Twelve hours of lectures followed by the first 120 hours of work assignment in the internship placement (ACCT3026 Accounting Internship I)</li> <li>2. The remaining work assignment of no less than 360 hours (ACCT3045 Accounting Internship II)</li> <li>3. Oral presentation, and submission of final report and employer's appraisal form (ACCT3026 Accounting Internship I)</li> </ol>						
<b>Objectives:</b>	<p>This course extends the objectives, activities and experiences of ACCT3026 Accounting Internship I, and continues to provide opportunities for practical working experience in accounting or accounting related organizations in Hong Kong and/or outside Hong Kong. Together with ACCT3026 Accounting Internship I, students will accumulate 12 hours of lectures and work assignment of no less than 480 hours (12 hours of lectures and work assignment of 120 hours in ACCT3026 Accounting Internship I and no less than 360 hours in ACCT3045 Accounting Internship II).</p> <p>Each student can take at most TWO of the following ELEVEN (1-11) internship (or concurrent internship) and service learning courses in his/her entire study, subject to a maximum of 9 units for all the internship courses taken:</p> <ol style="list-style-type: none"> <li>1. ACCT3026 Accounting Internship I, or concurrent with ACCT3045 Accounting Internship II</li> <li>2. BUSI3016 Business Internship</li> <li>3. BUSI3037 Entrepreneurial Internship I, or concurrent with BUSI3047 Entrepreneurial Internship II</li> <li>4. ECON3066 Business Economics Internship</li> </ol>						

	5. FINE3026 Finance Internship	
	6. HRMN3026 Human Resources Internship	
	7. ISEM3026 ISEM Internship	
	8. MKTG3016 Marketing Internship	
	9. REMT3007 Retail Management Internship	
	10. BUSI3035 Service Learning and Community Engagement	
	11. ECON3075 Service-Learning in Sustainable Development	
<b>Assessment:</b>	Internship journal	100%
<b>ACCT 4005</b>	<b>ADVANCED ACCOUNTING I (3, 3, 0)</b>	
<b>Prerequisite:</b>	ACCT 2006 Intermediate Accounting II	
<b>Objectives:</b>	This course focuses on the exploration of the core technical capabilities to prepare and analyze financial reports for combined entities as well as the rationales behind various accounting principles and standards relating to group reporting. The main topics include business combinations, consolidation of financial statements, intragroup transactions, investment in associates and joint ventures, and translation of statements of a foreign subsidiary. Local business environment and legal requirements are referred to within the discussions.	
<b>Assessment:</b>	Class Participation and Discussion	10%
	Assignment(s)	15%
	Test(s)	20%
	Examination	55%
<b>ACCT 4006</b>	<b>AUDITING I (3, 3, 0)</b>	
<b>Prerequisite:</b>	ACCT 2005 Intermediate Accounting I	
<b>Objectives:</b>	This course aims to provide students with an understanding of the basic concepts and principles of auditing, the statutory audit requirements, extant auditing standards recommended by the Hong Kong Institute of Certified Public Accountants, auditing in an Information Technology (IT) environment issues, internal audit and internal review, and the basics of group audits.	
<b>Assessment:</b>	Class Participation and Discussion	20%
	Assignment(s)	10%
	Test(s)	15%
	Examination	55%
<b>ACCT 4007</b>	<b>ADVANCED ACCOUNTING II (3, 3, 0)</b>	
<b>Prerequisite:</b>	ACCT 4005 Advanced Accounting I	
<b>Objectives:</b>	This course aims to provide students with a comprehensive discussion of selected advanced topics in financial accounting and reporting including consolidation of foreign operations; consolidated statement of cash flows; changes in ownership interest; and governmental and non-profit entities. Emphasis is placed on the theoretical background and critical appraisal of different reporting methods and issues. Local business environment and legal requirements are referred to within the discussions.	
<b>Assessment:</b>	Class Participation and Discussion	25%
	Assignment(s)	35%
	Test(s)	10%
	Examination	30%
<b>ACCT 4015</b>	<b>MANAGEMENT CONTROL (3, 3, 0)</b>	
<b>Prerequisite:</b>	ACCT 3007 Cost and Management Accounting II	
<b>Objectives:</b>	The course aims to provide students with a management perspective of accounting information with special emphasis on the control viewpoint. The role of an accountant or controller is briefly discussed. Particular attention is given to the managerial thinking for controlling the organisation. The concepts and techniques	

	of management control are thoroughly discussed. Modern theories on organisation and decision making are highlighted in relation to management control systems.	
<b>Assessment:</b>	Class Participation and Discussion	40%
	Assignment(s)	20%
	Test(s)	20%
	Examination	20%
<b>ACCT 4016</b>	<b>TAX PLANNING AND MANAGEMENT (3, 3, 0)</b>	
<b>Prerequisite:</b>	ACCT 3006 Hong Kong Taxation	
<b>Objectives:</b>	This course will provide students with an in-depth study of the law and practice of taxation for planning and management in the Hong Kong environment. The course will give an analytical review of the Hong Kong tax system so that students can advise management on the effect of taxation on decision making. An appreciation of the essential features of Mainland China taxation is also included.	
<b>Assessment:</b>	Class Participation and Discussion	20%
	Assignment(s)	10%
	Test(s)	15%
	Examination	55%
<b>ACCT 4017</b>	<b>AUDITING II (3, 3, 0)</b>	
<b>Prerequisite:</b>	ACCT 4006 Auditing I	
<b>Objectives:</b>	Based on ACCT 4006, this course aims to provide students with a further understanding of the statutory audit requirements, extant auditing standards recommended by the Hong Kong Institute of Certified Public Accountants, some special audit situations, some special audit topics and some contemporary auditing issues.	
<b>Assessment:</b>	Class Participation and Discussion	20%
	Assignment(s)	40%
	Examination	40%
<b>ACCT 4025</b>	<b>INTERNATIONAL ACCOUNTING (3, 3, 0)</b>	
<b>Prerequisite:</b>	ACCT 2006 Intermediate Accounting II	
<b>Objectives:</b>	This course aims to provide an understanding of accounting principles in different nations and why they were developed. Students will learn how the accounting professions in various countries are structured to meet unique information needs of users. This course examines the special accounting problems associated with international operations and foreign investment and alternative solutions to these problems. International accounting standards will be emphasized throughout the course. This course will complement the department's initiative to integrate international accounting throughout the accounting curriculum.	
<b>Assessment:</b>	Class Participation and Discussion	20%
	Assignment(s)	40%
	Examination	40%
<b>ACCT 4035</b>	<b>BIG DATA IN ACCOUNTING WITH POWER BI (3, 3, 0)</b>	
<b>Prerequisite:</b>	Nil	
<b>Objectives:</b>	This course is tailored for undergraduate students seeking to develop a valuable skill set highly relevant in the accounting profession's data-driven landscape. By immersing themselves in data analytics and Power BI, students will gain a competitive advantage in the job market and bolster their career prospects within accounting. With a primary emphasis on accounting data analysis, this course equips students with the knowledge and tools necessary to effectively interpret accounting information, make data-informed decisions, and contribute to organizational success in their future accounting careers.	

<b>Assessment:</b>	Class Participation and Discussion	20%
	Assignment(s)	35%
	Test(s)	20%
	Final Report	25%
<b>BUSI 1005</b>	<b>THE WORLD OF BUSINESS AND ENTREPRENEURSHIP (3, 3, 0)</b>	
	(For non-BBA students)	
<b>Prerequisite:</b>	Nil	
<b>Objectives:</b>	This course provides an introduction to the range of business skills and functions and examines how these skills and functions are useful in both profit-making and non-profit-making organizations. This course also explores the importance of business organization to contemporary Hong Kong society. It aims to investigate how business organizations contribute and respond to a variety of contemporary challenges ranging from environmental and workplace dealings to issues of maintaining competitiveness in an increasingly global economy.	
<b>Assessment:</b>	Class Participation and Discussion	10%
	Assignment(s)	50%
	Examination	40%
<b>BUSI 2006</b>	<b>OPERATIONS MANAGEMENT (3, 3, 0)</b>	
<b>Prerequisite:</b>	Nil	
<b>Objectives:</b>	This course deals with the fundamental concepts of business operations management as they pertain to the service and manufacturing industries. Students will learn the fundamental concepts and applications of operations management through problem solving and case studies. The course will focus on the extent of applications of operations principles learned in the classroom setting to contemporary business operations management problems.	
<b>Assessment:</b>	Class Participation and Discussion	10%
	Assignment(s)	50%
	Examination	40%
<b>BUSI 2007</b>	<b>MANAGEMENT SCIENCE (3, 3, 0)</b>	
<b>Prerequisite:</b>	Nil	
<b>Objectives:</b>	Deterministic and probabilistic models of Operational Research for solving managerial problems are introduced. Operational practical constraints and the applications of modelling are illustrated by using a wide variety of examples drawn from numerous industrial and service sectors.	
<b>Assessment:</b>	Class Participation and Discussion	15%
	Assignment(s)	45%
	Examination	40%
<b>BUSI 2015</b>	<b>PRINCIPLES OF PROJECT MANAGEMENT (3, 3, 0)</b>	
	(For non-BBA students)	
<b>Prerequisite:</b>	Nil	
<b>Objectives:</b>	This course provides students a theoretical and operational framework for getting projects completed on time, within budget and according to customer specifications. Student will learn different project management methodologies and apply the right method to the right situation.	
<b>Assessment:</b>	Class Participation and Discussion	10%
	Assignment(s)	50%
	Examination	40%

<b>BUSI 2016</b>	<b>ENTREPRENEURSHIP AND NEW VENTURE (3, 3, 0)</b>						
<b>Prerequisite:</b>	Nil						
<b>Objectives:</b>	<p>The focus of the course is to investigate, understand and internalise the process of founding a startup firm. Key areas include:</p> <ul style="list-style-type: none"> <li>* matching individual skills with the management needs of a new venture</li> <li>* evaluating the business model of the new venture</li> <li>* financing new ventures</li> <li>* starting up a company</li> <li>* operating a new venture</li> <li>* recruiting and retaining management</li> <li>* creating value and liquidity for investors and management</li> </ul> <p>This course provides tools and insights, which improve the chances for success as an entrepreneur in a highly competitive and ever changing environment.</p>						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>15%</td></tr> <tr> <td>Assignment(s)</td><td>60%</td></tr> <tr> <td>Test(s)</td><td>25%</td></tr> </table>	Class Participation and Discussion	15%	Assignment(s)	60%	Test(s)	25%
Class Participation and Discussion	15%						
Assignment(s)	60%						
Test(s)	25%						
<b>BUSI 2025</b>	<b>ORGANISATIONAL BEHAVIOUR (2, 2, 0)</b>						
<b>Prerequisite:</b>	Nil						
<b>Objectives:</b>	<p>The objective of this course is to introduce theories and concepts related to understanding people's behaviour in organisations. Students will study the behaviour of individuals and groups within organisations in order to gain both a theoretical understanding as well as practical knowledge that can be applied in a work setting.</p>						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>10%</td></tr> <tr> <td>Assignment(s)</td><td>40%</td></tr> <tr> <td>Examination</td><td>50%</td></tr> </table>	Class Participation and Discussion	10%	Assignment(s)	40%	Examination	50%
Class Participation and Discussion	10%						
Assignment(s)	40%						
Examination	50%						
<b>BUSI 2026</b>	<b>ENTREPRENEURSHIP AND INNOVATIVE THINKING (2, 2, 0)</b>						
<b>Prerequisite:</b>	Nil						
<b>Objectives:</b>	<p>The course develops students' potential for innovation and thinking and acting entrepreneurially to enhance their ability to create novel value in business ventures either as independent entrepreneurs or as entrepreneurial executives in established companies by generating new products, new processes, new ventures, new business models, new technologies and business reinvention.</p> <p>The course also equips students with the knowledge and skills to recognize and exploit new opportunities arising from an increasingly changing environment. Students will also gain the ability and resources to evaluate and act on these opportunities by making and implementing specific and detailed action plans.</p>						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>10%</td></tr> <tr> <td>Assignment(s)</td><td>50%</td></tr> <tr> <td>Examination</td><td>40%</td></tr> </table>	Class Participation and Discussion	10%	Assignment(s)	50%	Examination	40%
Class Participation and Discussion	10%						
Assignment(s)	50%						
Examination	40%						
<b>BUSI 2027</b>	<b>MANAGING NEW BUSINESS (3, 3, 0)</b>						
<b>Prerequisite:</b>	BUSI 2026 Entrepreneurship and Innovative Thinking or BUSI 2016 Entrepreneurship and New Venture						
<b>Objectives:</b>	<p>So you have a business plan—now what? Most businesses fail within the first five years of startup, and this is not due to a lack of effort on the part of the founders. This course will focus on the issues that founders encounter when they attempt to implement a business plan and turn an idea or model into a going concern. These issues include, but are not limited to: formulating a viable business model, determining location, determining scale and scope, family business and succession problems, HRM issues specific to new businesses. We will also explore some current and novel issues in new ventures</p>						

	such as the lean startup method for new businesses.	
<b>Assessment:</b>	Class Participation and Discussion Assignment(s)	20% 80%
<b>BUSI 2036</b>	<b>MATHEMATICS FOR BUSINESS (3, 3, 0)</b>	
<b>Prerequisite:</b>	Nil	
<b>Objectives:</b>	Mathematics for Business is a calculus course intended for those studying business. The following topics are presented with applications in the business world: functions, graphs, limits, exponential and logarithmic functions, differentiation, integration, techniques and applications of integration, partial derivatives, optimization, and the calculus of several variables.	
<b>Assessment:</b>	Class Participation and Discussion Assignment(s) Examination	20% 40% 40%
<b>BUSI 2037</b>	<b>BUSINESS STATISTICS AND ANALYTICS (3, 3, 0)</b>	
<b>Prerequisite:</b>	Nil	
<b>Objectives:</b>	The course is an introduction to Business Statistics and Analytics. It covers managerial statistical tools in descriptive analytics and predictive analytics. This course provides students with the fundamental concepts and tools needed to understand the emerging role of business statistics and analytics in organizations and shows students how to apply basic business statistics and analytics tools in a spreadsheet environment, and how to communicate with business professionals to effectively use and interpret the results for making better business decision. Emphasis is placed on applications, concepts and interpretation of results, students use Excel for analysis.	
<b>Assessment:</b>	Class Participation and Discussion Assignment(s) Examination	20% 40% 40%
<b>BUSI2046</b>	<b>FROM INSIGHT TO PROTOTYPE: GENERATING OPPORTUNITIES WITH MARKET INSIGHTS (3, 3, 0)</b>	
<b>Prerequisite:</b>	BUSI 2035 Entrepreneurship and Innovative Thinking	
<b>Objectives:</b>	The core objective of the course is to teach students how to identify valuable entrepreneurial opportunities and translate them into simple, quick but effective prototypes. The course covers a wide range of topics from marketing research, consumer behavior, creativity, and design thinking research; it sensitizes students to the importance of the user experience design and offers a variety of low-cost and rapid prototyping methods suitable for testing new product and service ideas. Taken together, students will be able to learn a set of multidisciplinary knowledge that will help them to uncover diverse new opportunities through vigorous market research, to test them on the market, and to translate them into simple prototypes and minimum viable products.	
<b>Assessment:</b>	Class Participation and Discussion Assignment(s) Test(s)	20% 40% 40%
<b>BUSI 3005</b>	<b>BUSINESS COMMUNICATIONS (2, 2, 0)</b>	
<b>Prerequisite:</b>	UCLC 1009 University English II or equivalent	
<b>Objectives:</b>	This course aims at further enhancing students' essential business communication skills and techniques in coping with contemporary business needs. To groom School of Business students with core business communication skills and competencies, the followings will be emphasized: 1. Critically read, comprehend, analyze and discuss business cases and business writing of various kinds to further heighten students' business sense and acumen	

- and sharpen students' audience-sensitive writing skills.
2. Proficiently deliver eloquent and business-like Elevator Pitch to present sound and feasible business ideas in an assertive and effective manner.

<b>Assessment:</b>	Class Participation and Discussion	10%
	Assignment(s)	40%
	Test(s)	10%
	Examination	40%

**BUSI 3007 BUSINESS RESEARCH METHODS (3, 3, 0)**

**Prerequisite:** Nil

**Objectives:** This course provides students with the knowledge and skills needed to conduct business research. Students will gain a good understanding of the importance of business research and have a broad overview of business research methods. Students will be equipped with the statistical tools and analytical skills to conduct business research. Learning in this course will be accomplished through lectures, in-class exercises, group project and presentations.

<b>Assessment:</b>	Class Participation and Discussion	10%
	Assignment(s)	20%
	Test(s)	20%
	Examination	50%

**BUSI 3016 BUSINESS INTERNSHIP (3, \*, \*)**

**Prerequisite:** Year II standing

**Objective:** The objective of this course is to give students the opportunity to gain practical experience working in an organisation. Under the guidance of both faculty and workplace supervisors, the students will complete a work assignment of no less than 120 hours, either paid or non-paid. Students will be given an "S" grade for satisfactory completion of the course or an "F" grade for unsatisfactory performance.

Each student can take at most TWO of the following ELEVEN (1-11) internship (or concurrent internship) and service learning courses in his/her entire study, subject to a maximum of 9 units for all the internship courses taken:

1. ACCT3026 Accounting Internship I, or concurrent with ACCT3045 Accounting Internship II
2. BUSI3016 Business Internship
3. BUSI3037 Entrepreneurial Internship I, or concurrent with BUSI3047 Entrepreneurial Internship II
4. ECON3066 Business Economics Internship
5. FINE3026 Finance Internship
6. HRMN3026 Human Resources Internship
7. ISEM3026 ISEM Internship
8. MKTG3016 Marketing Internship
9. REMT3007 Retail Management Internship
10. BUSI3035 Service Learning and Community Engagement
11. ECON3075 Service-Learning in Sustainable Development

<b>Assessment:</b>	Class participation	10%
	Internship journal	40%
	Final report and employer comment	50%

**BUSI 3017 INTERNATIONAL BUSINESS (3, 3, 0)**

**Prerequisite:** BUSI 1005 The World of Business and Entrepreneurship or equivalent (for non-BBA students)

**Objectives:** The primary objectives of this course are: (1) to provide students with a basic understanding of the theories and concepts of international business; (2) to discuss the economic, cultural and political factors in shaping the international business



environment; (3) to introduce different functional areas of international corporations management with reference to problems and issues of doing business with developing countries.

<b>Assessment:</b>	Class Participation and Discussion	20%
	Assignment(s)	40%
	Test(s)	10%
	Examination	30%

**BUSI 3025 CROSS-CULTURAL AND COMPARATIVE MANAGEMENT (3, 3, 0)**

**Prerequisite:** BUSI 2005/BUSI 2025 Organisational Behaviour

**Objectives:** The primary objective of this course is to enhance student awareness of the impact of culture on supposedly universal management practices designed to facilitate the effective utilisation and development of the organisation main asset - its employees. Students can expect to enhance their understanding of the global context of organisations, interpersonal skills needed to manage across national borders, and the structure and functioning of multinational companies.

<b>Assessment:</b>	Class Participation and Discussion	20%
	Assignment(s)	50%
	Examination	30%

**BUSI 3027 LOGISTICS AND SUPPLY CHAIN MANAGEMENT (3, 3, 0)**

**Prerequisite:** Nil

**Objectives:** It is aimed to introduce the fundamental theories and contemporary issues as well as local practice of logistics and supply chain management (SCM). It will equip students with the necessary knowledge and skills for mastering business operational process, generating, analysing and evaluating logistical and SCM solutions, and developing students' strategic and creative thinking to logistics and SCM, and then applying those knowledge to solve business planning and operational problems in local business operations.

