DESCRIPTION OF COURSES (BBA DEGREE PROGRAMMES)

BUS 110 I.T. Applications in Business

1 Term; 3 Credits

This course enables students to develop practical skills in the usage of application software such as Microsoft Office (especially PowerPoint, Word and Excel), Photoshop and video editing software for preparing different business documents. It assists students to identify alternative ways to organize information and integrate skills in using a software toolkit to present information effectively. It also emphasizes the use of computer in an ethical way and the importance of information security.

BUS 120 Principles and Practice of Management

1 Term; 3 Credits

This course is designed to introduce the roles and functions of managers, to explain the principles, concepts and techniques used by managers in performing their jobs and achieving the objectives/goals of an organization in an efficient and effective way. There are factors that limit the discretion managers have in doing their jobs. Students will analyse those issues and problems and apply management principles to resolve them.

BUS 130 Principles of Marketing

1 Term; 3 Credits

This course aims to introduce students to the basic concepts and principles of marketing. It will highlight the role of marketing in today's global business environment and how it enables various organisations to better understand their customers and create greater customer value. Realistic examples and practices will be used throughout the course to illustrate the application of relevant concepts and principles.

BUS 140 Principles of Human Resource Management

1 Term; 3 Credits

The aim of this course is to provide an introduction to human resource management (HRM) principles, concepts and techniques and to the functions and activities of the human resource manager. The basic HRM processes, such as human resource planning, job analysis, recruitment, selection, training, performance appraisal, compensation and career development are covered. Upon completion of the course, students will possess a basic understanding of HRM principles which will be further developed in other HRM and Psychology related courses throughout the programme.

BUS 210 Legal Environment of Business

1 Term; 3 Credits

The course aims to provide an essential understanding of legal environment of business to students; and make them aware how legal environments of Hong Kong

influence the risk, effectiveness and the profitability of running a business. Through this course, students would develop an understanding on the fundamental legal concepts and issues of business law and be able to consider business decisions legally. They would be able to address legal problems when they do arise and know how to participate in the solution.

BUS 220 Statistical Analysis for Business Decision **1 Term; 3 Credits**

The primary objective of this course is to broaden students' perspectives by instilling a statistical mindset. More specifically, the course aims to enhance students' capacity to employ quantitative techniques in business contexts and to resolve business issues through the acquisition, analysis, depiction, and interpretation of data. Students will learn fundamental concepts of quantitative methods and their practical applications, and gain hands-on experience by utilizing statistical tools such as SPSS and Excel, which will equip them to conduct research and address real-world business problems in the future. Application of statistical methods to problems in business will be highlighted throughout the course.

BUS 240 Customer Insights and Experiences

1 Term; 3 Credits

This course covers the core areas of understanding the ways to build up customer experiences, strengthen customer relationships and interact and communicate with them. It also includes how technology has changed customer behavior in the aspects of customer acquisition, retention and experience. Students then learn how to apply a multi-dimensional view and translate customer insights into a knowledge base for formulating related strategies in a customer-driven world. Real life examples will be drawn upon whenever applicable.

BUS 250 Organizational Behaviour

1 Term; 3 Credits

This course aims to enhance students' abilities to use a conceptual and a pragmatic approach of understanding employees' behaviour in the organization. Moreover, this course also enriches the students' knowledge and skills in diagnosing problems related to organizational behaviours and develop their skills in managing work behaviour of employees at the individual, team, and organizational level.

BUS 251 Blockchain for Business

1 Term; 3 Credits

This course aims to introduce the concept of blockchain technologies and blockchain applications in the real world. It covers the technical components of a blockchain; an introduction to various blockchains, distributed ledger technologies and

decentralized applications, especially for smart contracts and cryptocurrencies. Through the use of case studies and practical exercises, students will learn to use blockchain technologies in real-world applications relating from different contexts, such as business, technology, legal and governance.

BUS 252 Introduction to Entrepreneurship

1 Term; 3 Credits

This course aims to cultivate students' entrepreneurial spirit and fundamental business concepts (including management, marketing, and finance), help them identify and validate innovative business ideas, enhance their understanding of what it means to incorporate entrepreneurship as a personal goal, and harness their motivation to develop or work in new businesses. Through case studies and activities, students will acquire the skills and mindset necessary to become an entrepreneur.

