

## Integrated BBA Programme

Students of the Integrated BBA Programme will be required to take the required courses and STOT courses, and will have the flexibility of choosing their own area of concentration.

### Course List

<i>Code</i>	<i>Course Title</i>	<i>Unit</i>
<b>Required Courses</b>		
ACY 1111	Introductory Financial Accounting	3
ACY 1112	Management Accounting for Decision Making	3
ACY 3050 [2151]	Business Law	3
DSE 1030	Economics for Business Studies I	3
DSE 1040	Economics for Business Studies II	3
DSE 2010	Statistical Analysis for Business Decisions I	3
DSE 2020	Statistical Analysis for Business Decisions II	3
DSE 2030	Operations Management	3
DSE 2050 [3050]	Information Systems and E-Commerce	4
ELT 3110	Business Communication (For BBA and PAC Only)	3
FIN 2010	Financial Management	3
MGT 1010	Introduction to Business (Not for Majors)	3
MGT 1020	Principles of Management	3
MGT 2040	Human Resource Management	3
MGT 2510	Introduction to International Business	3
MGT 4010	Business Policy and Strategy	3
MKT 2010	Marketing Management	3
<b>Concentration Courses</b>		
<i>Decision Sciences and Managerial Economics (DSE)</i>		
DSE 3010	Management Science	3
DSE 3020	Computer Simulation in Management	3
DSE 3030	Business Forecasting	3
DSE 3040	Corporate Economics	3
DSE 3060	Quality Management	3
DSE 3070	Economic Aspects of Business Environment	3
DSE 3080	Macroeconomics for Managers	3
DSE 4010	Operations Planning and Control	3
DSE 4020	Management of Service Operations	3
DSE 4030	Operations System Management and Strategy	3
DSE 4040	Managerial Economics	3
DSE 4050	Business Cycle	3
DSE 4060	Management Control Systems	3
DSE 4070	Business Data Management	3
DSE 4080	Economic Analysis of Chinese Enterprises	3
DSE 4090	Macroeconomic Issues in Chinese Economy	3
DSE 4100	Selected Topics of DSE	3
DSE 4110	Business Process Reengineering	3
DSE 4120	Business Information Systems Development	3

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<sup>1</sup> Old course codes used in 2002-03 and before.

DSE 4130	Business Applications Programming	3
DSE 4140	Data Communications and Networking	3
DSE 4150	Electronic Commerce	3
DSE 4170	Global eBusiness and Logistics	3
DSE 4180	Global Supply Chain Management	3
DSE 4190	Service Quality Management	3
DSE 4210	Decision Support and Knowledge Management Systems	3
DSE 4220	Data Mining for Managers	3
DSE 4230	Information Systems Practicum	3

*Finance (FIN)*

FIN 3010	Financial Markets	3
FIN 3020	International Finance	3
FIN 3030	Management of Financial Institutions	3
FIN 3040	Commercial and Central Banking	3
FIN 3050	Risk Management and Insurance	3
FIN 3060	Real Estate Finance and Investment	3
FIN 3080	Investment Analysis and Portfolio Management	3
FIN 3090	Actuarial Modelling	3
FIN 4010	Corporate Finance: Theory and Practice	3
FIN 4011	Foreign Exchange Practices	3
FIN 4030	Selected Topics in Finance	3
FIN 4040	Options and Futures	3
FIN 4050	Mergers and Acquisitions	3
FIN 4060	China Finance	3
FIN 4070	Fixed Income Securities Analysis	3
FIN 4072	Quantitative Finance	3
FIN 4080	Cases in Corporate Finance	3
FIN 4081	Computational Finance	3
FIN 4082	Quantitative Methods for Financial Derivatives	3
FIN 4088	Intermediate Financial Theory	3
FIN 4090	Corporate Property and Liability Insurance	3
FIN 4091	Life and Health Insurance	3
FIN 4092	Principle of Reinsurance	3
FIN 4095	Advanced Actuarial Modelling	3
FIN 4096	Employee Benefits, Retirement and Estate Planning	3
FIN 4097	Applications of Loss Models	3
FIN 4100	E-Finance	3