<b>Assessment:</b>	Class Participation and Discussion	15%
	Assignment(s)	45%
	Examination	40%

**BUSI 3035 SERVICE LEARNING AND COMMUNITY ENGAGEMENT (3, 3, 0)**

**Prerequisite:** Year III standing (Non-BBA students: BUSI 1005)

**Objectives:** This course provides students with an opportunity for active learning and enables them to build a sense of social responsibility and commitment that are essential when they apply their business and professional skills to their careers. This is a community-based instruction course intended to promote student's civic responsibility and to strengthen their problem-solving and decision making skills by acquiring hands-on experience in community projects provided by NGOs and not-for-profit organizations in Hong Kong, mainland China and other countries. It is a reciprocally beneficial course, with meaningful service being provided to the community and meaningful learning experiences being provided to the student.

Each student can take at most TWO of the following ELEVEN (1-11) internship (or concurrent internship) and service learning courses in his/her entire study, subject to a maximum of 9 units for all the internship courses taken:

1. ACCT3026 Accounting Internship I, or concurrent with ACCT3045 Accounting Internship II
2. BUSI3016 Business Internship
3. BUSI3037 Entrepreneurial Internship I, or concurrent with BUSI3047 Entrepreneurial Internship II
4. ECON3066 Business Economics Internship
5. FINE3026 Finance Internship

	6. HRMN3026 Human Resources Internship	
	7. ISEM3026 ISEM Internship	
	8. MKTG3016 Marketing Internship	
	9. REMT3007 Retail Management Internship	
	10. BUSI3035 Service Learning and Community Engagement	
	11. ECON3075 Service-Learning in Sustainable Development	
<b>Assessment:</b>	Class Participation and Discussion	30%
	Assignment(s)	70%
<b>BUSI 3037</b>	<b>ENTREPRENEURIAL INTERNSHIP I (3, *, *)</b>	
<b>Prerequisite:</b>	Year II standing	
<b>Objectives:</b>	The objective of this course is to give students the opportunity to better understand the entrepreneurial process. Under the guidance of both faculty and business owners, students will be guided to complete a work assignment of no less than 120 hours, to be either paid or non-paid to learn successful entrepreneurial journeys in preparation for a business plan or to create an enterprise without boundaries. Students will be given an "S" grade for satisfactory completion of the course or a "F" grade for unsatisfactory performance.	
	Each student can take at most TWO of the following ELEVEN (1-11) internship (or concurrent internship) and service learning courses in his/her entire study, subject to a maximum of 9 units for all the internship courses taken:	
	1. ACCT3026 Accounting Internship I, or concurrent with ACCT3045 Accounting Internship II	
	2. BUSI3016 Business Internship	
	3. BUSI3037 Entrepreneurial Internship I, or concurrent with BUSI3047 Entrepreneurial Internship II	
	4. ECON3066 Business Economics Internship	
	5. FINE3026 Finance Internship	
	6. HRMN3026 Human Resources Internship	
	7. ISEM3026 ISEM Internship	
	8. MKTG3016 Marketing Internship	
	9. REMT3007 Retail Management Internship	
	10. BUSI3035 Service Learning and Community Engagement	
	11. ECON3075 Service-Learning in Sustainable Development	
<b>Assessment:</b>	Class Participation and Discussion	10%
	Assignment(s)	30%
	Internship journal	10%
	Final report	50%
<b>BUSI 3045</b>	<b>GLOBAL ENTREPRENEURSHIP (3, 3, 0)</b>	
<b>Prerequisite:</b>	BUSI 2016 Entrepreneurship and New Venture or BUSI 2026 Entrepreneurship and Innovative Thinking	
<b>Objectives:</b>	Entrepreneurship is not restricted to one country or market. Today, entrepreneurs or start ups are increasing looking globally for ideas, funding, people and markets. This course aims at introducing student to the concepts and practice of taking an entrepreneur global in emerging markets as well as in advanced economies. This course also explores the special problems and advantages relevant to start ups and entrepreneurial small and medium firms in a global context.	
<b>Assessment:</b>	Class Participation and Discussion	10%
	Assignment(s)	35%
	Test(s)	15%
	Examination	40%

<b>BUSI 3046</b>	<b>BUSINESS COMMUNICATIONS IN THE TECHNOLOGY ERA (3, 2, 1)</b>						
<b>Prerequisite:</b>	English II or equivalent						
<b>Objectives:</b>	<p>This course, adopting a blended learning approach, focuses on equipping students with the essential skills needed in business communications, where technological advancements have transformed the roles of the three pillars of interpersonal interactions: written communications, verbal communications, and behavioural communications.</p> <p>Written communications remain a cornerstone of business interactions, and this course addresses the evolving nature of written communications in the technology age. Students will delve into the intricacies of crafting business documents under different business scenarios while also exploring how technological advancements have influenced the way these documents are created, disseminated, and received.</p> <p>The course also places a strong emphasis on verbal communication skills. Students will develop their abilities to speak effectively, engaging their audience in both face-to-face and virtual environments.</p> <p>A core element of this course is the Business Case Analysis Report Writing and Presentation. Through practical exercises, students learn how to structure and organize their reports, use data visualization techniques, develop a clear and concise writing style and deliver persuasive presentations.</p> <p>This course recognizes the critical role of behavioural communications in business success. Students will explore the importance of non-verbal cues and professional etiquette in building professional relationships. The course also addresses the impact of cultural differences on communication styles, equipping students with the skills to communicate with diverse audiences in a global business perspective.</p> <p>Techno ethics becomes a crucial topic in business communications. This course also delves into issues such as privacy, data security, intellectual property and the responsible use of digital tools. By examining these ethical dimensions, students will gain a deeper understanding of the impact of technology on business practices and develop the necessary skills to navigate the ethical challenges of the digital age.</p> <p>At the end of the course, students will be well-prepared to leverage technological advancements in their written and verbal communications, while also understand the crucial role of behavioural communications in building relationships and driving business success in the digital era.</p>						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>20%</td></tr> <tr> <td>Assignment(s)</td><td>60%</td></tr> <tr> <td>Examination</td><td>20%</td></tr> </table>	Class Participation and Discussion	20%	Assignment(s)	60%	Examination	20%
Class Participation and Discussion	20%						
Assignment(s)	60%						
Examination	20%						
<b>BUSI 3047</b>	<b>ENTREPRENEURIAL INTERNSHIP II (3, *, *)</b>						
<b>Prerequisite:</b>	Year II standing						
<b>Co-requisite:</b>	<b>BUSI 3037 Entrepreneurial Internship I</b>						
	<p><b>Students completing work assignments of no less than 480 hours in one internship placement take this course concurrently with BUSI3037 Entrepreneurial Internship I</b> and complete the course activities and internship work assignment of the two concurrent internship courses in the following sequence:</p> <ol style="list-style-type: none"> <li>1. Twelve hours of lectures followed by the first 120 hours of work assignment in the internship placement (BUSI3037 Entrepreneurial Internship I)</li> <li>2. The remaining work assignment of no less than 360 hours (BUSI 3047 Entrepreneurial Internship II)</li> <li>3. Oral presentation, and submission of final report and employer's appraisal form (BUSI3037 Entrepreneurial Internship I)</li> </ol>						
<b>Objectives:</b>	<p>This course extends the objectives, activities and experiences of BUSI3037 Entrepreneurial Internship I, especially for students in pioneer projects or overseas internship, who may need to work for around 360 hours in summer, or under some other block arrangements during normal semester time or semester break. This course offers an ideal option to provide interns with a solid working experience to</p>						

enhance the understanding of the entrepreneurial process, under the guidance of both faculty and business owners. Together with BUSI3037 Entrepreneurial Internship I, students will accumulate 12 hours of lectures and work assignment of no less than 480 hours (12 hours of lectures and 120 hours of work assignment in BUSI3037 Entrepreneurial Internship I, and no less than 360 hours of work assignment in BUSI3047 Entrepreneurship Internship II).

Each student can take at most TWO of the following ELEVEN (1-11) internship (or concurrent internship) and service learning courses in his/her entire study, subject to a maximum of 9 units for all the internship courses taken:

1. ACCT3026 Accounting Internship I, or concurrent with ACCT3045 Accounting Internship II
2. BUSI3016 Business Internship
3. BUSI3037 Entrepreneurial Internship I, or concurrent with BUSI3047 Entrepreneurial Internship II
4. ECON3066 Business Economics Internship
5. FINE3026 Finance Internship
6. HRMN3026 Human Resources Internship
7. ISEM3026 ISEM Internship
8. MKTG3016 Marketing Internship
9. REMT3007 Retail Management Internship
10. BUSI3035 Service Learning and Community Engagement
11. ECON3075 Service-Learning in Sustainable Development

**Assessment:** Internship journal 100%

**BUSI 3055 FUNDAMENTAL OF SOCIAL ENTREPRENEURSHIP AND SOCIAL IMPACT (3, 3, 0)**

**Prerequisite:** Nil

**Objectives:** This course aims to encourage and guide students to formulate innovative solutions to social problems and help them develop business ideas with a positive social impact. In this course, students will gain a well-rounded understanding of Social Entrepreneurship in different contexts, learn how to diagnose the root causes of social problems, and develop effective strategies to address these issues from different perspectives.

The course culminates with a group project where students apply what they have learned in developing a Social Enterprise Proposal that seeks to tackle a local or global social concern.

**Assessment:** Class Participation and Discussion 20%  
Assignment(s) 30%  
Social Enterprise Proposal 50%

**BUSI 3057 MANAGING ENTREPRENEURIAL VENTURES (3, 3, 0)**

**Prerequisite:** BUSI 2035 Entrepreneurship and Innovative Thinking

**Objectives:** You have a business opportunity to explore – what's next? Most entrepreneurial initiatives fail within the first five years from launch, and this is not due to the lack of effort on the part of the founders and project leaders. This course offers insights on fostering growth and focuses on challenges that founders encounter as they move forward to entrepreneurial opportunity pursuit and implementation. Topics covered put strong emphasis on formulating business models and strategy, acquiring and managing financial and non-financial resources, organizational and legal forms, growth, and transitions. Students will acquire relevant knowledge in strategy, finance, and entrepreneurship through lectures, case studies, interactive projects, and exercises.

**Assessment:** Class Participation and Discussion 20%  
Assignment(s) 80%

<b>BUSI 3065</b>	<b>ME, US AND THEM: THE HUMAN FACTOR IN ENTREPRENEURSHIP AND INNOVATION (3, 3, 0)</b>						
<b>Prerequisite:</b>	BUSI 2035 Entrepreneurship and Innovative Thinking						
<b>Objectives:</b>	This course offers theories and research relevant to the human factor in entrepreneurship: the founder, the entrepreneurial team, first employees, dyadic developmental relationships, entrepreneurial social capital, and ecosystem networks. It offers a multidisciplinary perspective which provides a unique way of understanding how individuals, dyads, teams, and social networks interact, cocreate, and influence the emergence, development, and growth of new ventures and beyond. Students will be able to learn a set of psychology and sociology-based skills and knowledge that will help them to make sense of the role of human factor in entrepreneurial and innovation-driven processes across various organizational contexts.						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>20%</td></tr> <tr> <td>Assignment(s)</td><td>40%</td></tr> <tr> <td>Test(s)</td><td>40%</td></tr> </table>	Class Participation and Discussion	20%	Assignment(s)	40%	Test(s)	40%
Class Participation and Discussion	20%						
Assignment(s)	40%						
Test(s)	40%						
<b>BUSI 3066</b>	<b>BRAIN SCIENCE FOR BUSINESS (3, 3, 0)</b>						
<b>Prerequisite:</b>	Nil						
<b>Objectives:</b>	This course is designed to introduce students to contemporary brain science and its applications to business. Students first will be introduced to the basic anatomy of the human brain and become familiar with important techniques for measuring brain function. This course will then survey major findings in social neuroscience with applications to business, including leadership, creativity, social influence, stress management, and consumer behavior. The course will also have a discussion of ethics, culture difference, and novel neuroscience applications for business.						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>10%</td></tr> <tr> <td>Assignment(s)</td><td>60%</td></tr> <tr> <td>Examination</td><td>30%</td></tr> </table>	Class Participation and Discussion	10%	Assignment(s)	60%	Examination	30%
Class Participation and Discussion	10%						
Assignment(s)	60%						
Examination	30%						
<b>BUSI 4007</b>	<b>e-SUPPLY CHAINS AND ENTERPRISE RESOURCE PLANNING (3, 3, 0)</b>						
<b>Prerequisite:</b>	ISEM2005 Management Information Systems						
<b>Objectives:</b>	It is aimed to introduce the fundamental theories and contemporary issues as well as local practice of supply chain management (SCM), Enterprise Resource Planning (ERP) and e-SCM. It will equip students with the necessary knowledge and skills for mastering business operational process, generating, analysing and evaluating logistical and SCM/ERP solutions, and developing students' strategic and creative thinking to logistics and SCM/ERP, and then applying those knowledge to solve business planning and operational problems in global e-SCM environment.						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>20%</td></tr> <tr> <td>Assignment(s)</td><td>40%</td></tr> <tr> <td>Examination</td><td>40%</td></tr> </table>	Class Participation and Discussion	20%	Assignment(s)	40%	Examination	40%
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Assignment(s)	40%						
Examination	40%						
<b>BUSI 4015</b>	<b>CORPORATE ENTRENEURSHIP (3, 3, 0)</b>						
<b>Prerequisite:</b>	BUSI 2016 Entrepreneurship and New Venture or BUSI 2026 Entrepreneurship and Innovative Thinking						
<b>Objectives:</b>	This course describes the practice of employing entrepreneurial skills and approaches within an organization. Organizations must be more entrepreneurial in order to compete in today's global business environment. This course is to prepare students with capability to develop innovative and entrepreneurial organizations and create new venture within the organization.						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>10%</td></tr> <tr> <td>Assignment(s)</td><td>50%</td></tr> <tr> <td>Examination</td><td>40%</td></tr> </table>	Class Participation and Discussion	10%	Assignment(s)	50%	Examination	40%
Class Participation and Discussion	10%						
Assignment(s)	50%						
Examination	40%						

<b>BUSI 4016</b>	<b>SEMINAR IN ENTREPRENEURSHIP (3, 3, 0)</b>						
<b>Prerequisite:</b>	BUSI 2016 Entrepreneurship and New Venture or BUSI 2026 Entrepreneurship and Innovative Thinking						
<b>Objectives:</b>	This course aims at confronting students with issues and perspective in entrepreneurship practice. The goal of the course is to enable students to understand key areas to be successful entrepreneur. The seminar will focus on multiple topics including essential qualities of entrepreneur, benefits and constraints of entrepreneurship, key success factors of running new venture. The course consists of two introductory lectures followed by presentations and sharing from entrepreneurs.						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>15%</td></tr> <tr> <td>Assignment(s)</td><td>55%</td></tr> <tr> <td>Test(s)</td><td>30%</td></tr> </table>	Class Participation and Discussion	15%	Assignment(s)	55%	Test(s)	30%
Class Participation and Discussion	15%						
Assignment(s)	55%						
Test(s)	30%						
<b>ECON 1007</b>	<b>BASIC ECONOMICS PRINCIPLES (3, 3, 0)</b> (For non-BBA students)						
<b>Prerequisite:</b>	Nil						
<b>Objective:</b>	This course is designed to introduce the principles that are essential in understanding the basic economic problems to non-business students in a straight-forward and logical fashion. This one-semester survey course will cover both macroeconomics and microeconomics. It helps students to comprehend the principles essential for understanding specific economic issues and the policy alternatives.						
<b>Assessments:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>15%</td></tr> <tr> <td>Assignment(s)</td><td>45%</td></tr> <tr> <td>Examination</td><td>40%</td></tr> </table>	Class Participation and Discussion	15%	Assignment(s)	45%	Examination	40%
Class Participation and Discussion	15%						
Assignment(s)	45%						
Examination	40%						
<b>ECON 2015</b>	<b>HONG KONG ECONOMY (3, 3, 0)</b>						
<b>Prerequisite:</b>	Nil						
<b>Objectives:</b>	This course aims to provide students with a systematic understanding of the post-war development of the HK economy and the economic relationship between Hong Kong and the mainland China, especially after China adopted its open-door policy and economic reform since 1978. Macroeconomic environment and policy issues of Hong Kong will be examined. The prospect and strategy of closer economic co-operation between Hong Kong and the mainland China as well as the role of Hong Kong in China's economic development will be examined. It is expected that after attending this course, students will understand more Hong Kong's macroeconomic environment and its economic relationship with the mainland China upon which informed decision could be made in business and other areas.						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>20%</td></tr> <tr> <td>Assignment(s)</td><td>40%</td></tr> <tr> <td>Examination</td><td>40%</td></tr> </table>	Class Participation and Discussion	20%	Assignment(s)	40%	Examination	40%
Class Participation and Discussion	20%						
Assignment(s)	40%						
Examination	40%						
<b>ECON 2016</b>	<b>MATHEMATICS FOR ECONOMISTS (3, 3, 0)</b>						
<b>Prerequisite:</b>	Nil						
<b>Objectives:</b>	This course introduces students to some elementary quantitative methods commonly encountered in the economic literature. Differential calculus, optimization and matrix algebra are the main interests. Other topics relevant to the learning of economics are also covered. Mathematical concepts are illustrated by problems found in economic analyses.						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>20%</td></tr> <tr> <td>Assignment(s)</td><td>40%</td></tr> <tr> <td>Examination</td><td>40%</td></tr> </table>	Class Participation and Discussion	20%	Assignment(s)	40%	Examination	40%
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Assignment(s)	40%						
Examination	40%						
<b>ECON2017</b>	<b>ECONOMICS OF HEALTH AND MEDICAL CARE (3, 3, 0)</b>						
<b>Prerequisite:</b>	Nil						
<b>Objectives:</b>	The primary purpose of the course is to apply basic economics concepts to the study						

of health and medical (health) care. In particular, emphasis would be placed on the application of microeconomic theory and statistical techniques to issues related to the production and distribution of medical services, and decision making in health care markets. Through this course, students should be able to understand the role of economic incentives, competition, and regulation on the functioning of the health care market. The exposure of analyses related to the economic evaluation of medical services provides students the knowledge of economic justification on resource allocation among different medical programs and health care services.

<b>Assessment:</b>	Class Participation and Discussion	15%
	Assignment(s)	45%
	Examination	40%

### **ECON 2035 INTRODUCTION TO TECHNICAL ANALYSIS (3, 3, 0)**

**Prerequisite:** Nil

**Objectives:** This course aims to analyze market data by using mainstream technical analysis techniques such as chart pattern analysis and moving average. Technical analysis involves the use of historical stock prices, volume, and other related data to forecast future price movements. Its objective is to identify trend changes at an early stage based on information available. In this course, we will introduce contemporary approaches to technical analysis. In particular, we will examine the performance of technical trading rules adopted by various markets traders.

<b>Assessment:</b>	Class Participation and Discussion	10%
	Assignment(s)	60%
	Examination	30%

### **ECON 2036 CRISIS ECONOMICS (3, 3, 0)**

**Prerequisite:** Nil

**Objectives:** This course attempts to review the historical experiences of the four major financial crises that had happened around the World: The great depression in 1929-1931, the Japanese financial crisis in the 1990s, the Asian financial crisis in 1997 and the US financial meltdown in 2008. The central focuses are to know why these crises occur and to evaluate effectiveness of the government policies that dealt with these crises. Lessons of the crises policies and proposals to reform the financial system will be discussed during the lectures.