BUS 253 Programming Fundamentals for Business Applications

1 Term; 3 Credits

This course introduces fundamental programming concepts using Python and their applications in various business contexts. The main topics include basic programming concepts of syntax, variables, functions, conditions, repetitions, and object-oriented principles. This introductory programming course equips students with essential concepts and foundational skills to leverage digital technologies in modern organizations, enabling data-driven and automated processes. After completing the course, students are able to write simple Python code to solve real-life business problems.

BUS 303 Business Communication

1 Term; 3 Credits

The course aims to develop students' skills in effective business communication through introducing the basic communication theories influencing corporate correspondence, presentations, dialogues, discussions, meetings and social media in a business environment. Students will learn, develop and practice essential communication skills in simulated real-life business-related situations. This course emphasizes the use of English communication, employing both written and spoken means, in group decision making to present viable solutions to business issues raised.

BUS 304 Marketing Strategy and Sustainability

1 Term; 3 Credits

This course aims to equip students with the knowledge and skills to develop effective marketing strategies that integrate sustainability principles. Focusing on marketing strategy and sustainability, students will gain an understanding of consumer behavior within the context of sustainability and learn how to develop strategies and plans that prioritize sustainable practices. Through practical exercises and case studies, students

will learn to implement a sustainable marketing mix and create strategies that drive positive environmental and social impacts. By the end of the course, students will be well-prepared to navigate the intersection of marketing strategy and sustainability, positioning themselves for successful careers in marketing within a sustainable business landscape.

BUS 305 Operations Management

1 Term; 3 Credits

This course aims to provide students with basic concepts and principles of operations management. The course will highlight the role of operations management in both service and manufacturing industries, and how it plays in today's global business world. Through the illustration of the current issues in the business fields related to operations management, students will be able to apply what they learn in reality.

BUS 307 Management Information Systems

1 Term; 3 Credits

The aim of this course is designed to provide students with a real-world understanding of information systems for business with an emphasis on strategic use of information technology, web-enabled commerce, decision support and business intelligence and systems planning and development.

BUS 308 Corporate Finance

1 Term; 3 Credits

This course is an introductory finance course that introduces the basic concepts and the skills of financial analysis on corporations to students. It evaluates the impact of project evaluation and financial decisions on company. Besides, the financial management strategies will be discussed. In essence, this course puts emphasis on the application of concepts to problems and relies heavily on numeric calculations. Corporate ethics is also incorporated in the discussions.

BUS 309 Human Resource Management

1 Term; 3 Credits

Human resource management (HRM) refers to how organizations strategically allocate their most valuable resources – their employees – to areas of the company where they will become most productive. The aim of this course is to provide students with key concepts, theories, and practices within the field of human resource management. Students should then be able to critically evaluate people management techniques and to become problem solvers in the HRM area. They should also be capable of critically evaluate the people management framework and practices of an organization as a whole.

BUS 310 Estate and Retirement Planning

1 Term; 3 Credits

This course aims to help students in identifying the various issues of private and public employee benefit in Hong Kong, including a synopsis of different group insurance and retirement plans in the context of effectively assisting clients to plan for retirement. Furthermore, it helps students to evaluate the estate planning process, including the technical issues involved in estate administration and asset distribution, and assess the roles that wills, trust, gifts, insurance and other estate planning tools play in the process.

BUS 311 Contemporary Recruitment and Selection

1 Term; 3 Credits

This course presents recruitment and selection as an essential component in recruitment planning. The role of recruitment and selection is examined in relation to an organization's overall profitability or viability. The course introduces students to a wide range of issues, principles, practices and trends in recruitment and selection, with special emphasis on the use of technology in recruitment process including the use of big data and social media. Students will be required to critically evaluate and utilize different recruitment and selection techniques.

BUS 312 Psychological Assessment in HRM

1 Term; 3 Credits

This course is designed to introduce students to the concepts and types of psychometric assessment tools applied in the workplace. The specific applications of the assessments in the HRM process are examined in detail. The professional and ethical guidelines in the administration of assessments are reviewed to build up professionalism. The course also helps students develop a critical and creative mindset in understanding human behavior both quantitatively and qualitatively, in the context of the practice of HRM.