*Management (MGT)*

MGT 3010	Organizational Behaviour	3
MGT 3040	Human Resource Planning and Staffing	3
MGT 3060	Training and Development	3
MGT 3580	Global Enterprise Management	3
MGT 4030	Organization Design and Change	3
MGT 4040	Entrepreneurship and New Venture Management	3
MGT 4050	Performance and Compensation Management	3
MGT 4060	Managing Employment Relations	3
MGT 4080	Managerial Skills for Modern Managers	3
MGT 4090	Technology and Innovation Management	3
MGT 4100	Managing Strategic Change	3
MGT 4110	Selected Topics in Management	3

MGT 4120	Management of Chinese Firms	3
MGT 4130	Consultancy and Change Management	3
MGT 4510	China Business	3
MGT 4520	Global Chinese Business Network	3
MGT 4530	Japanese Business	3
MGT 4540	Asian Business	3
MGT 4550	European Business	3
MGT 4570	Global Entrepreneurship	3
<i>Marketing (MKT)</i>		
MKT 3010	Marketing Research	3
MKT 3020	Consumer Behaviour	3
MKT 3030	Advertising and Promotion Management	3
MKT 3040	Sales Force Management	3
MKT 3050	Multinational Marketing	3
MKT 4010	Organizational Marketing	3
MKT 4020	Retail and Channel Management	3
MKT 4030	Service Marketing	3
MKT 4040	Strategic Marketing	3
MKT 4050	Seminar in Marketing	3
MKT 4052	Seminar in Marketing (Marketing Challenges in the 21st Century)	3
MKT 4070	China Marketing	3
MKT 4080	Internet Marketing	3
<b>STOT Course</b>		
BBA 0310	Issues in Business	2

### Course Description

(For the course descriptions of all Accountancy (ACY) and English Language (ELT) courses, please refer to the Professional Accountancy Programme and English Language. Unless otherwise specified, all are 3-unit term courses of three hours of lecture per week.)

#### Required Courses

DSE 1030

Economics for Business Studies I

1st term

This course is a general introduction to the theory of price in a market economy. Topics include basic economic concepts, the theory of demand, production and cost, the operation of firms in competitive, oligopolistic and monopolistic markets, costs and benefits of government intervention in market economy, and introductory issues to game theory and informational economics. Analytical approach is used whenever appropriate. Applications on practical business problems are emphasized. (Not for Systems Engineering and Engineering Management or Economics Majors.)

DSE 1040

Economics for Business Studies II

2nd term

This course is a general introduction to the theory of the determination of national income and aggregate economic behaviour. Topics include national income accounting, employment theory, inflation, monetary and fiscal policies for economic stabilization, and international

economic issues. Applications of basic macroeconomic principles to contemporary business issues are emphasized. (Not for Economics Majors and students who have taken GEE 251Q.)

DSE 2010

Statistical Analysis for Business Decisions I

1st term

This course deals with the fundamentals of statistical methods including descriptive statistics, probability, statistical inference from both large and small samples, F test for equality of variances, tests using Chi-square in categorical data analysis, and simple correlation. Application of statistical methods to problems pertaining to business will be emphasized throughout this course. (Not for Systems Engineering and Engineering Management Majors, Economics Majors and students who have taken GEE 247N or STA 2103.)

DSE 2020

Statistical Analysis for Business Decisions II

2nd term

This course introduces to students selected topics in applied statistics which are useful to business decisions and research. Analysis of variance (ANOVA) and regression analysis are stressed. Topics include one-factor ANOVA, two-factor ANOVA, simple linear regression, multiple regression models, and some special topics in regression analysis. Applications to business and economic problems will be emphasized throughout this course. Prerequisite: DSE 2010. (Not for Economics Majors.)

DSE 2030

Operations Management

Both terms

This course primarily aims at providing the students with production and operations management skills and methods of policy formulation at the introductory level. Major topics include: product design and process selection; design of the forecasting system; capacity planning and facility location; layout of the physical system; quality control system and related problems; job design and work measurement; production planning and scheduling systems; inventory management, etc. Prerequisite: HMG 1010 or MGT 1010 or 1020.