<b>Assessment:</b>	Class Participation and Discussion	20%
	Assignment(s)	60%
	Examination	20%

### **ECON 3005 APPLIED ECONOMETRICS (3, 3, 0)**

**Prerequisite:** BUSI1006 or BUSI 3007 Business Research Methods or ECON 2025 Basic Statistical Methods or Equivalent

**Objectives:** This course aims at giving students basic understanding of econometrics theories and applying econometric techniques to specific empirical economic problems. Numerous examples are examined to achieve this goal. Emphasis is placed on the classical linear model, least squares estimation, hypothesis testing, and model building. Econometric models are then adopted to analyse practical problems and make forecasts. Furthermore, students are trained in this course to use computer statistical software.

<b>Assessment:</b>	Class Participation and Discussion	40%
	Assignment(s)	20%
	Test(s)	20%
	Examination	20%

<b>ECON 3006</b>	<b>ASIA-PACIFIC ECONOMIES (3, 3, 0)</b>								
<b>Prerequisite:</b>	Nil								
<b>Objectives:</b>	This course aims to introduce to students a general survey of economic development in the Asia Pacific region. It is designed to help students to be familiarised with economic affairs in the region and equip themselves with basic analytical tools for tackling economic issues. Socio-economic factors and changes in the global environment that have given rise to the “East Asian miracle” the subsequent financial crisis in 1997, and the following development will be carefully analysed. Emphasis will be placed on the understanding of economic problems in the real world.								
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>10%</td></tr> <tr> <td>Assignment(s)</td><td>60%</td></tr> <tr> <td>Examination</td><td>30%</td></tr> </table>	Class Participation and Discussion	10%	Assignment(s)	60%	Examination	30%		
Class Participation and Discussion	10%								
Assignment(s)	60%								
Examination	30%								
<b>ECON 3007</b>	<b>INDUSTRIAL ORGANIZATION AND COMPETITIVE STRATEGY (3, 3, 0)</b>								
<b>Prerequisite:</b>	ECON 1005 Principles of Economics I or ECON 1007 Basic Economic Principles or CHSE 1005 Essentials of Economics								
<b>Objectives:</b>	Our objective is to give students a working knowledge to analyse the economic decisions firms make in the real world. The discussion will focus on how firms set prices, maintain market dominance, and interact with other firms. Furthermore, we will explore how governments should formulate policies for strengthening market competition.								
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>15%</td></tr> <tr> <td>Assignment(s)</td><td>45%</td></tr> <tr> <td>Test(s)</td><td>20%</td></tr> <tr> <td>Examination</td><td>20%</td></tr> </table>	Class Participation and Discussion	15%	Assignment(s)	45%	Test(s)	20%	Examination	20%
Class Participation and Discussion	15%								
Assignment(s)	45%								
Test(s)	20%								
Examination	20%								
<b>ECON 3015</b>	<b>PUBLIC FINANCE (3, 3, 0)</b>								
<b>Prerequisite:</b>	CHSE 1005 Essentials of Economics or ECON 1005 Principles of Economics I or equivalent								
<b>Objectives:</b>	This course aims at analysing the economics of public sector. Fiscal objectives, instruments and constraints, as well as concepts and theories of public finance will be discussed, mainly from a positive perspective. Considerations will also be given to the economic impacts from the political interactions of interest groups. The analytical tools, models and applications to the real world public sector problems are emphasised.								
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>20%</td></tr> <tr> <td>Assignment(s)</td><td>40%</td></tr> <tr> <td>Examination</td><td>40%</td></tr> </table>	Class Participation and Discussion	20%	Assignment(s)	40%	Examination	40%		
Class Participation and Discussion	20%								
Assignment(s)	40%								
Examination	40%								
<b>ECON 3016</b>	<b>INTERNATIONAL TRADE (3, 3, 0)</b>								
<b>Prerequisite:</b>	ECON 1005 Principles of Economics I or ECON 1007 Basic Economic Principles or CHSE 1005 Essentials of Economics								
<b>Objectives:</b>	This course aims to provide an up-to-date and understandable analytical framework for illustrating current events of international trade. The first half will be devoted to understand the classical as well as modern theories of international trade. The second half of this course will be focused on trade policy and international economic integration.								
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>10%</td></tr> <tr> <td>Assignment(s)</td><td>50%</td></tr> <tr> <td>Examination</td><td>40%</td></tr> </table>	Class Participation and Discussion	10%	Assignment(s)	50%	Examination	40%		
Class Participation and Discussion	10%								
Assignment(s)	50%								
Examination	40%								
<b>ECON 3017</b>	<b>INTERNATIONAL TRADE AND FINANCE (3, 3, 0)</b>								
<b>Prerequisite:</b>	ECON 1006 Principles of Economics II or ECON 1007 Basic Economic Principles or								



<b>Objectives:</b>	CHSE 1005 Essentials of Economics This course provides the economic concepts and theories for students to understand the macroeconomic environment under the trend of globalization. The course covers three main areas: (1) The international trade and trade policy. (2) The exchange rate market the exchange rate determinations and exchange rate systems. (3) International monetary arrangements and macroeconomic policy.	
<b>Assessment:</b>	Class Participation and Discussion	20%
	Assignment(s)	40%
	Examination	40%
<b>ECON 3025</b>	<b>MONEY AND BANKING (3, 3, 0)</b>	
<b>Prerequisite:</b>	ECON 1006 Principles of Economics II or ECON 1007 Basic Economic Principles	
<b>Objectives:</b>	This course aims to provide a general survey of financial institutions and markets, bank management, monetary theory and policy, and to help students understand why the financial system is organised as it is and how the financial system and economy are interconnected. Students are expected to link the monetary and financial theories and international experiences learned in the lectures to the local financial system and monetary arrangements.	
<b>Assessment:</b>	Class Participation and Discussion	20%
	Assignment(s)	40%
	Test(s)	15%
	Examination	25%
<b>ECON 3026</b>	<b>CHINESE ECONOMIC DEVELOPMENTS (3, 3, 0)</b>	
<b>Prerequisite:</b>	Nil	
<b>Objectives:</b>	This course provides an overview of the Chinese economic developments. Emphases will be placed on how the Mainland China has emerged as an important economic power in the world since she adopted economic reforms and open-door policies in 1978 and how she has gradually integrated with Taiwan and Hong Kong. A useful economic background will be provided to students who may be prepared to engage in China business in the future.	
<b>Assessment:</b>	Class Participation and Discussion	20%
	Assignment(s)	40%
	Examination	40%
<b>ECON 3027</b>	<b>MATHEMATICAL ANALYSIS FOR ECONOMICS (3, 3, 0)</b>	
<b>Prerequisite:</b>	ECON2016 Mathematics for Economists or equivalent	
<b>Objectives:</b>	This course aims to provide students exposure to common mathematical analyses of economics. It maintains a balance between economic theories and mathematical vigorous. Students are trained to solve economic problems with mathematics. Major emphasis is placed on conducting comparative static analyses using mathematical techniques.	
<b>Assessment:</b>	Class Participation and Discussion	10%
	Assignment(s)	10%
	Test(s)	30%
	Examination	50%
<b>ECON 3035</b>	<b>INDUSTRIAL MANAGEMENT AND DEVELOPMENT IN CHINA (3, 3, 0)</b>	
<b>Prerequisite:</b>	ECON 1005 Principles of Economics I or ECON 1006 Principles of Economics II or ECON 1007 Basic Economics Principles or CHSE 1005 Essentials of Economics	
<b>Objectives:</b>	The course aims to develop students' knowledge of the industrial sector of the Chinese economy, placing particular emphasis on the reform experience of the industrial enterprises in the country. Special effort will be put on analysing the recent emergence of private enterprises in the industrial sector. The course will discuss how this change	

came about and its likely impacts on the economic development of the country. The final part of the course will discuss the difficulties facing the country in upgrading its industrial structure. Some international experience will be drawn on making policy recommendations.

<b>Assessment:</b>	Class Participation and Discussion	25%
	Assignment(s)	40%
	Examination	35%

### **ECON 3036 ECONOMICS OF HUMAN RESOURCES (3, 3, 0)**

**Prerequisite:** ECON 1005 Principles of Economics I or  
ECON 1007 Basic Economic Principles or CHSE 1005 Essentials of Economics

**Objectives:** This course aims to provide an understanding of the human resources market and its related issues. It seeks to describe and analyse the behaviour of the human resources market from an economic perspective. Issues of investment in human resources (education, and on-the-job training), pay differentials and discrimination in the workplace are discussed. Concepts in the area of human resources, such as work incentive schemes, payment methods, and employer and employee relationship, are also presented. To enhance the understanding and the application of the concepts, training on conducting data analysis and knowledge of analytical tools are provided.

<b>Assessment:</b>	Class Participation and Discussion	15%
	Assignment(s)	45%
	Test(s)	40%

### **ECON 3046 ECONOMIC DEVELOPMENT (3, 3, 0)**

**Prerequisite:** CHSE1005 Essentials of Economics or ECON 1007 Basic Economic Principles

**Objectives:** The goal of the course is to equip students with a solid theoretical and empirical foundation to form economic thinking of growth and development issues. The course will first provide an overview of the economic growth and development around the world, introduce classical and contemporal economic growth theories, and then organize the development issues around several themes: poverty and inequality, population and migration, education, health, agriculture, geography, environment, institution, trade, and finance.

<b>Assessment:</b>	Class Participation and Discussion	20%
	Assignment(s)	40%
	Examination	40%

### **ECON 3055 GAMES AND ECONOMIC DECISIONS (3, 3, 0)**

**Prerequisite:** CHSE1005 Essentials of Economics or ECON1005 Principles of Economics I or  
ECON1007 Basic Economic Principles

**Objectives:** Game theory is a systematic way of studying strategic situations, in which each decision-maker's behavior affects the well-being of other decision-makers. This course introduces the basic tools for decision-making in such strategic situations. Basic concepts such as dominance, Nash equilibrium, backward induction, commitment, credibility, signalling will be covered. This course adopts an practical approach, in which conceptual analysis real-world examples and applications will be emphasized. Classroom games or economic experiments will be conducted in class. Reliance on mathematics will be kept to essential or minimal level. This approach aims to develop students' conceptual understanding, enhance their application ability and enable them to learn reflectively.

<b>Assessment:</b>	Class Participation and Discussion	30%
	Assignment(s)	30%
	Examination	40%

<b>ECON 3056</b>	<b>REAL ESTATES ECONOMICS (3, 3, 0)</b>						
<b>Prerequisite:</b>	Nil						
<b>Objectives:</b>	Real estate represents an important sector in Hong Kong. It involves many interesting and complex economic and policy issues, for example, introduction of a variety of mortgage-backed securities and the land auction system. A proper understanding of the real estate market is important for individuals to make sound savings and investment decisions, for businesses to make the right decision on whether to buy or lease a property, and for banks to evaluate the asset risks underlying their mortgage loan portfolios and to innovate real estate related financial products. The objective of this course is to develop an analytical framework by which students can make sound real estate investment decisions. The main emphasis of the course is on concept building, financial modelling, and practical application.						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>10%</td></tr> <tr> <td>Assignment(s)</td><td>50%</td></tr> <tr> <td>Examination</td><td>40%</td></tr> </table>	Class Participation and Discussion	10%	Assignment(s)	50%	Examination	40%
Class Participation and Discussion	10%						
Assignment(s)	50%						
Examination	40%						
<b>ECON 3066</b>	<b>BUSINESS ECONOMICS INTERNSHIP (3, *, *)</b>						
<b>Prerequisite:</b>	Year II standing						
<b>Objectives:</b>	<p>This course aims to provide students an opportunity to gain real-life working experience related to the various business activities associated with an economic organization. Under the guidance of both faculty and workplace supervisors, students will work in an organization as interns and complete work assignments. The internship assignment is expected to take up no less than 120 hours to complete, and it may or may not be paid. Students will be given an “S” grade for satisfactory completion of the course or a “F” grade for unsatisfactory performance.</p> <p>Each student can take at most TWO of the following ELEVEN (1-11) internship (or concurrent internship) and service learning courses in his/her entire study, subject to a maximum of 9 units for all the internship courses taken:</p> <ol style="list-style-type: none"> <li>1. ACCT3026 Accounting Internship I, or concurrent with ACCT3045 Accounting Internship II</li> <li>2. BUSI3016 Business Internship</li> <li>3. BUSI3037 Entrepreneurial Internship I, or concurrent with BUSI3047 Entrepreneurial Internship II</li> <li>4. ECON3066 Business Economics Internship</li> <li>5. FINE3026 Finance Internship</li> <li>6. HRMN3026 Human Resources Internship</li> <li>7. ISEM3026 ISEM Internship</li> <li>8. MKTG3016 Marketing Internship</li> <li>9. REMT3007 Retail Management Internship</li> <li>10. BUSI3035 Service Learning and Community Engagement</li> <li>11. ECON3075 Service-Learning in Sustainable Development</li> </ol>						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>10%</td></tr> <tr> <td>Internship journal</td><td>30%</td></tr> <tr> <td>Final report</td><td>60%</td></tr> </table>	Class Participation and Discussion	10%	Internship journal	30%	Final report	60%
Class Participation and Discussion	10%						
Internship journal	30%						
Final report	60%						
<b>ECON 3075</b>	<b>SERVICE-LEARNING IN SUSTAINABLE DEVELOPMENT (3, *, *)</b>						
<b>Prerequisite:</b>	Year III standing						
<b>Objectives:</b>	This course emphasizes on raising the students’ awareness towards the importance of the balance of economic development, social inclusion and environmental impact through experiential learning. By collaborating with NGOs, public organizations and not-for-profit institutions, students will be engaged in a series of activities addressing human and community needs. Through learning and serving, students can build a stronger social responsibility, citizenship skills, and interpersonal development, a greater sense of personal identity and knowledge of sustainability.						

Each student can take at most TWO of the following ELEVEN (1-11) internship (or concurrent internship) and service learning courses in his/her entire study, subject to a maximum of 9 units for all the internship courses taken:

1. ACCT3026 Accounting Internship I, or concurrent with ACCT3045 Accounting Internship II
2. BUSI3016 Business Internship
3. BUSI3037 Entrepreneurial Internship I, or concurrent with BUSI3047 Entrepreneurial Internship II
4. ECON3066 Business Economics Internship
5. FINE3026 Finance Internship
6. HRMN3026 Human Resources Internship
7. ISEM3026 ISEM Internship
8. MKTG3016 Marketing Internship
9. REMT3007 Retail Management Internship
10. BUSI3035 Service Learning and Community Engagement
11. ECON3075 Service-Learning in Sustainable Development

<b>Assessment:</b>	Class Participation and Discussion	20%
	Assignment(s)	70%
	Final report(s)	10%

**ECON 3076      MANAGERIAL MICROECONOMICS (3, 3, 0)**

**Prerequisite:** ECON 1005 Principles of Economics I

**Objectives:** This course provides an overview of microeconomic theories and analytical tools for managerial decision making. By applying the basic microeconomic concepts and theories, students will be able to think systematically and strategically about critical business management issues, including analyzing and estimating demand, cost analyses, pricing strategies, market competition, and organizational incentives and design.

It aims at achieving, in a balanced manner, two equally important objectives: (1) to introduce more economic models and cultivate students' economic thinking that can be applied in real world and (2) to help students acquiring more quantitative tools for addressing economic problems and conducting economic analyses.

<b>Assessment:</b>	Class Participation and Discussion	20%
	Assignment(s)	40%
	Examination	40%

**ECON 3077      MANAGERIAL MACROECONOMICS (3, 3, 0)**

**Prerequisite:** ECON 1006 Principles of Economics II

**Objectives:** Built on the foundation of the course "Principles of Macroeconomics", this course provides a comprehensive treatment of macroeconomics from the viewpoints of policy as well as theory. It aims at achieving, in a balanced manner, two equally important objectives: (1) serving as a satisfactory input to other more specialized courses within the option and (2) providing appropriate training to students taking the option, many of whom are expected to become executives in large enterprises and organizations, applied economic researchers, analysts and forecasters, business journalists and teachers, and who will therefore need a concrete understanding of as wide a range of theoretical and policy topics as possible. As the sequel to introductory macroeconomics, this course will probe further into the rationality behind some standard theories and introduce recent development in economic theory.

<b>Assessment:</b>	Assignment(s)	20%
	Test(s)	40%
	Examination	40%

<b>ECON 3085</b>	<b>ECONOMICS OF ENTREPRENEURSHIP (3, 3, 0)</b>						
<b>Prerequisite:</b>	ECON 1007 Basic Economic Principles or ECON 1005 Principles of Economics I or ECON 1006 Principles of Economics II or CHSE 1005 Essentials of Economics						
<b>Objectives:</b>	This course aims to introduce students about the role of entrepreneurship as an integral part of economic development, and unveiling the channels through which entrepreneurs affect economic growth, inequality and poverty. It would further offer insights into the determinants of entrepreneurial activities, and to provide students with toolbox of economics in evaluating economic incentives, business problems, industry sustainability, innovation and economic policies in the context of entrepreneurship. It would cover both salient theoretical and problem-based approaches that have been applied in the economic understanding of entrepreneurship.						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>20%</td></tr> <tr> <td>Assignment(s)</td><td>40%</td></tr> <tr> <td>Examination</td><td>40%</td></tr> </table>	Class Participation and Discussion	20%	Assignment(s)	40%	Examination	40%
Class Participation and Discussion	20%						
Assignment(s)	40%						
Examination	40%						
<b>ECON 3086</b>	<b>PYTHON PROGRAMMING FOR FINTECH (3, 3, 0)</b>						
<b>Prerequisite:</b>	Nil						
<b>Objectives:</b>	Data analytics stands as the backbone in the dynamic and evolving field of financial technology. Meanwhile, the ability to deploy tools and technologies is crucial for data analytics, innovation, and problem-solving in this field. This course is designed to equip students with the skills necessary to design, analyze, and implement solutions for various decision-making problems in the field of financial technology. Instead of training experts in programming, the course focuses on enabling students to apply computational thinking, experimental methodology, and empirical methods, specifically within the context of financial technology. Students will engage with a wide range of decision-making problems, as well as business and data analytics applications in the field of financial technology.						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>20%</td></tr> <tr> <td>Assignment(s)</td><td>80%</td></tr> </table>	Class Participation and Discussion	20%	Assignment(s)	80%		
Class Participation and Discussion	20%						
Assignment(s)	80%						
<b>ECON 3087</b>	<b>UNDERSTANDING THE DIGITAL ECONOMY (3, 3, 0)</b>						
<b>Prerequisite:</b>	ECON 1005 Principles of Economics I or ECON 1007 Basic Economic Principles or CHSE 1005 Essentials of Economics						
<b>Objectives:</b>	This course helps students to understand the economics behind some of the latest developments in the digital economy. It covers a variety of topics, including (i) how the digital economy transforms the ways we transact and compete, (ii) the economic logic behind its infrastructure and platforms, and (iii) threats arising from it. Economic principles would be used to analyse and explain phenomena observed in the digital economy.						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>30%</td></tr> <tr> <td>Assignment(s)</td><td>50%</td></tr> <tr> <td>Examination</td><td>20%</td></tr> </table>	Class Participation and Discussion	30%	Assignment(s)	50%	Examination	20%
Class Participation and Discussion	30%						
Assignment(s)	50%						
Examination	20%						
<b>ECON 3096</b>	<b>CAUSAL INFERENCE: CAPTURING CAUSE-AND-EFFECT RELATIONSHIPS WITH DATA (3, 3, 0)</b>						
<b>Prerequisite:</b>	BUSI 1006 or BUSI 3007 Business Research Methods or ECON 2025 Basic Statistical Methods or Equivalent						
<b>Objectives:</b>	This intensive course provides a survey of empirical methods used for causal inference in economics research (e.g. whether our estimates will deliver answers to questions like: "what is the effect of a marketing program on sales?"). We cover a variety of research designs, statistical concept and data analytic methods for causal						

inference, including counterfactual, randomized experiments, treatment effects, matching, regression, difference-in-differences, panel data estimation etc. We analyse the strengths and weaknesses of these methods, as well as introduce the application of the pertinent methods using the programming language of *R*. The emphasis will be on understanding what various methods do (e.g. the intuition behind each method), rather than on the study of the mechanical and mathematical features of estimators. Real life examples are drawn from various fields in social science, including economics, public policy, and political science to help strengthening our understanding of these methods.