BUS 320 Business Research

1 Term; 3 Credits

This course investigates the techniques of the research process as applied to business. The study of business research provides students with the knowledge and skills needed to solve the problems and meet the challenges of a fast-paced decision-making environment. Students would identify the role business research plays in providing decision-makers with timely and objective information to help them make informed decisions in different areas. They would also justify how to conduct business research systematically and professionally.

BUS 340 Internet and Social Media Marketing

1 Term; 3 Credits

This course aims to provide students with a comprehensive understanding of

Internet and social media marketing principles and techniques and their integration with traditional marketing activities. Students will develop practical skills and knowledge to create and implement effective digital marketing strategies, analyze social media metrics, and use the latest digital marketing tools and technologies. By exploring case studies, group projects, and class discussions, students will develop critical thinking and problem-solving skills to navigate the challenges and opportunities of Internet and social media marketing. By the end of the course, students will have a solid foundation in the field of Internet and social media marketing and practical skills to drive business growth.

BUS 350 Supply Chain Finance

1 Term; 3 Credits

This course aims to provide insights into the financial opportunities and challenges in the supply chain. After completing this course, students will be able to understand the financial impacts of supply chain decisions, evaluate how supply chain decisions influence the income statement, balance sheet and cash flow statement, and assess the cost, risk and benefit of different supply chain financing instruments.

BUS 351 Data Analytics for Marketing

1 Term; 3 Credits

This course aims to present data analytical techniques in generating insights for formulation of marketing strategies. Students will learn foundation concepts of data analytics with different types of data will be introduced. Supervised and unsupervised approaches of data analysis for segmentation analysis and predictive analysis in marketing contexts will be introduced. The students will also gain hands-on experience to implement analytical models which potentially firms in various ways (e.g., help brands formulate promotion strategies, capitalize on product usage data for segmenting consumers, analyze data to help media outlets make content and engagement decisions, and conduct market, competitor and consumer research to formulate strategic decisions). Moreover, some commonly used tools for data analytics in the industry will be demonstrated.

BUS 352 Strategic HR Analytics

1 Term; 3 Credits

This course provides an overview of Human Resource (HR) analytics that is available to support today's strategic HR management. Strategic HR analytics is expected to drive HR professionals' transition to new strategic roles and raise their competency in human resources planning and organizing to be align with the strategic management of the corporate. This course aims to provide students with the knowledge and application of analytical techniques to evaluate and resolve HR issues with better strategic decisions. It also helps students to acquire knowledge and skills in the use of data analytics and to make data-driven decisions in HR process.

BUS 353 AI Applications in Business

1 Term; 3 Credits

This course will give students a fundamental understanding of the practical applications of artificial intelligence (AI) in business. Students will learn a range of AI techniques— from classical machine learning to state-of-the-art generative AI —and their applications, which support decision-making and automate business processes efficiently and effectively. Through a combination of theoretical concepts and hands-on exercises, students will develop the knowledge and skills required to apply AI solutions in real-world business scenarios. After completing this course, students will understand the underlying principles, limitations, evaluation criteria, and suitable business scenarios for different AI techniques.

BUS 360 Consumer Behavior

1 Term; 3 Credits

The course aims to equip students with knowledge of the underlying consumer behavioral concepts and guiding principles. Through this course, students will learn the knowledge and skills required to diagnose consumers' behaviors, formulate different marketing strategies, and practically apply consumer behavior concepts. Students would review the key personal, social, and cultural factors influencing consumer decisions and develop the basic techniques for understanding consumers' behavior.

BUS 380 Digital Game Marketing

1 Term; 3 Credits

This course aims to serve as an introduction to the digital game industry by examining the implications of cultural, social and economic factors on the industry. This course will examine the industry from three perspectives: developer, player and spectator. This course will discuss relevant topics, including brand building, game development, game mechanics and social marketing. By analysing and playing selected games and engaging in reading, writing, and presenting, students will gain insight into the socio-cultural implications, player experiences and challenges of future game development.