<b>Assessment:</b>	Assignment(s)	60%
	Examination	40%

### **ECON 3097 DATA VISUALIZATION FOR BUSINESS STORYTELLING (3, 3, 0)**

**Prerequisite:** Nil

**Objectives:** Having too much information at our fingertips can make it harder to communicate. This course aims for anyone who needs to communicate important business ideas using data to others. The topics including data connection, integration, preparation, data exploration, data visualization, data analysis and data storytelling will be covered. Students will also learn a wide range of graph types from the most basic scatter, bar, line and bubble plots to the advanced smoothed, animated, 3D, and interactive plots for different reasoning using either Tableau to present their data stories.

<b>Assessment:</b>	Class Participation and Discussion	10%
	Assignment(s)	60%
	Test(s)	30%

### **ECON 3105 BIG DATA ANALYTICS WITH PYTHON (3, 3, 0)**

**Prerequisite:** Nil

**Objectives:** This course aims at introducing how businesses turn big data into values and the fundamental data science principles that govern the analytical framework. The essence of the common data-mining tasks such as classification, probability estimation, similarity matching clustering and text mining will be covered. The data analytics and evaluation tools including confusion matrix and receiver operating characteristics will be applied to a variety of business applications.

<b>Assessment:</b>	Class Participation and Discussion	10%
	Assignment(s)	50%
	Test(s)	20%
	Examination	20%

### **ECON 4005 CHINA'S FOREIGN ECONOMIC RELATIONS AND TRADE (3, 3, 0)**

**Prerequisite:** ECON 1005 Principles of Economics I or  
ECON 1006 Principles of Economics II or  
ECON 1007 Basic Economic Principles

**Objectives:** This course aims to introduce students the basic features and economic impacts of China's foreign economic relations and trade, with emphasis on reform and changes in the post-1978 period. The first part of the course provides a theoretical as well as empirical framework for analysis of China's foreign trade issues. The second part of the course examines and assess recent developments of foreign investment in China.

<b>Assessment:</b>	Class Participation and Discussion	25%
	Assignment(s)	40%
	Examination	35%

<b>ECON 4006</b>	<b>TIME SERIES ANALYSIS AND FORECASTING (3, 3, 0)</b>								
<b>Prerequisite:</b>	ECON 3096 Causal Inference: Capturing Cause-and-Effect Relationships with Data								
<b>Objectives:</b>	This course is designed to introduce quantitative business models, hypothesis testing, and programming techniques for analyzing time series data. Students will acquire the skills needed how to identify anomalies within specific business functions, construct models to explain specific time series patterns, utilize estimation tools and machine learning algorithms to address these issues, and evaluate the effectiveness of the proposed models.								
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>10%</td></tr> <tr> <td>Assignment(s)</td><td>50%</td></tr> <tr> <td>Test(s)</td><td>20%</td></tr> <tr> <td>Examination</td><td>20%</td></tr> </table>	Class Participation and Discussion	10%	Assignment(s)	50%	Test(s)	20%	Examination	20%
Class Participation and Discussion	10%								
Assignment(s)	50%								
Test(s)	20%								
Examination	20%								
<b>ECON 4007</b>	<b>MONEY AND FINANCE IN CHINA (3, 3, 0)</b>								
<b>Prerequisite:</b>	ECON1006 Principles of Economics II or ECON1007 Basic Economic Principles								
<b>Objectives:</b>	This course aims at fostering an understanding of the functions and the administration of money and finance in Mainland China, and their impact on the economy at both the micro and the macro levels. Fiscal, monetary and exchange rate systems will be analysed from optimality as well as policy viewpoints. The developments of the post-1994 financial reforms and their policy implications will be emphasised. Financial relations between the Mainland and Hong Kong will also be investigated.								
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>25%</td></tr> <tr> <td>Assignment(s)</td><td>40%</td></tr> <tr> <td>Examination</td><td>35%</td></tr> </table>	Class Participation and Discussion	25%	Assignment(s)	40%	Examination	35%		
Class Participation and Discussion	25%								
Assignment(s)	40%								
Examination	35%								
<b>ECON 4016</b>	<b>DIGITAL PLATFORM ANALYTICS (3, 3, 0)</b>								
<b>Prerequisite:</b>	ECON 4015 Big Data Analytics or Equivalent								
<b>Objectives:</b>	Empirical studies in economics and business analysis is entering a new era of “Big Data” where a diverse range of data sources have become available to researchers. Examples include spatiotemporal data from Google Map and satellite images, massive amounts of international trade flows data, textual data from newspaper and social media, and network data from firm and individual business relations. How can we take advantage of these new data sources and improve our understanding of the economy and the business world? This course introduces various machine learning, spatial analysis methods and their applications in big data analytics for business. Specifically, Students will learn how to use both the R and Python programming languages to collect, clean, visualize and analyse data. They will also learn basic machine learning algorithms and data science tools that are applied in economics and business studies.								
<b>Assessment:</b>	<table> <tr> <td>Assignment(s)</td><td>60%</td></tr> <tr> <td>Examination</td><td>40%</td></tr> </table>	Assignment(s)	60%	Examination	40%				
Assignment(s)	60%								
Examination	40%								
<b>ECON 4017</b>	<b>INNOVATION AND ENTREPRENEURIAL ECONOMY: CHINA AND GLOBAL DEVELOPMENT (3, 3, 0)</b>								
<b>Prerequisite:</b>	Nil								
<b>Objectives:</b>	The course aims to introduce students with the basic features of business economics in innovation and entrepreneurial development, as well as introducing the economic environment of China and global entrepreneurship and innovation development. It would further offer insights into the determinants of entrepreneurial and innovation activities, and to provide students with toolbox of economics in evaluating economic incentives, business problems, industry sustainability, and economic policies in the context of innovation and entrepreneurship development. The path of innovation and entrepreneurial development in China would be compared to those in other advanced economies and newly industrialized economies. Real business cases								

	would be covered to enable students' understanding.	
<b>Assessment:</b>	Class Participation and Discussion	20%
	Assignment(s)	40%
	Examination	40%
<b>ECON4035</b>	<b>ECONOMICS OF DIGITAL CURRENCIES (3, 3, 0)</b>	
<b>Prerequisite:</b>	ECON 1005 Principles of Economics I or ECON 1007 Basic Economic Principles	
<b>Objectives:</b>	This course introduces the economics behind some latest development in digital currencies. It covers a variety of topics, including (i) Bitcoin and blockchain, (ii) Ethereum and smart contracts, (iii) Libra and token-based platforms, and (iv) central bank digital currencies. Economic principles would be used to analyse and explain phenomena observed in digital currencies. It also examines how the role of central banks and monetary policies evolve with the development of digital currencies.	
<b>Assessment:</b>	Class Participation and Discussion	20%
	Assignment(s)	50%
	Examination	30%
<b>ECON4036</b>	<b>BUSINESS FORECASTING FOR ANALYSTS (3, 3, 0)</b>	
<b>Prerequisite:</b>	ECON 3105 Big Data Analytics with Python	
<b>Objectives:</b>	This course aims at introducing a variety of predictive models and their applicability using a diverse set of hypothetical and real-world examples. The course covers econometric models for count data and structural equations models. Model evaluation, relevant statistics, outcomes interpretation and survey designs will also be emphasized.	
<b>Assessment:</b>	Class Participation and Discussion	10%
	Assignment(s)	50%
	Test(s)	20%
	Examination	20%
<b>FINE 1005</b>	<b>FINANCIAL PLANNING AND INVESTMENT ANALYSIS (3, 3, 0)</b>	
<b>Prerequisite:</b>	Nil (For non-BBA students)	
<b>Objectives:</b>	This course provides students with an understanding of basic investment products and financial planning techniques commonly used today. Various investment products will be introduced in this course, such as common stocks, fixed income securities, unit trusts, derivatives etc. Particular attention is given to forming a sound and executable financial plan.	
<b>Assessment:</b>	Assignment(s)	15%
	Test(s)	45%
	Examination	40%
<b>FINE 2006</b>	<b>BANKING AND CREDIT (3, 3, 0)</b>	
<b>Prerequisite:</b>	Nil	
<b>Objectives:</b>	This course offers students a basic understanding of banking and the importance of an efficient banking industry to the working of a market economy. It examines the structure of the banking industry, the role of the central bank and the basic functions of commercial banks. Emphasis is placed on the general environment of banking in Hong Kong, financial instruments being offered by the banks and analysing the performance of a commercial bank and also the credit analysis of bank customers.	
<b>Assessment:</b>	Class Participation and Discussion	10%
	Assignment(s)	50%
	Examination	40%



<b>FINE 2007</b>	<b>PRINCIPLES OF FINANCIAL MANAGEMENT (3, 3, 0)</b> (For non-BBA students)								
<b>Prerequisite:</b>	ACCT 1007 Introduction to Financial Accounting or BUSI 1005 The World of Business and Entrepreneurship or FINE 1005 Financial Planning and Investment Analysis								
<b>Objectives:</b>	This course introduces the basic concepts and techniques of business valuation for non-business students. The course enables students to (1) understand the fundamental concepts in finance; (2) assess alternative investment possibilities; and (3) evaluate different sources of financing projects.								
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>20%</td></tr> <tr> <td>Assignment(s)</td><td>40%</td></tr> <tr> <td>Examination</td><td>40%</td></tr> </table>	Class Participation and Discussion	20%	Assignment(s)	40%	Examination	40%		
Class Participation and Discussion	20%								
Assignment(s)	40%								
Examination	40%								
<b>FINE 3005</b>	<b>INVESTMENT MANAGEMENT (3, 3, 0)</b>								
<b>Prerequisite:</b>	FINE 2005 Financial Management or FINE 2007 Principles of Financial Management								
<b>Objectives:</b>	This course examines the investment environment in Hong Kong, the basic principles of valuation of financial assets, and the development of portfolio and capital market theories. The purpose is to offer students guidance in the management of financial investments.								
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>20%</td></tr> <tr> <td>Assignment(s)</td><td>40%</td></tr> <tr> <td>Examination</td><td>40%</td></tr> </table>	Class Participation and Discussion	20%	Assignment(s)	40%	Examination	40%		
Class Participation and Discussion	20%								
Assignment(s)	40%								
Examination	40%								
<b>FINE 3006</b>	<b>INTRODUCTION TO FUTURES AND OPTIONS MARKETS (3, 3, 0)</b>								
<b>Prerequisite:</b>	FINE 3005 Investment Management								
<b>Objectives:</b>	This course introduces students to futures, options, and other derivative contracts. Class lectures will be focused on the theoretical aspects of these securities; however, students' understanding of the practical issues relating to these contracts for the local and foreign markets will be enhanced by their work on a term project.								
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>10%</td></tr> <tr> <td>Assignment(s)</td><td>50%</td></tr> <tr> <td>Examination</td><td>40%</td></tr> </table>	Class Participation and Discussion	10%	Assignment(s)	50%	Examination	40%		
Class Participation and Discussion	10%								
Assignment(s)	50%								
Examination	40%								
<b>FINE 3007</b>	<b>FIXED-INCOME SECURITIES (3, 3, 0)</b>								
<b>Prerequisite:</b>	FINE 3005 Investment Management								
<b>Objectives:</b>	This course explores various fixed-income securities and the methods for analysing them. Moreover, the course will also discuss interest rate related derivative instruments and how to use these contracts to modify the exposures and enhance the yields of the fixed-income portfolios. Class lectures will be focused on the theoretical aspects of these securities. Formal lectures will be followed with class discussions. Students' understanding of the practical issues relating to these contracts for the local and foreign markets will be enhanced by their work on a term project.								
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>15%</td></tr> <tr> <td>Assignment(s)</td><td>45%</td></tr> <tr> <td>Examination</td><td>40%</td></tr> </table>	Class Participation and Discussion	15%	Assignment(s)	45%	Examination	40%		
Class Participation and Discussion	15%								
Assignment(s)	45%								
Examination	40%								
<b>FINE 3015</b>	<b>CORPORATE FINANCE (3, 3, 0)</b>								
<b>Prerequisite:</b>	FINE 2005 Financial Management or FINE 2007 Principles of Financial Management								
<b>Objectives:</b>	This course addresses the controversial issues and the more advanced topics in financial management. It offers students an opportunity to examine the theory of corporate finance and the role theory can play in leading practitioners towards sound financial decisions.								
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>20%</td></tr> <tr> <td>Assignment(s)</td><td>40%</td></tr> <tr> <td>Test(s)</td><td>10%</td></tr> <tr> <td>Examination</td><td>30%</td></tr> </table>	Class Participation and Discussion	20%	Assignment(s)	40%	Test(s)	10%	Examination	30%
Class Participation and Discussion	20%								
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Test(s)	10%								
Examination	30%								

<b>FINE 3016</b>	<b>FINANCIAL FORECASTING (3, 3, 0)</b>						
<b>Prerequisite:</b>	FINE 2005 Financial Management or FINE 2007 Principles of Financial Management						
<b>Objectives:</b>	This course introduces students to ordinary investment asset forecasting techniques that include technical analysis, traditional time series methods, linear and nonlinear regressions, ridge regression and neural network. Class lectures will be focused on the applications of these methods in the forecasting of stock prices, earnings, dividends and financial ratios. Students' understanding of the practical issues relating to these methods will be enhanced by their work on project assignments and a team-project.						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>10%</td></tr> <tr> <td>Assignment(s)</td><td>50%</td></tr> <tr> <td>Examination</td><td>40%</td></tr> </table>	Class Participation and Discussion	10%	Assignment(s)	50%	Examination	40%
Class Participation and Discussion	10%						
Assignment(s)	50%						
Examination	40%						

<b>FINE 3017</b>	<b>MANAGEMENT OF FINANCIAL INSTITUTIONS (3, 3, 0)</b>						
<b>Prerequisite:</b>	FINE 2005 Financial Management or FINE 2007 Principles of Financial Management						
<b>Objectives:</b>	The course focuses on the management of banks, investment banks, asset managers, and insurance companies. It provides a basic understanding of the theory underlying the businesses, industry specific structures, varying product and services offering as well as the regulatory environment and its impact on the management of the financial institutions. Corporate governance aspects and responsibilities towards the society are also discussed.						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>10%</td></tr> <tr> <td>Test(s)</td><td>50%</td></tr> <tr> <td>Examination</td><td>40%</td></tr> </table>	Class Participation and Discussion	10%	Test(s)	50%	Examination	40%
Class Participation and Discussion	10%						
Test(s)	50%						
Examination	40%						

<b>FINE 3025</b>	<b>ENTREPRENEURIAL FINANCE (3, 3, 0)</b>						
<b>Prerequisite:</b>	FINE 2005 Financial Management or FINE 2007 Principles of Financial Management						
<b>Objectives:</b>	This course introduces students the basic concepts and theories in entrepreneurial finance. It addresses the issues an entrepreneur will face in financial management and how to evaluate a new venture through its life cycle. It offers students an opportunity to examine the different sources of financing like venture capital, risk assessment and forecasting within the firms and valuation of emerging businesses. Exit planning and harvesting will also be covered.						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>20%</td></tr> <tr> <td>Assignment(s)</td><td>40%</td></tr> <tr> <td>Examination</td><td>40%</td></tr> </table>	Class Participation and Discussion	20%	Assignment(s)	40%	Examination	40%
Class Participation and Discussion	20%						
Assignment(s)	40%						
Examination	40%						

<b>FINE 3026</b>	<b>FINANCE INTERNSHIP (3, *, *)</b>
<b>Prerequisite:</b>	Year II standing
<b>Objectives:</b>	The objective of this course is to give students the opportunity to gain practical experience working in an organization related to finance. Under the guidance of both faculty and workplace supervisors, the students will complete a work assignment of no less than 120 hours, either paid or non-paid.

Each student can take at most TWO of the following ELEVEN (1-11) internship (or concurrent internship) and service learning courses in his/her entire study, subject to a maximum of 9 units for all the internship courses taken:

1. ACCT3026 Accounting Internship I, or concurrent with ACCT3045 Accounting Internship II
2. BUSI3016 Business Internship
3. BUSI3037 Entrepreneurial Internship I, or concurrent with BUSI3047 Entrepreneurial Internship II

	4. ECON3066 Business Economics Internship	
	5. FINE3026 Finance Internship	
	6. HRMN3026 Human Resources Internship	
	7. ISEM3026 ISEM Internship	
	8. MKTG3016 Marketing Internship	
	9. REMT3007 Retail Management Internship	
	10. BUSI3035 Service Learning and Community Engagement	
	11. ECON3075 Service-Learning in Sustainable Development	
<b>Assessment:</b>	Class Participation and Discussion	20%
	Internship Journal	40%
	Final Report	40%
<b>FINE 3027</b>	<b>ESG AND BUSINESS (3, 3, 0)</b>	
<b>Prerequisites:</b>	ECON1005 Principles of Economics I and ECON1006 Principles of Economics II (or equivalent) and FINE 2005 Financial Management	
<b>Objectives:</b>	Sustainability has gained significant importance in today's corporate environment. Managers are increasingly aware that sustainability influences both the risk and reward profiles of their organizations. Moreover, regulatory bodies are introducing more frequent sustainability-related mandates. Consequently, businesses are facing mounting pressure to incorporate sustainability into their decision-making processes. This course is designed to introduce students to sustainability, offering insights into the diverse challenges it poses to business operations and how companies are handling these issues. The course will first explain the underlying causes of various sustainability challenges and the economic logic behind initiatives aimed at addressing them. Subsequently, it will explore the role of sustainable finance and governance in addressing these sustainable issues. In particular, sustainable finance examines the impact of sustainability on investment risk and return, the array of financial tools, metrics, and services linked to sustainability, and the integration of sustainability into financial decision-making. Meanwhile, sustainability governance focuses on how company can adopt a coherent approach to sustainability matters through robust corporate culture and governance restructuring, material and impact assessments, risk management, and reporting their performance in a decision-relevant manner.	
<b>Assessment:</b>	Class Participation and Discussion	20%
	Assignment(s)	40%
	Examination	40%
<b>FINE 4005</b>	<b>MULTINATIONAL FINANCE (3, 3, 0)</b>	
<b>Prerequisites:</b>	FINE 2005 Financial Management or FINE 2007 Principles of Financial Management and FINE 3006 Introduction to Futures and Options Markets	
<b>Objectives:</b>	This course is designed to help the student comprehend the issues faced by the firm operating in an increasingly international environment, and to deal with them in an efficient manner. International dimensions of finance are explored from a corporate perspective. The nature, role and current state of international financial markets are considered.	
<b>Assessment:</b>	Class Participation and Discussion	10%
	Assignment(s)	50%
	Examination	40%
<b>FINE 4006</b>	<b>FINANCIAL RISK MANAGEMENT (3, 3, 0)</b>	
<b>Prerequisite:</b>	FINE 3006 Introduction to Futures and Options Markets	
<b>Objectives:</b>	Initially much neglected by non-financial and financial institutions, risk management has become an increasingly important area of finance and nowadays attracts	

widespread attention in companies in various business sectors. This course will apply financial risk management methods using concepts from areas such as value at risk, derivatives, hedging and financial engineering. Some of the markets studied will include commodities, stocks, bonds, and currencies. Analytical methods to quantify market risks, interest rates risks, forex risks, credit risks as well as operational risks will be covered in this course. This course aims at training future managers to use the framework to actively manage the financial risks their organisation faces.

<b>Assessment:</b>	Class Participation and Discussion	10%
	Projects and assignment(s)	50%
	Examination	40%

**FINE 4007 SEMINAR IN FINANCE (3, 3, 0)**

**Prerequisite:** FINE 3005 Investment Management

**Objectives:** Under guidance of the instructor, students have the opportunity to explore and discuss in this seminar, the latest developments and the major areas of concern in the field of finance.

<b>Assessment:</b>	Class Participation and Discussion	30%
	Assignment(s)	30%
	Examination	40%

**FINE 4015 ADVANCED FINANCIAL PLANNING (3, 3, 0)**

**Prerequisite:** FINE 3006 Introduction to Futures and Options Markets

**Objectives:** This course provides students with an understanding of the financial planning process. The six processes will be discussed, including 1) data gathering, 2) goal setting, 3) identification of the problems, 4) preparation of written alternatives and recommendations, 5) implementation of agreed recommendations and 6) review and revision of the plan. The course emphasizes the integrated approach of financial planning process and help students to attain practical skills to prepare and monitor financial plans on behalf of the investors.

<b>Assessment:</b>	Class Participation and Discussion	20%
	Assignment(s)	40%
	Examination	40%

**FINE 4016 BUSINESS VALUATION USING FINANCIAL STATEMENTS (3, 3, 0)**

**Prerequisite:** One out of:  
FINE2005 Financial Management or FINE2007 Principles of Financial Management  
One out of:

**Objectives:** ACCT1005 Principles of Accounting I or ACCT1006 Principles of Accounting II  
This course introduces analytical tools and business valuation techniques commonly used by professional business analysts, investment bankers, and stock brokers. Students equipped with these tools will be able to evaluate the financial position and operating performance of an enterprise, and conduct basic business valuation in various industries, both domestically and internationally.

<b>Assessment:</b>	Class Participation and Discussion	10%
	Assignment(s)	50%
	Examination	40%

**FINE 4017 FINANCIAL MARKETS IN CHINA (3, 3, 0)**

**Prerequisite:** FINE 2005 Financial Management; or  
FINE 2007 Principles of Financial Management

**Objectives:** This course is designed to help the students understand the issues faced by firms operating in China, and to deal with them in an efficient way. It examines the structure of financial system, the development of financial market, the regulation of capital market, the management of financial institutions, and the operation of

	corporations in China. Emphasis is placed on the general environment of financial market in China.	
<b>Assessment:</b>	Class Participation and Discussion	30%
	Assignment(s)	30%
	Test(s)	15%
	Examination	25%
<b>FINE 4025</b>	<b>COMPLIANCE IN FINANCE (3, 3, 0)</b>	
<b>Prerequisite:</b>	FINE 3005 Investment Management	
<b>Objectives:</b>	This course provides students with an understanding of the compliance in the finance industry. The compliance in the banking industry, topics including Anti-Money Laundering and Counter Terrorist Financing will be discussed in the course. For the compliance in investment industry, the regulatory framework will be introduced. After the completion of the course, students will have basic understanding about the compliance in Banking and Investment Industry and are able to apply the compliance procedures.	
<b>Assessment:</b>	Class Participation and Discussion	20%
	Assignment(s)	40%
	Examination	40%
<b>FINE 4026</b>	<b>FINTECH FOR BANKING AND FINANCE (3, 3, 0)</b>	
<b>Prerequisite:</b>	FINE 3005 Investment Management	
<b>Objectives:</b>	This course provides students with an understanding of the financial technology, i.e., FinTech, and its application in banking and investment industries. FinTech refers to the application of technology to improve financial activities. FinTech comprises the new applications, processes, products, or business models in the financial services industry, composed of one or more complementary financial services and provided as an end-to-end process via the Internet. This course provides the perspectives based on recent academic discussions and new FinTech phenomenon in the industry. After the completion of the course, students will have a basic understanding of FinTech and its role in the finance industry.	
<b>Assessment:</b>	Class Participation and Discussion	20%
	Assignment(s)	40%
	Examination	40%
<b>FINE 4027</b>	<b>MERGERS, ACQUISITIONS AND CORPORATE RESTRUCTURING (3, 3, 0)</b>	
<b>Prerequisite:</b>	FINE 2005 Financial Management	
<b>Objectives:</b>	This course uses an analytical framework and real-world applications to introduce the key principles and techniques of successful mergers and acquisitions (M&A), divestitures, and leveraged buyouts. It addresses crucial questions including: Why do mergers that looked great on paper fail in reality? How does one value companies acquiring, or being acquired? What is the best negotiation strategy? What does it take to make the "synergy" come to life? How can a merger be funded in such a way as to retain the merged entity's flexibility? When do leveraged buy-outs make sense, and how can they be financed? What are divestitures, spin-offs and equity carve-outs? When can joint ventures and alliances be viable alternatives to M&A? Students will be asked to solve both quantitative and qualitative problems and to analyze both publicly traded and privately-owned companies.	
<b>Assessment:</b>	Class Participation and Discussion	10%
	Assignment(s)	50%
	Examination	40%
<b>FINE 4035</b>	<b>APPLIED FINANCIAL ECONOMETRICS (3, 3, 0)</b>	
<b>Prerequisite:</b>	BUSI 1006 Business Research Methods, FINE 3005 Investment Management and FINE 3015 Corporate Finance	

**Objectives:** The course provides students with the basic econometric knowledge and skills used in finance. The objective of the course is to help students understand the theoretical framework of econometrics and to develop their ability to use the appropriate tools for solving financial and economic related problems. The course also helps develop knowledge and skills in using computer software for econometric analysis.

**Assessment:** Class Participation and Discussion 20%  
Assignment(s) 40%  
Examination 40%

**HRMN 2005 HUMAN RESOURCES MANAGEMENT (3, 3, 0)**

**Prerequisite:** BUSI 2005/BUSI 2025 Organizational Behaviour

**Objectives:** This course is designed to provide students with an applied knowledge and understanding of Human Resources Management. The compatibility of the productive utilisation of people in achieving an organisation's objectives and the satisfaction of employee needs will be emphasised. The course will focus on current issues and trends as they relate to Hong Kong and the Asia Pacific region.

**Assessment:** Class Participation and Discussion 10%  
Assignment(s) 40%  
Test(s) 10%  
Examination 40%

**HRMN 3005 LEARNING AND DEVELOPMENT (3, 3, 0)**

**Prerequisite:** BUSI 2005 Organisational Behaviour

**Objectives:** This course aims to provide a comprehensive overview of the theory and practices of learning and development of human resources in organizations. It prepares the students as a practitioner in a managerial role or as a learning and development specialist working within an organization, or as an external consultant working with a range of organizations.

**Assessment:** Class Participation and Discussion 20%  
Assignment(s) 50%  
Examination 30%

**HRMN 3006 PEOPLE RESOURCING AND EMPLOYER BRANDING (3, 3, 0)**

**Prerequisite:** BUSI 2005 Organisational Behaviour

**Objectives:** This course aims to introduce students to various theories, concepts and issues associated with effective people resourcing and employer branding in organisations. After completing this course, students are expected to have acquired an in-depth knowledge in HR planning, recruitment and selection issues, practical skills in managing people resourcing activities to provide high quality candidate experience, and the competencies to develop employer branding strategies. The subject matter will be addressed through a mix of lectures, case analyses, and experiential exercises.

**Assessment:** Class Participation and Discussion 10%  
Assignment(s) 50%  
Examination 40%

**HRMN 3007 APPLIED SOCIAL PSYCHOLOGY IN ORGANISATIONS (3, 3, 0)**

**Prerequisite:** BUSI 2005 Organisational Behaviour

**Objectives:** This course is designed to introduce students to social psychology in organisations. Students will learn about how people think about, influence, and relate to one another within the organisational context. In particular, students will examine the impact of person, situation, and cognition on behaviour.

**Assessment:** Class Participation and Discussion 20%  
Assignment(s) 50%  
Examination 30%

<b>HRMN 3008-9</b>	<b>HUMAN RESOURDES MANAGEMENT MENTORING (0, 1.5, 1.5)</b>						
<b>Prerequisite:</b>	Year III standing						
<b>Objectives:</b>	This course is designed to provide students with applied knowledge and understanding of Human Resources Management through the guidance of human resource management professionals. Through this course, students will be offered ample opportunities to learn and grow and to better understand life in the business world. Upon completion of the course, students will acquire new insights through expanding learning horizons, and they will be able to develop greater career engagement.						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>10%</td></tr> <tr> <td>Final report</td><td>90%</td></tr> </table> <p><i>The final grade for this course will be assigned on a satisfactory/fail basis.</i></p>	Class Participation and Discussion	10%	Final report	90%		
Class Participation and Discussion	10%						
Final report	90%						
<b>HRMN 3015</b>	<b>LEADERSHIP (3, 3, 0)</b>						
<b>Prerequisite:</b>	BUSI 2005/BUSI 2025 Organisational Behaviour or any Psychology course						
<b>Objectives:</b>	<p>This course aims to provide: 1. an introduction to classic and contemporary leadership theory and to the principles of effective leadership, 2. experience in applying these in evaluating specific leadership behaviours, and 3. an opportunity to develop an action plan for self- and career-development.</p> <p>The course will involve a combination of lectures, directed reading, analysis and discussion of case studies, and practical exercises and role plays. The approach will be student centred, and students will develop awareness of their preferred leadership styles and interpersonal skills through experiential exercises and self-assessment.</p>						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>20%</td></tr> <tr> <td>Assignment(s)</td><td>50%</td></tr> <tr> <td>Examination</td><td>30%</td></tr> </table>	Class Participation and Discussion	20%	Assignment(s)	50%	Examination	30%
Class Participation and Discussion	20%						
Assignment(s)	50%						
Examination	30%						
<b>HRMN 3016</b>	<b>NEGOTIATION (3, 3, 0)</b>						
<b>Prerequisite:</b>	BUSI 2005/BUSI 2025 Organisational Behaviour or any Psychology course						
<b>Objectives:</b>	The course helps students to capture theory and processes of negotiation and power of social capital in order to enable them to negotiate successfully in a variety of settings, such as trade agreements, labour settlements, and acquisitions to mergers, sales transactions and government procurement. This includes negotiating and building mutually beneficial long-term relationship between two parties of conflicting interests. Besides lectures, role play exercises, case studies, and simulation games will be employed to enable students to apply negotiation process in various settings effectively and successfully.						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>10%</td></tr> <tr> <td>Assignment(s)</td><td>50%</td></tr> <tr> <td>Examination</td><td>40%</td></tr> </table>	Class Participation and Discussion	10%	Assignment(s)	50%	Examination	40%
Class Participation and Discussion	10%						
Assignment(s)	50%						
Examination	40%						
<b>HRMN 3025</b>	<b>OCCUPATIONAL HEALTH AND EMPLOYEE WELLNESS (3, 3, 0)</b>						
<b>Prerequisite:</b>	BUSI 2005 Organisational Behaviour						
<b>Objectives:</b>	This course aims to introduce students to various theories, concepts and issues associated with the occupational health and employee wellness. After completing this course, students are expected to understand the relationship between employee health and wellness and organizational effectiveness as well as its contribution to corporate sustainability. It covers major concepts and practices in: i) occupational safety and health, ii) employee physical, psychological and financial wellness; iii) promotion of employee wellness, and iv) delivering services associated with building a safe, happy, healthy, and engaging workforce. The subject matter will be addressed through a mix of lectures, case analyses, and experiential exercises.						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>10%</td></tr> <tr> <td>Assignment(s)</td><td>60%</td></tr> <tr> <td>Examination</td><td>30%</td></tr> </table>	Class Participation and Discussion	10%	Assignment(s)	60%	Examination	30%
Class Participation and Discussion	10%						
Assignment(s)	60%						
Examination	30%						

<b>HRMN 3026</b>	<b>HUMAN RESOURCES MANAGEMENT INTERNSHIP (3, 3, 0)</b>						
<b>Prerequisite:</b>	Year II standing						
<b>Objectives:</b>	<p>The objective of this course is to give students the opportunity to gain practical experience related to various issues and activities associated with human resources management in an organisation. Under the guidance of both faculty and workplace supervisors, students will work in an organisation as interns and complete work assignments. The internship placement is expected to take up of no less than 120 hours, either paid or non-paid.</p> <p>Each student can take at most TWO of the following ELEVEN (1-11) internship (or concurrent internship) and service learning courses in his/her entire study, subject to a maximum of 9 units for all the internship courses taken:</p> <ol style="list-style-type: none"> <li>1. ACCT3026 Accounting Internship I, or concurrent with ACCT3045 Accounting Internship II</li> <li>2. BUSI3016 Business Internship</li> <li>3. BUSI3037 Entrepreneurial Internship I, or concurrent with BUSI3047 Entrepreneurial Internship II</li> <li>4. ECON3066 Business Economics Internship</li> <li>5. FINE3026 Finance Internship</li> <li>6. HRMN3026 Human Resources Internship</li> <li>7. ISEM3026 ISEM Internship</li> <li>8. MKTG3016 Marketing Internship</li> <li>9. REMT3007 Retail Management Internship</li> <li>10. BUSI3035 Service Learning and Community Engagement</li> <li>11. ECON3075 Service-Learning in Sustainable Development</li> </ol>						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>10%</td></tr> <tr> <td>Internal journal</td><td>40%</td></tr> <tr> <td>Final report</td><td>50%</td></tr> </table>	Class Participation and Discussion	10%	Internal journal	40%	Final report	50%
Class Participation and Discussion	10%						
Internal journal	40%						
Final report	50%						
<b>HRMN 4005</b>	<b>PERFORMANCE APPRAISAL AND REWARDS (3, 3, 0)</b>						
<b>Prerequisite:</b>	BUSI 2005 Organisational Behaviour						
<b>Objectives:</b>	<p>This course examines the major principles, concepts, and techniques of performance appraisal. Especially, common pitfalls and effective interviewing skills in conducting performance appraisal exercises are stressed. This course also takes a pragmatic look at how to reward employees for services rendered. Designing and administering an equitable and competitive compensation system that motivates employees for better performance is another major focus of the course.</p>						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>10%</td></tr> <tr> <td>Assignment(s)</td><td>50%</td></tr> <tr> <td>Examination</td><td>40%</td></tr> </table>	Class Participation and Discussion	10%	Assignment(s)	50%	Examination	40%
Class Participation and Discussion	10%						
Assignment(s)	50%						
Examination	40%						
<b>HRMN 4006</b>	<b>EMPLOYMENT LAW AND PRACTICES (3, 3, 0)</b>						
<b>Prerequisite:</b>	BUSI 2005 Organisational Behaviour and LLAW 3007 Principles of Law						
<b>Objectives:</b>	<p>This course aims to equip students with the essential and practical knowledge of employment law and employment practices, with a focus on the employment contexts in Hong Kong. It covers legislation that is commonly used by managers and HR professionals in everyday employment situations and practical skills for managing employer and employee relationship. Legal issues in relation to hiring and termination, workplace harassment and discrimination, personal data protection, occupational safety and health, and employees' compensation and benefits will be introduced from a practical perspective. Best employment practices, International labour standards, and employee relations topics will also be included. The subject matter will be addressed through a mix of lectures, case analyses, and experiential exercises.</p>						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>10%</td></tr> <tr> <td>Assignment(s)</td><td>60%</td></tr> <tr> <td>Examination</td><td>30%</td></tr> </table>	Class Participation and Discussion	10%	Assignment(s)	60%	Examination	30%
Class Participation and Discussion	10%						
Assignment(s)	60%						
Examination	30%						



<b>HRMN 4007</b>	<b>HUMAN RESOURCES MANAGEMENT IN CHINA (3, 3, 0)</b>						
<b>Prerequisite:</b>	HRMN 2005 Human Resources Management						
<b>Objectives:</b>	This course offers an advanced study of human resources policies and problems in Mainland China. The aim of this course is to introduce to the students current and practical issues of doing HRM in Mainland China. This course prepares HRM students (1) to make decisions on various HR policies such as compensation and benefits of local employees, management of out-of-province workers, and training and development of unskilled and illiterate workers; and (2) to give attention to getting Chinese workers and staff to accept responsibility, to exercise initiative, to emphasise quality, and to communicate readily across functions.						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>15%</td></tr> <tr> <td>Assignment(s)</td><td>45%</td></tr> <tr> <td>Examination</td><td>40%</td></tr> </table>	Class Participation and Discussion	15%	Assignment(s)	45%	Examination	40%
Class Participation and Discussion	15%						
Assignment(s)	45%						
Examination	40%						
<b>HRMN 4015</b>	<b>HUMAN RESOURCES STRATEGY AND PLANNING (3, 3, 0)</b>						
<b>Prerequisite:</b>	BUSI 2005 Organisational Behaviour						
<b>Objectives:</b>	This course is designed to consider the theories and role of human resources planning and link it to the policies and practice required for effective human resources management. This course examines internal and external environmental factors and trends that have crucial impacts on HR objectives and strategies in organisation. The role of human resources information system and the use of information technology in HRM and employee planning are also key issues to study in the course.						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>20%</td></tr> <tr> <td>Assignment(s)</td><td>50%</td></tr> <tr> <td>Examination</td><td>30%</td></tr> </table>	Class Participation and Discussion	20%	Assignment(s)	50%	Examination	30%
Class Participation and Discussion	20%						
Assignment(s)	50%						
Examination	30%						
<b>HRMN 4016</b>	<b>RESEACH METHODS AND ANALYTICS FOR PEOPLE MGT (3, 3, 0)</b>						
<b>Prerequisite:</b>	BUSI 1006 Business Research Method and BUSI 2005 Organisational Behaviour						
<b>Objectives:</b>	The role of Human Resources Management as a strategic partner is to develop and direct an HR agenda that supports and drives the overarching goals of the organization. Against this backdrop, this course introduces research methods and people analytics which enable the organization to measure the impact of a range of HR metrics on overall business performance and make decision based on data. In particular, this course introduces the fundamental concepts of research design and data collection and analysis in various HRM and management topics. Students acquire the technical knowledge and skills to design, develop, and implement effective research and analysis. Knowledge and skills in conducting quantitative research in people management is also included in this course. As a result, students are able to provide evidence-based recommendations for people management as well as organizational development.						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>10%</td></tr> <tr> <td>Assignment(s)</td><td>50%</td></tr> <tr> <td>Examination</td><td>40%</td></tr> </table>	Class Participation and Discussion	10%	Assignment(s)	50%	Examination	40%
Class Participation and Discussion	10%						
Assignment(s)	50%						
Examination	40%						
<b>ISEM 2005</b>	<b>MANAGEMENT INFORMATION SYSTEMS (3, 3, 0)</b>						
<b>Prerequisite:</b>	Nil						
<b>Objectives:</b>	The purpose of this course is to provide students with an overview of information systems in the business world. It presents an organizational view of how to use information technology to obtain organizational efficiencies, increase individual effectiveness, gain competitive advantages, manage global organizations, and provide useful products and services to customers. Topic covered include organizational foundations of information systems, strategic use of information systems, development of information systems, using information systems to enhance decision- making, and social and ethical issues involved with information systems.						