BUS 383 eBusiness Management

1 Term; 3 Credits

This course describes the basic principles of eBusiness management. Upon completing this course, students should know eBusiness concepts, applications, and technologies (e.g., online marketplaces, B2B, O2O, eLearning, eGovernment and online payments). In addition, they will understand how to explore business problems and opportunities by analysing real business data and propose eBusiness solutions; they will understand the differences between eBusiness and eCommerce, eBusiness models and various infrastructures. Students will learn how eBusiness concepts are applied in different fields, for example, retailing, education, banking, and tourism. Moreover, this

course will inspire students with online business ideas and motivate them to use the learned principles in real life.

BUS 385 Internet of Things (IoT)

1 Term; 3 Credits

The Internet of Things (IoT) is a course about the new paradigm of objects interacting with people, with information systems, and with other objects. A widespread Internet of Things could transform how we live in our cities, how we travel and how we manage business in the world. The aim of this course will focus more on the possibilities offered by the different technologies, and on the creative thinking techniques to find innovative applications of combinations of such technologies in real-life scenarios. Students will learn: IoT concepts, IoT technologies, creative thinking techniques and co-creation techniques. Several presentations will be scheduled in which practitioners from different industries will share their experiences in some selected topics related to the IoT.

BUS 403 Value-driven Innovation and Creativity

1 Term; 3 Credits

This course aims to teach students the essential principles of creative thinking and value-driven innovative processes in modern businesses. Students will learn various techniques to develop a creative mindset, create new products and services, and learn multiple strategies for corporate innovations. Students will also discover the tools and techniques to manage innovation and changes, transform organisations, and explore ways to establish a culture where innovation can flourish.

BUS 404 Reward Management

1 Term; 3 Credits

This course examines major principles, concepts, and techniques of reward management. The common pitfalls and effective skills in conducting reward management are stressed. This subject also takes a pragmatic look at how to reward employees. Designing and administrating a compensation system that rewards employees fairly while stimulating them to have outstanding performance are the focuses of this subject.

BUS 405 Hong Kong Taxation and Planning

1 Term; 3 Credits

This course aims to introduce students to the basic principles of the taxes operated under the Hong Kong Inland Revenue Ordinance and its administration, including the issue of tax returns and assessment, payment and recovery of tax, penalties, procedures for objections and appeals. The course will enable students to understand the scope of charge, basis of assessment and relief of the salaries tax, profits tax and property tax. Besides, students will develop analytical skills which will enable students to apply the law to solve basic legal problems that may arise in Hong Kong, and understand the relief

under the personal assessment, and the scope of charge as well as the basis of assessment of stamp duty and estate duty.

BUS 406 Insurance

1 Term; 3 Credits

This course is to provide a basic knowledge of insurance principles and practices with special emphasis on the types of insurance available, and the law and procedures relating to insurance claims. The course aims at providing the future business manager with the insurance knowledge which enables students to decide what insurance to take out and how to proceed with a claim.

BUS 408 Asia Pacific Management Issues

1 Term; 3 Credits

This course aims to provide students with an essential understanding of the current key business and management issues facing the Asia Pacific region. By employing the framework of a business management system, this course provides an overview of the industrial and business development of the various countries in Asia Pacific. The course aims to examine the topical management issues and challenges the different Asian countries face in the current business environment and explores how these issues are developing and resolving given the different constraints and potentials these countries possess.

BUS 410 Investment Analysis and Portfolio Management

1 Term; 3 Credits

The course aims to provide students with a solid theoretical foundation and practical skills essential for portfolio construction, security analysis and risk management. Topics covered in this course include the modern portfolio theory, asset pricing models, concepts of market efficiency, the bond and equity investment management, the principles of derivative securities, and portfolio investment process.

BUS 411 New Venture Creation

1 Term; 3 Credits

This course offers students the opportunity to learn directly from entrepreneurs, develop strategies for identifying business opportunities, and integrate knowledge through divergent and convergent problem discovery and resolution. Students will engage in data analysis and explore the model of new venture development, considering aspects such as resource requirements, competitive landscape, team development, and future strategies. They will acquire skills that range from presenting ideas to seeking funding sources as they prepare new venture proposals.

BUS 412 Career and Life-span Development

1 Term; 3 Credits

This course aims at providing students with an overview of life-span perspective and its application in life-span career development in and out of the workplace. The course will provide a brief overview of developmental psychology and focus on understanding the changes of an individual in his/her working contexts and career development using a lifespan approach. In addition, students are encouraged to conduct field research and/or case analysis in working contexts using developmental psychology.