<b>Assessment:</b>	Class Participation and Discussion	10%
	Assignment(s)	20%
	Test(s)	20%
	Examination	50%
<b>ISEM 2006</b>	<b>PROGRAMMING FOR BUSINESS APPLICATIONS USING PYTHON (3, 3, 0)</b>	
<b>Prerequisite:</b>	Nil	
<b>Objectives:</b>	<p>The course is designed to provide a gentle, yet intense, introduction to programming using Python for highly motivated students with little or no prior experience in programming. The course will focus on planning and organizing programs in Business and Data Analytics, as well as the grammar of the Python programming language.</p> <p>In the current era of Big Data, the capabilities of a language/platform/tools to perform big data processing and generating quick insights are important to business to remain competitive in the market. . This quick and dynamic insight (which changes very frequently) is valuable to the organizations. Python language is selected in this course because it is the most popular option for big data processing due to its simple usage and wide set of data processing libraries. It is also preferred for making scalable applications and can be easily integrated with web applications.</p>	
<b>Assessment:</b>	Class Participation and Discussion	10%
	Assignment(s)	60%
	Test(s)	30%
<b>ISEM 3005</b>	<b>BUSINESS SYSTEMS ANALYSIS AND DESIGN (3, 3, 0)</b>	
<b>Prerequisite:</b>	ISEM 2005 Management Information Systems	
<b>Objectives:</b>	<p>This course provides students with techniques of business systems analysis and design. The course covers all the phases of the systems development life cycle: Initiation, Analysis, Design, Development, and Implement. Emphasis is placed on concepts and techniques required in analysing information systems and their logical design, as well as the application of those concepts and techniques in various phases of the life cycle.</p>	
<b>Assessment:</b>	Class Participation and Discussion	10%
	Assignment(s)	50%
	Test (s)	20%
	Examination	40%
<b>ISEM 3006</b>	<b>DATA MANAGEMENT IN BUSINESS (3, 3, 0)</b>	
<b>Prerequisite:</b>	ISEM 2005 Management Information Systems	
<b>Objectives:</b>	<p>This course aims to introduce students with different types database management systems (DBMS), the principal and process of developing database applications using structured query language (SQL) in business operations, as well as the management of database environments. The course focuses on the fundamentals of data management in organisations, and establishment of concepts and implementation methods for DBMS applications.</p>	
<b>Assessment:</b>	Class Participation and Discussion	10%
	Assignment(s)	50%
	Examination	40%
<b>ISEM 3007</b>	<b>e-MARKETING (3, 3, 0)</b>	
<b>Prerequisite:</b>	ISEM 2005 Management Information Systems or ACCT 2007 Accounting Information Systems	
<b>Objectives:</b>	<p>The continuous and rapid introduction of electronic media, new technology platforms, data sources, AI, machine learning, and media consumption devices have significantly changed the way we do marketing campaigns.</p> <p>In view of this challenge, the course is designed to provide students with the knowledge</p>	

of the fundamental and critical impacts of the newly emerging electronic media landscape. Prevailing techniques of understanding online consumer behaviors and the essential steps of planning e-marketing campaigns (e.g., setting goals and objectives, monitoring and analyzing campaign performance) are emphasized.

Learning in this course will be accomplished through lectures, guest speakers, case studies, in-class exercises, computer lab exercises, group project and presentations.

<b>Assessment:</b>	Class Participation and Discussion	20%
	Assignment(s)	40%
	Examination	40%

### **ISEM 3015 TELECOMMUNICATIONS AND NETWORKING IN BUSINESS (3, 3, 0)**

**Prerequisite:** ISEM 2005 Management Information Systems or

ACCT 2007 Accounting Information Systems

**Objectives:** This course presents the general principles and components of telecommunications and automation systems in business. Later, emphasis is placed on applications and management strategies behind network management and operations within a telecommunications environment.

<b>Assessment:</b>	Class Participation and Discussion	20%
	Assignment(s)	40%
	Examination	40%

### **ISEM 3016 DECISION SUPPORT AND INTELLIGENT SYSTEMS IN BUSINESS (3, 3, 0)**

**Prerequisite:** ISEM 2006 Programming Business Applications using Python

**Objectives:** This course aims to study the basic concepts of decision making, data collection, heuristic, and analytical models. Students subsequently learn how to combine these elements to construct a DSS/expert system to assist decision making at the executive level and solve unstructured problems. In addition, new dimensions of intelligent systems such as neural computing and data mining are also studied.

<b>Assessment:</b>	Class Participation and Discussion	10%
	Assignment(s)	50%
	Examination	40%

### **ISEM 3017 MULTIMEDIA AND AUTOMATED SYSTEMS IN BUSINESS (3, 3, 0)**

**Prerequisite:** ISEM 2005 Management Information Systems or

ACCT 2007 Accounting Information Systems

**Objectives:** This course is divided into two main components. In the first component, students will learn how to use one or more common multimedia software packages that incorporate various files types (such as sound, animation, and video). The objective is to give hands-on experience to students of using these multimedia software packages. In the second component, students will learn some contemporary planning, production, and management issues of multimedia systems.

<b>Assessment:</b>	Class Participation and Discussion	10%
	Assignment(s)	50%
	Test(s)	40%

### **ISEM 3026 ISEM INTERNSHIP (3, \*, \*)**

**Prerequisite:** Year II standing

**Objectives:** This course aims to provide students an opportunity to gain real-life working experience related to the various activities associated with the applications of information systems in supporting the operations of an organization. Under the guidance of both faculty and workplace supervisors, students will work in an organization as interns and complete work assignments. The internship assignment is expected to take up no less than 120 hours to complete, and it may or may not be paid.

Each student can take at most TWO of the following ELEVEN (1-11) internship (or concurrent internship) and service learning courses in his/her entire study, subject to a maximum of 9 units for all the internship courses taken:

1. ACCT3026 Accounting Internship I, or concurrent with ACCT3045 Accounting Internship II
2. BUSI3016 Business Internship
3. BUSI3037 Entrepreneurial Internship I, or concurrent with BUSI3047 Entrepreneurial Internship II
4. ECON3066 Business Economics Internship
5. FINE3026 Finance Internship
6. HRMN3026 Human Resources Internship
7. ISEM3026 ISEM Internship
8. MKTG3016 Marketing Internship
9. REMT3007 Retail Management Internship
10. BUSI3035 Service Learning and Community Engagement
11. ECON3075 Service-Learning in Sustainable Development

<b>Assessment:</b>	Class Participation and Discussion	20%
	Internship Journal	40%
	Final Report	40%

**ISEM 3027 INTRODUCTION TO APP DEVELOPMENT AND MOBILE USER EXPERIENCE DESIGN (3, 3, 0)**

**Prerequisite:** ISEM 2005 Management Information Systems or ACCT 2007 Accounting Information Systems or Equivalent Year II standing

**Objectives:** This course is an introduction to user experience design for mobile devices in the business world. The course aims at giving students an exposure to the complete design process of mobile interfaces. It equips students with the solid knowledge and the practical skills in the design process such as user research, idea generation, design refinement, prototyping, and user testing.

<b>Assessment:</b>	Class Participation and Discussion	20%
	Assignment(s)	50%
	Test(s)	30%

**ISEM 3035 INTRODUCTION TO BUSINESS DATA ANALYTICS AND VISUALIZATION (3, 3, 0)**

**Prerequisite:** ISEM 2005 Management Information Systems or ACCT 2007 Accounting Information Systems or Equivalent Year II standing

**Objectives:** This course will provide a foundation in the area of business data analytics and visualization based on the data curation and statistical analysis. The primary learning objective of this course is to learn data analysis concepts and the techniques that facilitate making decisions from a rich data set. Students will investigate data concepts, data curation methods, general linear method, cluster analysis, and basics of data visualization. This course will help students understand how to use data analysis tools, and especially, provide an opportunity to utilize the widely used data analytics tools for the data analytics and visualization. This course will also discuss diverse issues around data analytics such as technologies, behaviours, organizations, policies, and security.

<b>Assessment:</b>	Class Participation and Discussion	20%
	Assignment(s)	50%
	Test(s)	30%

**ISEM 3036 ADVANCED BUSINESS ANALYTICS AND DATA VISUALIZATION FOR DIGITAL COMMERCE (3, 3, 0)**

**Prerequisite:** ISEM 2005 Management Information Systems or ACCT 2007 Accounting Information Systems or Equivalent

**Objectives:** This course will provide an advanced tour in the area of business data analytics and

visualization based on the data curation and statistical analysis. The primary learning objective of this course is to learn advanced data analysis concepts and the techniques that facilitate making decisions from a rich data set in the digital commerce context. Students will investigate data concepts, advanced data curation methods, advanced statistical learning methods, and the enhanced data visualization. This course will help students understand how to use data analysis tools, and especially, provide an opportunity to utilize the widely used data analytics tools for the advanced data analytics and visualization. This course will also discuss diverse issues around data analytics such as technologies, behaviours, organizations, policies, and security.

<b>Assessment:</b>	Class Participation and Discussion	20%
	Assignment(s)	50%
	Test (s)	30%

**ISEM 4006 ELECTRONIC COMMERCE (3, 3, 0)**

**Prerequisite:** ISEM 2005 Management Information Systems or

ACCT 2007 Accounting Information Systems or equivalent courses

**Objectives:** Electronic commerce plays an increasingly important role in the implementation of business strategies and the enhancement of operational efficiency in different firms. This course aims at exploring how firms effectively develop innovative e-business models, formulate e-commerce strategies, and implement e-commerce applications and systems. It also aims at exploring current managerial issues in e-commerce and preparing students for dynamic digital business environments. Recent research findings on e-commerce and digital business are discussed in relevant lectures. Students are encouraged to undertake practice-based applied research in assignments.

<b>Assessment:</b>	Class Participation and Discussion	20%
	Assignment(s)	40%
	Examination	40%

**ISEM 4008-9 DEVELOPMENT OF SMALL MGNT INFORMATION SYSTEMS (6, 4, 2)**

**Prerequisite:** ISEM 3005 Business Systems Analysis and Design

**Objectives:** This course aims at training and developing the students with the skills to design and implement real-life systems; with emphasis on data analysis, project management, and system implementation. Each student is required to participate in the development and implementation of a small computer-based information system. An oral presentation and submission of a written report are expected at the end of the term.

<b>Assessment:</b>	Class Participation and Discussion	20%
	Assignment(s)	80%

**ISEM 4015 SEMINAR IN INFORMATION SYSTEMS AND e-BUSINESS MGNT (3, 3, 0)**

**Prerequisite:** ISEM 2005 Management Information Systems and BUSI 1006/BUSI 3007 Business Research Methods and Year 4 Standing

**Objectives:** This is a seminar-type of course which focuses on research topics in business intelligence and data analytics and business related fields. It aims to equip students with both research literature and practical oriented themes for enhancing the abilities of conducting research, appreciating and understanding of current information systems knowledge, and working towards individual competency and success.

<b>Assessment:</b>	Class Participation and Discussion	20%
	Assignment(s)	50%
	Test(s)	30%

**ISEM 4016 WEB SITE DESIGN AND BUSINESS APPLICATIONS (3, 3, 0)**

**Prerequisite:** ISEM 2005 Management Information Systems or  
ACCT 2007 Accounting Information Systems

**Objectives:** Electronic commerce plays an increasingly important role in the implementation of

business strategy and the enhancement of operational efficiency in different firms. This course aims at exploring how firms effectively develop innovative e-business models, formulate e-commerce strategies, and implement e-commerce applications and systems. It also aims at discussing current managerial issues in electronic commerce in different business contexts and different market environments.

<b>Assessment:</b>	Class Participation and Discussion	10%
	Assignment(s)	50%
	Test(s)	10%
	Examination	30%

**ISEM 4017 CONSUMER INSIGHT: ONLINE CUSTOMER DATA ANALYTICS AND MACHINE LEARNING APPROACHES (3, 3, 0)**

**Prerequisite:** ISEM 3035 Introduction to Business Data Analytics and Visualization OR Business Computing and Data Analytics Major Year 3 Standing

**Objectives:** The proliferation and advance of information technologies create expanded opportunities for companies to gain consumer insights. This course introduces different customer data collection approaches, including web data, and focuses on how data collected are put to work improving marketing performance and customer service. The course includes topics related to fundamental issues of customer data management and customer knowledge management, customer data collection methods, web data collection tools and techniques, measurement and analysis of customer data, evaluation of online marketing campaigns from which enable companies to acquire, convert, and retain customers. This course also covers the topic of machine learning and its application in the consumers' data analytics.

<b>Assessment:</b>	Class Participation and Discussion	20%
	Assignment(s)	60%
	Test (s)	20%

**ISEM 4021 STRATEGIC PLANNING FOR MIS (3, 3, 0)**

**Prerequisite:** ISEM 2005 Management Information Systems or ACCT 2007 Accounting Information Systems

**Objectives:** This course aims to expand management competence by examining how information technology can be used as a strategic asset to enhance business processes and achieve competitive advantage. In particular, it discusses various managerial issues in relation to strategic planning for management information systems.

<b>Assessment:</b>	Class Participation and Discussion	20%
	Assignment(s)	40%
	Examination	40%

**ISEM 4025 INFORMATION SYSTEMS AUDITING (3, 3, 0)**

**Prerequisite:** ISEM 3005 Business Systems Analysis and Design

**Objectives:** The headline-grabbing financial scandals of recent years have led to a great urgency regarding organizational governance and security. Information Technology (IT) is the engine that runs modern organizations. As such, IT must be well-managed and controlled. Organizations and individuals are dependent on network environment technologies, increasing the importance of security and privacy. This course provide students with the knowledge necessary to provide information systems (IS) audit service in accordance with IS audit standards, guidelines and best practices to ensure that an organization's information technology and business systems are protected and controlled.

<b>Assessment:</b>	Class Participation and Discussion	10%
	Assignment(s)	50%
	Test(s)	40%

<b>ISEM 4026</b>	<b>IT GOVERNANCE AND MANAGEMENT (3, 3, 0)</b>						
<b>Prerequisite:</b>	ISEM 2005 Management Information Systems or ACCT 2007 Accounting Information Systems						
<b>Objectives:</b>	Information technology (IT) Governance is a relatively new subset of corporate governance that focuses on the management and assessment of strategic IT resources. Key objectives of IT governance and management is to support efficient operations, enterprise integration, and seamless value delivery, to reduce risk and ensure that investments in IT resources add value to corporation. This course will provide guidance for students to understand the models and practices of frameworks such as COBIT2019, ITIL . Selected case studies will be used to illustrate how the concepts and frameworks are applied in real life companies.						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>10%</td></tr> <tr> <td>Assignment(s)</td><td>50%</td></tr> <tr> <td>Test(s)</td><td>40%</td></tr> </table>	Class Participation and Discussion	10%	Assignment(s)	50%	Test(s)	40%
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<b>ISEM 4035</b>	<b>BLOCKCHAIN: VIRTUAL ASSETS AND BUS APPLICATIONS (3, 3, 0)</b>						
<b>Prerequisite:</b>	ISEM 2005 Management Information Systems OR Business Computing and Data Analytics Year 3 Standing						
<b>Objectives:</b>	With the rise of disruptive technologies, particularly in the area of FinTech, new concepts and use cases of money, payments, identity, and security need to be looked at through a new lens. Under the rapidly changing landscape, it's important for an organization to respond early and effectively to ride the wave and take advantage of the new opportunities. Through workshops, round-table discussions, case studies and sharing from expert industry practitioners, this course will widen and deepen students' understanding of the rapidly changing landscape and the impact of Blockchain and Cryptocurrency on traditional business models. Students will develop new insights and perspectives, grab the opportunities from blockchain and cryptocurrency, and harness new technologies to take the financial industry to the next level.						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>10%</td></tr> <tr> <td>Assignment(s)</td><td>50%</td></tr> <tr> <td>Examination</td><td>40%</td></tr> </table>	Class Participation and Discussion	10%	Assignment(s)	50%	Examination	40%
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<b>ISEM 4036</b>	<b>CYBERSECURITY AND DATA PRIVACY (3, 3, 0)</b>						
<b>Prerequisite:</b>	ISEM 2005 Management Information Systems OR Business Computing and Data Analytics Year 3 Standing						
<b>Objectives:</b>	<p>The marketplace for conducting business is changing rapidly towards the digital economy with the emergence of financial technology and government initiatives. Financial system inevitably being targeted by criminals as that's where the money is. While open platform brings easier access to financial service and enhancing customer experience, an organization needs to balance the openness with being secure. As attacks become more frequent and widespread, financial loss accumulates, regulators take closer notice and all these put pressure on financial institutions to act and comply.</p> <p>This course will provide students with a practical perspective on cybersecurity and privacy, enabling them to understand the key security and information protection issues under the broad umbrella of FinTech. This course will also cover the latest regulations such as EU's General Data Protection Regulation (GDPR) and industry compliance frameworks on security and privacy.</p>						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>20%</td></tr> <tr> <td>Assignment(s)</td><td>40%</td></tr> <tr> <td>Examination</td><td>40%</td></tr> </table>	Class Participation and Discussion	20%	Assignment(s)	40%	Examination	40%
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<b>ISEM 4037</b>	<b>MACHINE LEARNING FOR FINANCIAL &amp; BUS FORECASTING (3, 3, 0)</b>						
<b>Prerequisite:</b>	BUSI 1006 Business Research Method, ISEM 2005 Management Information Systems, ISEM 2006 Programming for Business Applications and Python and FINE 2005 Financial Management						
<b>Objectives:</b>	Machine learning is taking over the business world. It uses computers to run scientific models that forecast future behaviours, outcomes, and trends. Machine learning has given us algorithm trading, robo-advisors, and improved understanding of human behaviour in the capital market. This course will give students clear explanations of machine learning theory combined with practical scenarios and hands-on exercises. The course will also draw from numerous case studies and applications so that students also learn how to apply learning algorithms to building on the real situation.						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>10%</td></tr> <tr> <td>Assignment(s)</td><td>50%</td></tr> <tr> <td>Examination</td><td>40%</td></tr> </table>	Class Participation and Discussion	10%	Assignment(s)	50%	Examination	40%
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Examination	40%						
<b>ISEM 4045</b>	<b>TEXTUAL ANALYSIS IN BUSINESS AND FINANCE (3, 3, 0)</b>						
<b>Prerequisite:</b>	ISEM 2005 Management Information Systems, ISEM 2006 Programming for Business Applications and Python and FINE 2005 Financial Management						
<b>Objectives:</b>	Recent improvements in computing power have rendered possible the application of textual analysis techniques in a wide range of corporate disclosures (financial statements, regulatory disclosures and filings, press articles, social media etc). The aim of this analysis is to answer questions such as can we extract intended and unintended sentiment from such disclosures in a way that will inform company valuation, can we train algorithms to analyse textual data before humans do, can we monitor social media for clues about investor sentiment etc? The course introduces students to a practical perspective on textual analysis techniques and their applications in finance and business settings. It also highlights some of the problems in interpreting results in a meaningful way.						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>10%</td></tr> <tr> <td>Assignment(s)</td><td>50%</td></tr> <tr> <td>Examination</td><td>40%</td></tr> </table>	Class Participation and Discussion	10%	Assignment(s)	50%	Examination	40%
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<b>LLAW 2005</b>	<b>PRINCIPLES OF LAW (3, 3, 0)</b>						
<b>Prerequisite:</b>	UCLC 1009 University English II or equivalent						
<b>Objectives:</b>	This course introduces to students the principles of Hong Kong legal system and the common law, and how the various branches of Hong Kong law are evolved and integrated over time. Special emphasis is also placed on the Law of Contract, Law of Tort and Agency Law.						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>20%</td></tr> <tr> <td>Assignment(s)</td><td>20%</td></tr> <tr> <td>Examination</td><td>60%</td></tr> </table>	Class Participation and Discussion	20%	Assignment(s)	20%	Examination	60%
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<b>LLAW 3005</b>	<b>COMPANY LAW (3, 3, 0)</b>						
<b>Prerequisite:</b>	LLAW 3007 Principles of Law						
<b>Objectives:</b>	This course aims to provide students with an understanding of the basic principles of company law including the formation of company, records, share and loan capital, management and administration, reconstruction and amalgamation, liquidation and receivership. On completing of this course, students should be able to solve some of the legal problems in practical business situations.						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>20%</td></tr> <tr> <td>Assignment(s)</td><td>20%</td></tr> <tr> <td>Examination</td><td>60%</td></tr> </table>	Class Participation and Discussion	20%	Assignment(s)	20%	Examination	60%
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<b>LLAW 3006</b>	<b>LEGAL ASPECTS OF CHINA BUSINESS (3, 3, 0)</b>						
<b>Prerequisite:</b>	LLAW 2005 or LLAW 3007 Principles of Law						
<b>Objectives:</b>	This course aims to introduce to students some of the major areas of Chinese commercial law that are of common concern to foreign businessmen doing business in China, which include its historical development and principles, its application in equity joint ventures, co-operative joint ventures, wholly foreign owned enterprises and to foreign exchange problems, tax, trade and investments in China.						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>20%</td></tr> <tr> <td>Assignment(s)</td><td>40%</td></tr> <tr> <td>Examination</td><td>40%</td></tr> </table>	Class Participation and Discussion	20%	Assignment(s)	40%	Examination	40%
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<b>LLAW 3015</b>	<b>CYBER LAW AND RISK (3, 3, 0)</b>						
<b>Prerequisite:</b>	LLAW 3007 Principles of Law						
<b>Objectives:</b>	This course introduces to students the principles of cyber law and crimes in Hong Kong. With technological advances, the threat of cybercrimes and breach of cyber laws have dramatically increased. Combined with unquantified risks of liabilities created by new legal obligations, understanding cyber threats and vulnerabilities has become critical for individuals and businesses. Further, with the new challenges posted by a borderless world of the internet, this module will compare with regulatory efforts in comparable jurisdiction like the UK.						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>20%</td></tr> <tr> <td>Assignment(s)</td><td>40%</td></tr> <tr> <td>Examination</td><td>40%</td></tr> </table>	Class Participation and Discussion	20%	Assignment(s)	40%	Examination	40%
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Examination	40%						
<b>LLAW 3016</b>	<b>LISTING OBLIGATIONS AND COMPLIANCE IN HONG KONG (3, 3, 0)</b>						
<b>Prerequisite:</b>	LLAW 3007 Principles of Law						
<b>Objectives:</b>	This course aims to cover key issues and the applicable rules concerning the listing of companies with the Hong Kong stock exchange and the relevant laws enforced by the Securities and Futures Commission. This includes the listing requirements on the Main and the GEM Boards, the listing processes and documentation required for listing, corporate governance requirements, and continuing obligations of listed issuers. Upon listing it is mandatory that these entities comply with the rules and laws. As such, this course will cover the foundations of establishing and maintaining effective compliance management. Further, this module will compare with listing requirements in comparable jurisdiction like the UK.						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>20%</td></tr> <tr> <td>Assignment(s)</td><td>40%</td></tr> <tr> <td>Examination</td><td>40%</td></tr> </table>	Class Participation and Discussion	20%	Assignment(s)	40%	Examination	40%
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Examination	40%						
<b>MKTG 2015</b>	<b>MARKETING MANAGEMENT (2, 2, 0)</b>						
<b>Prerequisite:</b>	Nil						
<b>Objectives:</b>	The objective of this course is to introduce to students the basic marketing concepts and their application in real business situations. The orientation is primarily managerial and real-life examples will be drawn whenever applicable. Specifically, this course examines the importance of marketing concepts in an organisation, the marketing management functions of planning, organisation, and control, and the need to satisfy the consumers through the development of an effective marketing mix. Emphasis is on the entire marketing program in order to develop the basic skills required to make optimal marketing decisions.						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>20%</td></tr> <tr> <td>Assignment(s)</td><td>40%</td></tr> <tr> <td>Examination</td><td>40%</td></tr> </table>	Class Participation and Discussion	20%	Assignment(s)	40%	Examination	40%
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Assignment(s)	40%						
Examination	40%						

<b>MKTG 3005</b>	<b>MARKETING RESEARCH METHODS (3, 3, 0)</b>						
<b>Prerequisite:</b>	BUSI3007 Business Research Methods or Equivalent and MKTG2005/MKTG2015 Marketing Management (Students who take GLCB3005 Business Research in China will not be permitted to take this course)						
<b>Objectives:</b>	This course enables students to build up solid theoretical and practical foundations of marketing research. Students will learn how to systemically apply qualitative and quantitative approach in collecting and analysing data for marketing decision making. Apart from lectures and discussions, students can obtain field experience by conducting a marketing research project.						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>15%</td></tr> <tr> <td>Assignment(s)</td><td>45%</td></tr> <tr> <td>Examination</td><td>40%</td></tr> </table>	Class Participation and Discussion	15%	Assignment(s)	45%	Examination	40%
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Examination	40%						
<b>MKTG 3006</b>	<b>GLOBAL MARKETING (3, 3, 0)</b>						
<b>Prerequisite:</b>	MKTG2005/MKTG2015 Marketing Management						
<b>Objectives:</b>	Global marketing addresses global issues that challenge today's international marketer and describes the concepts relevant to all international marketers regardless of the extent of their international involvement. This course aims at students up-to-date with the changes facing businesses now and into the future. As global economic growth occurs, understanding marketing in all cultures is increasingly important. Progress toward the single market in Europe has continued, the former communist countries have continued to embrace free markets, a number of symptoms including major declines in currency values and wide spread bankruptcy of highly leveraged firms that had taken on an enormous burden of dollar debt to finance of dubious expansion projects. These are not simply news reports but changes that affect the practice of business worldwide.						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>20%</td></tr> <tr> <td>Assignment(s)</td><td>40%</td></tr> <tr> <td>Examination</td><td>40%</td></tr> </table>	Class Participation and Discussion	20%	Assignment(s)	40%	Examination	40%
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Examination	40%						
<b>MKTG 3007</b>	<b>CONSUMER BEHAVIOUR (3, 3, 0)</b>						
<b>Prerequisite:</b>	MKTG2005/MKTG2015 Marketing Management						
<b>Objectives:</b>	The purpose of this course is to study the overall consumer decision-making process. Consumer decision determines the sales and profits of a firm; through the understanding of consumer behaviour, students are better equipped for more sophisticated marketing decision-making. Major areas covered are: the consumer as an individual, consumers in their social and cultural settings, and the consumer's decision-making process. The implications for the effects of consumer behaviour on marketing will be emphasised.						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>20%</td></tr> <tr> <td>Assignment(s)</td><td>40%</td></tr> <tr> <td>Examination</td><td>40%</td></tr> </table>	Class Participation and Discussion	20%	Assignment(s)	40%	Examination	40%
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Assignment(s)	40%						
Examination	40%						
<b>MKTG 3015</b>	<b>SOCIALLY RESPONSIBLE MARKETING (3, 3, 0)</b>						
<b>Prerequisite:</b>	MKTG2005/MKTG2015 Marketing Management						
<b>Objectives:</b>	Socially Responsible Marketing (SRM) introduces students to major ethics and social-responsibility challenges specifically faced by marketing practitioners and consumers. Through a critical reflection on the role of marketing in society, students can appreciate the complex dynamics between marketers and consumers, as well as the influence of other major stakeholder parties including business partners, competitors, regulatory bodies, and the third sector. We further enrich students' theoretical foundation by exploring the interrelated areas of marketing ethics, marketing citizenship, and societal marketing with real-life examples. After completing this course, students should be equipped with necessary theoretical and practical knowledge enabling them to formulate marketing strategies that balance						

<b>Assessment:</b>	organizational objectives (e.g., profitability) and societal well-being.	
	Class Participation and Discussion	15%
	Assignment(s)	65%
	Test(s)	20%
<b>MKTG 3016</b>	<b>MARKETING INTERNSHIP (3, *, *)</b>	
<b>Prerequisite:</b>	MKTG2005/MKTG2015 Marketing Management and Year II standing	
<b>Objectives:</b>	<p>This course aims to provide students an opportunity to gain real-life working experience related to the various issues and activities associated with an organization's marketing function. Under the guidance of both faculty and workplace supervisors, students will work in an organization as interns and complete work assignments that are primarily related to the organization's marketing activities. The internship assignment is expected to take up no less than 120 hours to complete, and it may or may not be paid. Students will be given a "S" grade for satisfactory completion of the course or a "F" grade for unsatisfactory performance.</p> <p>Each student can take at most TWO of the following ELEVEN (1-11) internship (or concurrent internship) and service learning courses in his/her entire study, subject to a maximum of 9 units for all the internship courses taken:</p> <ol style="list-style-type: none"> <li>1. ACCT3026 Accounting Internship I, or concurrent with ACCT3045 Accounting Internship II</li> <li>2. BUSI3016 Business Internship</li> <li>3. BUSI3037 Entrepreneurial Internship I, or concurrent with BUSI3047 Entrepreneurial Internship II</li> <li>4. ECON3066 Business Economics Internship</li> <li>5. FINE3026 Finance Internship</li> <li>6. HRMN3026 Human Resources Internship</li> <li>7. ISEM3026 ISEM Internship</li> <li>8. MKTG3016 Marketing Internship</li> <li>9. REMT3007 Retail Management Internship</li> <li>10. BUSI3035 Service Learning and Community Engagement</li> <li>11. ECON3075 Service-Learning in Sustainable Development</li> </ol>	
<b>Assessment:</b>	Class Participation and Discussion	20%
	Assignment(s)	80%
<b>MKTG 3017</b>	<b>SERVICES MARKETING (3, 3, 0)</b>	
<b>Prerequisite:</b>	MKTG2005/MKTG2015 Marketing Management	
<b>Objectives:</b>	<p>This course provides students with the up-to-date philosophies and practices of services marketing. An overview of the services marketing process and its differences from the marketing of customer products will be presented. Topics will also include the issues of quality control and customer satisfaction.</p>	
<b>Assessment:</b>	Class Participation and Discussion	20%
	Assignment(s)	40%
	Examination	40%
<b>MKTG 3025</b>	<b>INTEGRATED MARKETING COMMUNICATIONS (3, 3, 0)</b>	
<b>Prerequisite:</b>	MKTG2005/MKTG2015 Marketing Management	
<b>Objectives:</b>	<p>This course aims to equip students with the necessary knowledge, skills and independence of thought so that they can appreciate the role of marketing communication within its broader context, and critically evaluate marketing communication theories and models before applying them in a responsible manner to practical marketing situations. Particular attention is drawn to the increasingly important role of social media in marketing communications.</p>	
<b>Assessment:</b>	Class Participation and Discussion	20%
	Assignment(s)	40%
	Examination	40%

<b>MKTG 3026</b>	<b>STRATEGIC DIGITAL MARKETING (3, 3, 0)</b>						
<b>Prerequisite:</b>	MKTG2005/MKTG2015 Marketing Management						
<b>Objectives:</b>	The Internet, mobile technologies, and social media have given marketers more tools to satisfy customer needs with global reach, round-the-clock service, and meaningful customer interactions. The big question is, how could these tools be integrated into existing marketing strategies in the “Digital Economy”?						
	This course is designed to guide future marketing experts in using internet-based technologies to develop and implement digital marketing strategy, with a specific focus on global brands and markets.						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>15%</td></tr> <tr> <td>Assignment(s)</td><td>45%</td></tr> <tr> <td>Examination</td><td>40%</td></tr> </table>	Class Participation and Discussion	15%	Assignment(s)	45%	Examination	40%
Class Participation and Discussion	15%						
Assignment(s)	45%						
Examination	40%						
<b>MKTG 3045</b>	<b>ENTREPRENEURIAL MARKETING (3, 3, 0)</b>						
<b>Prerequisite:</b>	MKTG2005/MKTG2015 Marketing Management						
<b>Objectives:</b>	This course aims to introduce key marketing concepts relevant to entrepreneurs in start-ups and the growing process of their enterprises. Focus is put on marketing strategies which are suitable for small business with limited marketing resources.						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>20%</td></tr> <tr> <td>Assignment(s)</td><td>40%</td></tr> <tr> <td>Examination</td><td>40%</td></tr> </table>	Class Participation and Discussion	20%	Assignment(s)	40%	Examination	40%
Class Participation and Discussion	20%						
Assignment(s)	40%						
Examination	40%						
<b>MKTG 3046</b>	<b>SPORTS MARKETING (3, 3, 0)</b>						
<b>Prerequisite:</b>	MKTG2005/MKTG2015 Marketing Management						
<b>Objectives:</b>	This course examines the world of sports as a business and will focus on the applications of marketing strategies germane to the sports industry. The objective is two-folded: marketing of sports products and marketing non-sports products through sports events. It will begin with an overview of the sporting policy and organizational structure follow by an understanding of sports consumer behaviors, customer voluntary performance, fans motivations and identification and the operation of sports fans club. It will discuss the strategic application of marketing mix in sports products and the sponsorship-based strategies for non-sports products. Students will learn how to develop a sponsorship proposal and make sales presentation to sponsors. This course will end with a discussion of corporate and ethical issues facing the sports industry.						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>20%</td></tr> <tr> <td>Assignment(s)</td><td>40%</td></tr> <tr> <td>Examination</td><td>40%</td></tr> </table>	Class Participation and Discussion	20%	Assignment(s)	40%	Examination	40%
Class Participation and Discussion	20%						
Assignment(s)	40%						
Examination	40%						
<b>MKTG 3047</b>	<b>BIG DATA MARKETING (3, 3, 0)</b>						
<b>Prerequisite:</b>	BUSI3007 Business Research Methods or equivalent and MKTG2005/MKTG2015 Marketing Management or equivalent						
<b>Objectives:</b>	This course provides students with a better understanding of big data and its marketing applications. Students will gain hands-on experience in data collection, data analysis and data driven decision making. Using statistical computing software (e.g., R, SAS, SPSS), they will apply quantitative methods to solve marketing problems in the real-world.						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>10%</td></tr> <tr> <td>Assignment(s)</td><td>50%</td></tr> <tr> <td>Test(s)</td><td>40%</td></tr> </table>	Class Participation and Discussion	10%	Assignment(s)	50%	Test(s)	40%
Class Participation and Discussion	10%						
Assignment(s)	50%						
Test(s)	40%						
<b>MKTG 3056</b>	<b>SOCIAL MEDIA MARKETING (3, 3, 0)</b>						
<b>Prerequisite:</b>	MKTG2005 Marketing Management						
<b>Objectives:</b>	This course introduces students to the theories and practices of social media						

	marketing which refers to the process of gaining website traffic and attention of target customers through social media channels. Students would learn the application of different concepts, frameworks, and analytical procedures in the development of appropriate social media marketing strategies for promotion of brands and products.	
<b>Assessment:</b>	Class Participation and Discussion	20%
	Assignment(s)	40%
	Examination	40%
<b>MKTG 3057</b>	<b>SEMINAR IN MARTECH AND BUSINESS INTELLIGENCE (3, 3, 0)</b>	
<b>Prerequisite:</b>	MKTG2005/MKTG2015 Marketing Management	
<b>Objectives:</b>	This course aims to provide students with the opportunity to familiarize, evaluate, analyze, and discuss the contemporary and future development of MarTech from a global perspective. MarTech industry has been growing rapidly and continuously evolving. This course integrates classroom teaching, guest lectures, and company visits to enhance the students' knowledge of emerging MarTech trends that are evolving with the marketing business process and operation. Marketing practitioners from different industries will share with our students their industry-specific MarTech strategies, solutions, experiences, and best practices in digital transformation.	
	Students will be given case studies, news articles, and journal articles related to the topic to prepare for in-class discussions, guest lectures, and company visits. Students will participate in assessments such as presentations, group projects, and individual papers to evaluate their performance.	
<b>Assessment:</b>	Class Participation and Discussion	20%
	Assignment(s)	50%
	Examination	30%
<b>MKTG 4005</b>	<b>STRATEGIC MARKETING (3, 3, 0)</b>	
<b>Prerequisite:</b>	MKTG2005/MKTG2015 Marketing Management	
<b>Objectives:</b>	This course focuses on providing students with the knowledge and experience of planning and executing marketing strategies. This course balances theories and practices. Apart from lectures and tutorials, it also utilises other means, such as case studies, guest talks, to enhance students' critical thinking abilities, problem solving capabilities and effective communication skills. To familiarise students with current marketing situations, marketing issues in Hong Kong and China are examined.	
<b>Assessment:</b>	Class Participation and Discussion	20%
	Assignment(s)	50%
	Examination	30%
<b>MKTG 4006</b>	<b>e-CRM (3, 3, 0)</b>	
<b>Prerequisite:</b>	MKTG2005MKTG2015 Marketing Management	
<b>Objectives:</b>	Electronic Customer Relationship Management (e-CRM) is an important development to optimize the identification, acquisition, growth and retention of desired customers to gain competitive advantages and maximize profit nowadays. This course is designed to provide students with a good understanding of the core concept, introduce the e-CRM theories and practices. Emphasis is placed on a holistic view covering various perspectives including strategic, operational, analytical and social. Students are learned how to formulate the e-CRM business strategy, apply electronic or digital tools to perform, evaluate and critically analyze the key drivers for the successful e-CRM programs.	
<b>Assessment:</b>	Class Participation and Discussion	20%
	Assignment(s)	40%
	Examination	40%

<b>MKTG 4007</b>	<b>BRAND MANAGEMENT (3, 3, 0)</b>						
<b>Prerequisite:</b>	MKTG2005/MKTG2015 Marketing Management						
<b>Objectives:</b>	This course focuses on providing students with the knowledge and experience of brand building and management. On successful completion of this course, students should understand the nature and importance of branding building in marketing practice. In addition, they should also possess the strategic thinking and techniques in developing and managing brands that enhance an organization's marketing competence.						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>20%</td></tr> <tr> <td>Assignment(s)</td><td>40%</td></tr> <tr> <td>Examination</td><td>40%</td></tr> </table>	Class Participation and Discussion	20%	Assignment(s)	40%	Examination	40%
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Examination	40%						
<b>MKTG 4015</b>	<b>SALES MANAGEMENT (3, 3, 0)</b>						
<b>Prerequisite:</b>	MKTG2005/MKTG2015 Marketing Management						
<b>Objectives:</b>	Effective management of a company's sales force is essential to the successful implementation of its overall marketing plan. This course provides students with overall understanding of the roles of sales management in a corporation and the theories as well as the empirical practices in managing a sales force effectively.						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>20%</td></tr> <tr> <td>Assignment(s)</td><td>40%</td></tr> <tr> <td>Examination</td><td>40%</td></tr> </table>	Class Participation and Discussion	20%	Assignment(s)	40%	Examination	40%
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Examination	40%						
<b>MKTG 4016</b>	<b>RETAILING (3, 3, 0)</b>						
<b>Prerequisite:</b>	MKTG2005/MKTG2015 Marketing Management						
<b>Objectives:</b>	This course aims at providing students with the understanding of the critical role that retailing plays in the business world and how retailing can be coordinated with other marketing mix elements to further enhance the marketing functions. Both the current retailing practices and the general retailing theories are described in order to provide students with the necessary insight to operate a retail establishment successfully.						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>20%</td></tr> <tr> <td>Assignment(s)</td><td>40%</td></tr> <tr> <td>Examination</td><td>40%</td></tr> </table>	Class Participation and Discussion	20%	Assignment(s)	40%	Examination	40%
Class Participation and Discussion	20%						
Assignment(s)	40%						
Examination	40%						
<b>MKTG 4017</b>	<b>BUSINESS TO BUSINESS MARKETING (3, 3, 0)</b>						
<b>Prerequisite:</b>	MKTG2005/MKTG2015 Marketing Management						
<b>Objectives:</b>	The business-to-business arena entails a complex market of commercial enterprises, public organizations and government institutions. This course aims to teach the student to market products or services to other companies, government bodies, institutions, and other organizations. It also provides the student an overall understanding of the different components in the B2B market. Last but not least, it enables the student to learn the theories and practical skills in designing and managing the B2B marketing strategy effectively.						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>20%</td></tr> <tr> <td>Assignment(s)</td><td>40%</td></tr> <tr> <td>Examination</td><td>40%</td></tr> </table>	Class Participation and Discussion	20%	Assignment(s)	40%	Examination	40%
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Assignment(s)	40%						
Examination	40%						
<b>MKTG 4025</b>	<b>MARKETING IN CHINA (3, 3, 0)</b>						
<b>Prerequisite:</b>	MKTG2005/MKTG2015 Marketing Management						
<b>Objectives:</b>	This course aims at providing students with an understanding of the marketing environment and practices in China. Emphasis will be placed on the socio-cultural environment and marketing mix elements in China. Problems and prospects of doing marketing in China will also be examined.						
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>30%</td></tr> <tr> <td>Assignment(s)</td><td>30%</td></tr> <tr> <td>Examination</td><td>40%</td></tr> </table>	Class Participation and Discussion	30%	Assignment(s)	30%	Examination	40%
Class Participation and Discussion	30%						
Assignment(s)	30%						
Examination	40%						