BUS 413 Talent Management and Development

1 Term; 3 Credits

This course aims to provide a comprehensive overview of the research, theories and practices of talent management and development within the organization and to prepare the students as potential practitioners in a management role, as specialists working within organizations, or as external consultants working with a range of organizations.

BUS 414 Employee Well-being

1 Term; 3 Credits

Employee well-being has become an increasingly important topic in human resources management today, receiving attention from academics and HR practitioners alike. This course will examine issues related to the health and well-being of employees at work. It will discuss how HR professionals could improve the health and well-being of employees in the workplace through HR best practices. This course will focus on the complex employer-employee interplays and organizational outcomes across five key intervention areas, including employee involvement, work-life balance, employee growth and development, employee recognition, and health and safety. It will also inspire students to reflect on their own well-being at work and make improvements accordingly.

BUS 415 Cross-cultural Management

1 Term; 3 Credits

This course explores the concepts and issues of cross-cultural management in a globalization context. Students will learn to identify and manage cultural differences in management practices in selected countries and regions. They will also learn how to manage a culturally diversified workforce in a multinational business.

BUS 417 Contemporary Issues in International Business

1 Term; 3 Credits

This course aims to provide students with a comprehensive understanding of contemporary issues in international business. By exploring the intricacies of the global marketplace, students will gain insights into the challenges and opportunities faced by businesses operating on an international scale. Through the analysis of real-world case studies and current events, students will develop critical thinking skills and practical

strategies to navigate the complexities of the global business landscape. By the end of the course, students will be equipped with the knowledge and skills necessary to tackle and contribute meaningfully to the resolution of contemporary issues in international business, empowering them to succeed in a rapidly evolving global economy.

BUS 418 Contemporary Issues in Corporate Governance

1 Term; 3 Credits

The aims of this course are to illustrate how the practice of business organization has been evolving over the years, and the rules, regulations and standards of corporate governance have to be constantly updated in order to tackle new problems and issues arising. Students should be able to grasp the basic concepts of corporate governance by examining key issues of the subject as emerged in Hong Kong and other leading regions in global economy. Through developing an understanding of the importance of corporate governance in management, competitiveness and even sustainability, students will be able to explain and evaluate different academic views from scholarly writings, and develop practical skills from the best practices of leading business organizational management and their compliance practitioners.

BUS 423 Seminar in Management

1 Term; 3 Credits

This course is designed to provide students an opportunity to focus on some important tips in field of management. It will include current theories and practices of management, organizational change and development, leadership, and innovation. The emphasis will be on integrating management principles into real application. Students will also benefit by consolidating their knowledge from previous studies to prepare for a career in the field of management and business in general.

BUS 424 Issues in Business Practice

1 Term; 3 Credits

This course aims to provide students with basic understanding on contemporary issues in business practice with a specific focus on the Asia Pacific region. The course will offer students the opportunity to apply their business knowledge on the analysis of current issues in business practice. It is expected that the students will be equipped with the necessary analytical skills and tools in handling challenges in the business world upon completion of this course.

BUS 440 Industrial Relations and Labour Law

1 Term; 3 Credits

This course is designed to provide students with an introduction to various aspects of industrial relations and an overview of Hong Kong's labour law. Built on the pre-requisites, students are provided with the fundamental theories and concepts of labour

relations, trade union, and collective bargaining. Best practices will be discussed. A systematic study of the labour laws of Hong Kong and selected cases will be included in the syllabus. Upon completion of this course, students will be familiar with the development and practices of labour-management relations, dispute resolution, and employment conditions in Hong Kong in general.

BUS 460 Business Strategy

1 Term; 3 Credits

This course is designed to provide students with knowledge and skills on how firms formulate, implement and evaluate business strategies. Strategic management concepts, theories, models and techniques are discussed in this course. Students may use all their knowledge in business studies, together with the strategic management techniques learned from this course, to chart future strategic decisions of organizations at different levels of management.

BUS 471 Capstone Project I (Internship)

1 Term; 3 Credits

Internship is an experiential course offered by the Department of Business Administration in conjunction with companies, professional bodies, and commercial and social enterprises. It emphasizes teaching and learning through practical experience in real workplaces and connects the business concepts and skills learned by students. The course aims to provide students in the related BBA programmes: (1) with practical experience through a planned and supervised internship arrangement in relevant commercial companies; (2) an opportunity to familiarize themselves with the working practices in the real business world; (3) to apply the specialist academic knowledge gained in the programme to the situations encountered in their internship companies.

BUS 472 Capstone Project II (Research Project)

1 Term; 3 Credits

The course aims to provide students an opportunity to familiarise themselves with business project research procedures and settings and complete an individual project final report where they can apply the specialised academic knowledge they gained in the programme to the situations encountered in their internship companies. Students are required to collect data (quantitative and/or qualitative), interpret the findings and conduct a comprehensive discussion through a final research project write-up.

BUS 480 Business Ethics and Corporate Social Responsibility

1 Term; 3 Credits

The course aims at providing students with the opportunity to explore the updated concepts and issues of ethics via corporate social responsibility in the contemporary global business environments. Students will learn how to identify and address the ethical

dilemmas of business and management practices in local and international business contexts. They will also learn how to make and manage ethical decisions in daily business and management practices in addition to assisting corporations to take up their social responsibility.

BUS 483 Digital Entrepreneurship

1 Term; 3 Credits

This course introduces fundamental concepts for starting and operating a digital business, covering aspects such as business models, strategic, operational, and structural components. The rapid advancement of information technology, coupled with the reach of the web, internet, and mobile devices, is creating new opportunities for individuals and companies to leverage IT in establishing digital enterprises. This course offers a comprehensive overview of the importance of entrepreneurial thinking and innovation in advancing IT-focused businesses. Students will apply various concepts and tools from different business disciplines to establish new IT-driven ventures and enhance competitive advantages for existing businesses through new IT products and services.

BUS 485 Electronic Customer Relationship Management (ECRM)

1 Term; 3 Credits

This course aims to provide students with a solid foundation in e-CRM, Web Data Mining, and digital communications technologies for data collection and analysis. Students will explore the integration of relationship marketing, direct marketing, database marketing, and data analytics in traditional CRM and e-CRM. They will develop practical skills in applying data mining techniques, including machine learning and text mining, to extract valuable knowledge from web data. The course will also analyze web and e-commerce data for web analytics, user profiling, and personalization. By the end of the course, students will have the necessary skills to enhance user experiences and optimize business outcomes in the online environment.

BUS 490 Internship

1 Term; 3 Credits

Internship is an experiential course offered by the Department of Business Administration in conjunction with companies, professional bodies, and commercial and social enterprises. It emphasizes teaching and learning through practical experience in real workplaces and connects the business concepts and skills learned by students. The course aims to provide students in the related BBA programmes: (1) with practical experience through a planned and supervised internship arrangement in relevant commercial companies; (2) an opportunity to familiarize themselves with the working practices in the real business world; (3) to apply the specialist academic knowledge gained in the programme to the situations encountered in their internship companies.

DESCRIPTION OF COURSES (SERVICE COURSES)

BUS 100 Introduction to Business

1 Term; 3 Credits

This is an introductory course in business studies. Its aim is to make students aware of the various functions in a firm, e.g. management, marketing, human resources, accounting and finance. The business environments, as well as the relationships between business, stakeholders, government and society will be discussed. Through this course, students will be able to identify the nature and the characteristics of modern business organizations, as well as their management and various operational functions. In addition, they will develop the techniques of analysing and interpreting the causes of complex business problems.

BUS 200 Business Organization and Management

1 Term; 3 Credits

This course aims to explain the applications and limitations of different fundamental management theories, various managerial roles and management processes. There are factors that limit managers' performance. Students will analyse those issues and problems and apply management principles to resolve them. They will also learn how to make decisions and manage many new organizational issues in contemporary society facing digital changes in work environment and employee behaviour.

BUS 233 Principles of Marketing

1 Term; 3 Credits

This course aims to introduce students to the basic concepts and principles of marketing. It will highlight the role of marketing in today's global business environment and how it enables various organisations to better understand their customers and create greater customer value. Realistic examples and practices will be used throughout the course to illustrate the application of relevant concepts and principles.