<b>MKTG 4026</b>	<b>LEISURE MARKETING (3, 3, 0)</b>								
<b>Prerequisite:</b>	MKTG2005/MKTG2015 Marketing Management								
<b>Objectives:</b>	This course introduces students to theories, trends and practices emerging in leisure industries. It provides a thorough discussion about leisure as a cultural phenomenon and the characteristics of leisure industries. Students will also learn to apply marketing and communications principles to leisure industries and formulate marketing campaigns. We will also have focused discussion on some selected areas such as electronic entertainment, live performances, and tourism.								
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>20%</td></tr> <tr> <td>Assignment(s)</td><td>40%</td></tr> <tr> <td>Test(s)</td><td>10%</td></tr> <tr> <td>Examination</td><td>30%</td></tr> </table>	Class Participation and Discussion	20%	Assignment(s)	40%	Test(s)	10%	Examination	30%
Class Participation and Discussion	20%								
Assignment(s)	40%								
Test(s)	10%								
Examination	30%								
<b>MKTG 4055</b>	<b>EVENT MARKETING (3, 3, 0)</b>								
<b>Prerequisite:</b>	MKTG2005/MKTG2015 Marketing Management								
<b>Objectives:</b>	The aim of this course is to provide an understanding of the dynamic nature of event marketing. It illustrates how the different institutions can make use of the marketing functions to accomplish the various event objectives.								
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>20%</td></tr> <tr> <td>Assignment(s)</td><td>40%</td></tr> <tr> <td>Examination</td><td>40%</td></tr> </table>	Class Participation and Discussion	20%	Assignment(s)	40%	Examination	40%		
Class Participation and Discussion	20%								
Assignment(s)	40%								
Examination	40%								
<b>MKTG 4056</b>	<b>GLOBAL MARKETING FIELD STUDY (3, 3, 0)</b>								
<b>Prerequisite:</b>	MKTG3006 Global Marketing								
<b>Objectives:</b>	<p>International knowledge and experience are essential for professional marketers as they prepare for the global business economy. Developing a global mindset through academic programmes and business trips will provide a more effective marketer, who, with cross-cultural business and marketing skills, will be more favourably positioned for success in the business world. This course is designed to respond to the need for undergraduate marketing students to develop a competitive edge by expanding their knowledge of global culture and multinational businesses through experiential learning. The course provides unique opportunities for undergraduate marketing students to gain international experience through marketing field study, with pre-trip and post-trip class/seminar/presentation sessions. Students will experience the culture of the destination country/city, by visiting and participating in the norms, rituals and communications in the destination country/city, with highlights on cultural and business visits. Course destinations will change every semester. To minimize interruption to students' attendance of other courses, this course will normally be offered during semester break in summer or winter. The course instructor will need to recommend the course destination for each semester to the Head of Marketing Department for approval.</p> <p>The course will adopt a three-phase approach. Attendance and punctuality at all scheduled meetings in the Pre-Trip, Business Trip, and Post-Trip Phases are mandatory.</p>								
<b>Assessment:</b>	<table> <tr> <td>Class Participation and Discussion</td><td>50%</td></tr> <tr> <td>Assignment(s)</td><td>50%</td></tr> </table>	Class Participation and Discussion	50%	Assignment(s)	50%				
Class Participation and Discussion	50%								
Assignment(s)	50%								
<b>MKTG 4057</b>	<b>AGRIBUSINESS: MARKETING AND ENTREPRENEURSHIP (3, 3, 0)</b>								
<b>Prerequisite:</b>	<p>BBA: Year II standing</p> <p>Non-BBA: BUSI 1005 The World of Business and Entrepreneurship or Bioresource and Agricultural Science Major Year 4 standing</p>								
<b>Objectives:</b>	This course aims to introduce marketing and entrepreneurship concepts in the agricultural business. Students will be equipped with comprehensive marketing knowledge, entrepreneurial mindset, and skills in order to recognize and exploit new opportunities from the increasingly changing agribusiness environment. Students will gain the ability to analyse and develop marketing strategies and plans as independent								

	entrepreneurs or as entrepreneurial executives in established companies.	
<b>Assessment:</b>	Class Participation and Discussion	20%
	Assignment(s)	40%
	Examination	40%
<b>REMT3005</b>	<b>STRATEGIC RETAIL OPERATION MANAGEMENT (3, 3, 0)</b>	
<b>Prerequisite:</b>	ACCT1006 Principles of Accounting II or BUSI2005 Organisational Behaviour or BUSI2045 Data Analytics for Business Decision Making or MKTG2005 Marketing Management	
<b>Objectives:</b>	This course focuses on operations management and analytics in the retail business. The course objectives are to prepare students to manage a retail operation effectively, both online and offline, be familiar with the latest practices in retail operation management, and develop analytical skills and innovative ideas in deriving strategies and solutions. Students are expected to gain the essential competencies to deal with the unstructured dynamic challenges encountered in the supply chain and operation in the retail business.	
<b>Assessment:</b>	Class Participation and Discussion	10%
	Assignment(s)	50%
	Examination	40%
<b>REMT3006</b>	<b>SMART RETAILING (3, 3, 0)</b>	
<b>Prerequisite:</b>	MKTG2005 Marketing Management	
<b>Objectives:</b>	The vision of developing Hong Kong as a Smart City requires the retail industry to speed up its transformation. This course focuses on exploring and discussing the roles of data and technologies in advancing the effectiveness of Omni-channel retailing and visual merchandising and enhancing customer experience and retail innovations. Students are expected to acquire the latest market knowledge and practices and develop insights into smart retailing and future trends.	
<b>Assessment:</b>	Class Participation and Discussion	10%
	Assignment(s)	60%
	Examination	30%
<b>REMT3007</b>	<b>RETAIL MANGEMENT INTRNSHIP (3, 3, 0)</b>	
<b>Prerequisite:</b>	Year II standing	
<b>Objectives:</b>	The objective of this course is to give students the opportunity to gain practical experience related to various issues and activities associated with retail management. Under the guidance of both faculty and workplace supervisors, students will work in an organisation as interns and complete work assignments. The internship placement is expected to take up of no less than 120 hours, either paid or non-paid.	

Each student can take at most TWO of the following ELEVEN (1-11) internship (or concurrent internship) and service learning courses in his/her entire study, subject to a maximum of 9 units for all the internship courses taken:

1. ACCT3026 Accounting Internship I, or concurrent with ACCT3045 Accounting Internship II
2. BUSI3016 Business Internship
3. BUSI3037 Entrepreneurial Internship I, or concurrent with BUSI3047 Entrepreneurial Internship II
4. ECON3066 Business Economics Internship
5. FINE3026 Finance Internship
6. HRMN3026 Human Resources Internship
7. ISEM3026 ISEM Internship
8. MKTG3016 Marketing Internship
9. REMT3007 Retail Management Internship
10. BUSI3035 Service Learning and Community Engagement



<b>Assessment:</b>	11. ECON3075 Service-Learning in Sustainable Development	
	Class Participation and Discussion	10%
	Internship journal	40%
	Final report and employer comment	50%

**REMT3015 SEMINAR IN CREATIVE RETAILING (3, 3, 0)**

**Prerequisite:** MKTG2005 Marketing Management

**Objectives:** This course aims to provide students with the opportunity to evaluate, analyze, and discuss the past and the future of retailing from a global perspective. With the rise of e-commerce, sophisticated customer analytics, the omnichannel shopping experience, and digital supply chains, etc., the retail industry has been growing rapidly and evolving. This course integrates classroom teaching, guest lectures, and company visits to enhance the students' knowledge of emerging retailing issues and trends that have been affecting a retail manager and the retailing community.

This course will explore a wide range of topics such as the evolution of retailing and e-tailing, the sustainable development of retailing and ethical purchasing, omnichannel retail operation management, omnichannel marketing strategies, pricing and promotion strategies in retailing, retail entrepreneurship, and the future of global retailing. About half of the classes will feature retail industry practitioners who will either give a lecture or facilitate company visits to understand the real world of modern retailing.

Students will be given case studies, news articles, and journal articles related to the topic to prepare for in-class discussions, guest lectures, and company visits. Practitioners in the retail industry will share with our students their industry-specific thoughts and experiences, including their company's retail business model and strategies, real-world business scenarios, best practices, and the latest retail technologies to drive profitable growth and transformation. Students will participate in assessments such as presentations, group projects, and individual papers to evaluate their performance.

<b>Assessment:</b>	Class Participation and Discussion	40%
	Assignment(s)	60%

## Appendix A

### Courses Management by the Two Departments of School of Business (2024-2025)

#### **Accounting Concentration (AEF)**

ACCT	1005	Principles of Accounting I
ACCT	1006	Principles of Accounting II (2 units)
ACCT	2005	Intermediate Accounting I
ACCT	2006	Intermediate Accounting II
ACCT	2007	Accounting Information Systems
ACCT	3005	Cost and Management Accounting I
ACCT	3006	Hong Kong Taxation
ACCT	3007	Cost and Management Accounting II
ACCT	3017	Entrepreneurial Decisions and Compliance
ACCT	3026	Accounting Internship I
ACCT	3027	Introduction to Corporate Governance
ACCT	3035	Financial Statement Analysis
ACCT	3036	Integrated Reporting
ACCT	3037	Forensic Accounting
ACCT	3045	Accounting Internship II
ACCT	4005	Advanced Accounting I
ACCT	4006	Auditing I
ACCT	4007	Advanced Accounting II
ACCT	4015	Management Control
ACCT	4016	Tax Planning and Management
ACCT	4017	Auditing II
ACCT	4025	International Accounting
BUSI	3075	AI Ethics and Governance
BUSI	4005	BBA Project
LLAW	2005	Principles of Law (for 2014 Intake or before)
LLAW	3005	Company Law
LLAW	3006	Legal Aspects of China Business
LLAW	3007	Principles of Law (for 2015 Intake onwards)
LLAW	3015	Cyber Law and Risk
LLAW	3016	Listing Obligations and Compliance in Hong Kong

#### **Economics and Data Analytics Concentration (AEF)**

BUSI	2045	Data Analytics for Business Decision Making
BUSI	4005	BBA Project
ECON	1005	Principles of Economics I
ECON	1006	Principles of Economics II (2 units)
ECON	1007	Basic Economic Principles (non-BBA course)
ECON	2015	Hong Kong Economy
ECON	2016	Mathematics for Economists
ECON	2017	Economics of Health and Medical Care
ECON	2035	Introduction to Technical Analysis
ECON	2036	Crisis Economics
ECON	3005	Applied Econometrics
ECON	3006	Asia-Pacific Economies

ECON	3007	Industrial Organization and Competitive Strategy
ECON	3015	Public Finance
ECON	3016	International Trade
ECON	3017	International Trade and Finance
ECON	3025	Money and Banking
ECON	3026	Chinese Economic Developments
ECON	3027	Mathematical Analysis for Economics
ECON	3035	Industrial Management and Development in China
ECON	3036	Economics of Human Resources
ECON	3046	Economic Development
ECON	3055	Games and Economic Decisions
ECON	3056	Real Estate Economics
ECON	3066	Business Economics Internship
ECON	3075	Service-Learning in Sustainable Development
ECON	3076	Managerial Microeconomics
ECON	3077	Managerial Macroeconomics
ECON	3085	Economics of Entrepreneurship
ECON	3086	Python Programming for FinTech
ECON	3087	Understanding the Digital Economy
ECON	3096	Causal Inference: Capturing Cause-and-Effect Relationships with Data
ECON	3097	Data Visualization for Business Storytelling
ECON	3105	Big Data Analytics with Python
ECON	4005	China's Foreign Economic Relations and Trade
ECON	4006	Time Series Analysis and Forecasting
ECON	4007	Money and Finance in China
ECON	4016	Digital Platform Analytics
ECON	4017	Innovation and Entrepreneurial Economy: China and Global Development
ECON	4035	Economics of Digital Currencies
ECON	4036	Business Forecasting for Analysts

#### **Finance Concentration (AEF)**

BUSI	1006	Business Research Methods (for 2020 Intake or before)
BUSI	3007	Business Research Methods
BUSI	4005	BBA Project
FINE	1005	Financial Planning and Investment Analysis (non-BBA course)
FINE	2005	Financial Management
FINE	2006	Banking and Credit
FINE	2007	Principles of Financial Management (non-BBA course)
FINE	3005	Investment Management
FINE	3006	Introduction to Futures and Options Markets
FINE	3007	Fixed Income Securities
FINE	3015	Corporate Finance
FINE	3016	Financial Forecasting
FINE	3017	Management of Financial Institutions
FINE	3025	Entrepreneurial Finance
FINE	3026	Finance Internship
FINE	3027	ESG and Business
FINE	4005	Multinational Finance
FINE	4006	Financial Risk Management
FINE	4007	Seminar in Finance
FINE	4015	Advanced Financial Planning

FINE	4016	Business Valuation Using Financial Statements
FINE	4017	Financial Markets in China
FINE	4025	Compliance in Finance
FINE	4026	FinTech for Banking and Finance
FINE	4027	Mergers, Acquisitions and Corporate Restructuring
FINE	4035	Applied Financial Econometrics

#### **EBI Concentration (MMIS)**

BUSI	2016	Entrepreneurship and New Venture
BUSI	2035	Entrepreneurship and Innovative Thinking (3 units)
BUSI	2026	Entrepreneurship and Innovative Thinking (2 units)
BUSI	2027	Managing New Business
BUSI	2046	From Insight to Prototype: Generating Opportunities with Market Insights
BUSI	3037	Entrepreneurial Internship I
BUSI	3045	Global Entrepreneurship
BUSI	3047	Entrepreneurship Internship II
BUSI	3057	Managing Entrepreneurial Ventures
BUSI	3065	Me, Us and Them: The Human Factor in Entrepreneurship and Innovation
BUSI	4005	BBA Project

#### **HRM Concentration and General Management (MMIS)**

BUSI	2005	Organisational Behaviour (3 units)
BUSI	2025	Organisational Behaviour (2 units)
BUSI	3005	Business Communications (2 units)
BUSI	3016	Business Internship
BUSI	3025	Cross-Cultural and Comparative Management
BUSI	3046	Business Communications in the Technology Era
BUSI	3066	Brain Science for Business
BUSI	4005	BBA Project
BUSI	4006	Strategic Management
BUSI	4015	Corporate Entrepreneurship
BUSI	4016	Seminar in Entrepreneurship
HRMN	2005	Human Resources Management
HRMN	3005	Learning and Development
HRMN	3006	People Resourcing and Employer Branding
HRMN	3007	Applied Social Psychology in Organisations
HRMN	3008-9	Human Resources Management Mentoring
HRMN	3015	Leadership
HRMN	3016	Negotiation
HRMN	3025	Occupational Health and Employee Wellness
HRMN	3026	Human Resources Management Internship
HRMN	4005	Performance Appraisal and Rewards
HRMN	4006	Employment Law and Practices
HRMN	4007	Human Resources Management in China
HRMN	4015	Human Resources Strategy and Planning
HRMN	4016	Research Methods and Analytics for People Management

#### **ISBI Concentration (MMIS)**

BUSI	1007	Business Coding
BUSI	2006	Operations Management
BUSI	2007	Management Science

BUSI	2015	Principles of Project Management (non-BBA course)
BUSI	2036	Mathematics for Business
BUSI	2037	Business Statistics and Analytics
BUSI	2055	AI for Business
BUSI	3027	Logistics and Supply Chain Management
BUSI	4005	BBA Project
BUSI	4007	e-Supply Chains and Enterprise Resource Planning
ISEM	2005	Management Information Systems
ISEM	2006	Programming for Business Applications using Python
ISEM	3005	Business Systems Analysis and Design
ISEM	3006	Data Management in Business
ISEM	3007	e-Marketing
ISEM	3015	Telecommunications and Networking in Business
ISEM	3016	Decision Support and Intelligent Systems in Business
ISEM	3017	Multimedia and Automated Systems in Business
ISEM	3026	ISEM Internship
ISEM	3027	Introduction to App Development and Mobile User Experience Design
ISEM	3035	Introduction to Business Data Analytics and Visualization
ISEM	3036	Advanced Business Analytics and Data Visualization for Digital Commerce
ISEM	4006	Electronic Commerce
ISEM	4008-9	Development of Small Management Information Systems
ISEM	4015	Seminar in Information Systems and Business Intelligence
ISEM	4016	Web Site Design and Business Applications
ISEM	4017	Consumer Insight: Online Customer Data Analytics and Machine Learning Approaches
ISEM	4021	Strategic Planning for MIS
ISEM	4025	Information Systems Auditing
ISEM	4026	Information Technology Governance and Management
ISEM	4035	Blockchain: Virtual Assets and Business Applications
ISEM	4037	Machine Learning for Financial & Business Forecasting
ISEM	4036	Cybersecurity and Data Privacy
ISEM	4045	Textual Analysis in Business & Finance

#### **Marketing Concentration (MMIS)**

BUSI	1005	The World of Business and Entrepreneurship (non-BBA course)
BUSI	3006	Business Ethics, CSR and Impact Investing
BUSI	3017	International Business
BUSI	3035	Service Learning and Community Engagement
BUSI	3055	Fundamental of Social Entrepreneurship and Social Impact
BUSI	4005	BBA Project
MKTG	2005	Marketing Management (3 units)
MKTG	2015	Marketing Management (2 units)
MKTG	3005	Marketing Research Methods
MKTG	3006	Global Marketing
MKTG	3007	Consumer Behaviour
MKTG	3015	Socially Responsible Marketing
MKTG	3016	Marketing Internship
MKTG	3017	Services Marketing
MKTG	3025	Integrated Marketing Communications
MKTG	3026	Strategic Digital Marketing
MKTG	3045	Entrepreneurial Marketing

MKTG 3046	Sports Marketing
MKTG 3047	Big Data Marketing
MKTG 3056	Social Media Marketing
MKTG 3057	Seminar in MarTech and Business Intelligence
MKTG 4005	Strategic Marketing
MKTG 4006	e-CRM
MKTG 4007	Brand Management
MKTG 4015	Sales Management
MKTG 4016	Retailing
MKTG 4017	Business to Business Marketing
MKTG 4025	Marketing in China
MKTG 4026	Leisure Marketing
MKTG 4055	Event Marketing
MKTG 4056	Global Marketing Field Study
MKTG 4057	Agribusiness: Marketing and Entrepreneurship

**Strategic Retail Management and Innovation Concentration (MMIS)**

BUSI 4005	BBA Project
REMT 3005	Strategic Retail Operation Management
REMT 3006	Smart Retailing
REMT 3007	Retail Management Internship
REMT 3015	Seminar in Creative Retailing

- <sup>+</sup> BUSI 4005 BBA Project is under the management of BBA (Hons) Degree Programme Management Committee. See paragraph 9.1.1 for terms of reference of BBA (Hons) Degree Programme Management Committee.

This Handbook is intended as a guide to the students of the BBA (Hons) Degree Programme. In compiling it the School of Business has taken care to be as accurate as possible; however, students should refer to the University Calendar/Bulletin and course syllabuses for more up-to-date information.

August 2024