DSE 2050

Information Systems and E-Commerce

4 U; 4 Lect; 1st/2nd term

This course aims to survey information system technology with an emphasis on the development of computer-based information systems. Major topics include: impact of CBIS on management, computer hardware and software, elements of system development life cycle, data management, transaction processing system, office automation systems, decision support systems, expert systems, telecommunications and information resources management, etc. This course also surveys various aspects of electronic commerce. Important issues in electronic commerce such as information technology, security, marketing, finance, and multi-national trade, and practical operation will be discussed. Prerequisite: CSC 1500 or HMG 1010 or MGT 1010 or 1020. (Not for Systems Engineering and Engineering Management Majors.)

FIN 2010

Financial Management

Both terms

This course identifies and provides a framework for analysing the major financial decisions by a firm. Issues addressed include valuation, investment decision-making, analysis of risk, financial planning, dividend policy, working capital management, and the financing mix for the firm. Prerequisites: ACY 1111 and DSE 1030 or 1031.

MGT 1010

Introduction to Business

Both terms

This course aims at providing an introduction to the general concepts of business. It describes the economic, political, social and cultural environment in which managers and organizations function. Major topics include: the framework of business, the basic business functions, managerial functions and other selected business considerations. (Not for Integrated BBA Programme Majors.)

MGT 1020

Principles of Management

Both terms

This course introduces the philosophy of business operations and the framework of decision-making process. The study in organization includes structural design, mechanics and dynamics of organization and the use of informal organization. The study in management includes functions of management: planning, organizing, staffing, direction and control.

MGT 2040

Human Resource Management

Both terms

This course deals with the study of optimum utilization of human resource within a working organization. The primary focus is on the application of behavioural science concepts to analyse the human resource problems which affect organizational performance. Major topics include manpower planning, job analysis, recruitment, training and development, motivation and maintenance of work force, communication, performance evaluation, compensation, employee relations, quality of work life and career management. Prerequisite: HMG 1010 or MGT 1010 or 1020.

MGT 2510

Introduction to International Business

Both terms

This course studies the nature, form and scope of international business. Topics include foreign environment and major international business activities, such as exporting, direct investment, licensing and other contractual arrangements. Management strategies concerning production, marketing, human resource, and finance in an international context will also be discussed. (Not for students who have taken GEE 278X.)

MGT 4010

Business Policy and Strategy

Both terms

This integrating course is concerned with the formulation, implementation and evaluation of business strategies. Topics include: selection of objectives, analysis and diagnosis of business environment, evaluation of strengths and weaknesses, selection of strategies, the creation of corporate identity and structure, the acquisition and development of resource, and strategy review, evaluation and control. By bringing together a number of business disciplines and functions, this course enables students to come to grip with building and maintaining a consistent and effective policy framework for a business enterprise. Prerequisites: HMG 1010 or MGT 1020 and at least two 3000/4000 level courses offered by the Faculty of Business Administration, or permission from the instructor(s).

**MKT 2010**

**Marketing Management**

Both terms

This course is devoted to the study of the management of marketing functions, the analysis of external forces affecting marketing decision making, the implementation and control of marketing activities, and an examination of the global impact of marketing. Course objectives include the development of students' understanding of the fundamental concepts underlying the selection and assessment of markets and the development and delivery of products, an investigation of the role and contribution of marketing to the conduct of successful business operation and to society, and to develop student abilities in identifying marketing opportunities and viable marketing strategies.

**Concentration Courses**

*Decision Sciences and Managerial Economics*

**DSE 3010**

**Management Science**

1st or 2nd term

This course introduces the students to the various quantitative models applicable to the support of business decision making. Major topics include: linear programming, transportation and assignment models, dynamic programming, integer programming, Markov processes, queuing models, games and decision analysis. Emphasis will be placed on both applications modelling and solution methodology. Prerequisite: DSE 2010.

**DSE 3020**

**Computer Simulation in Management**

1st or 2nd term

This course teaches the use of simulation as an analysis and decision-making tool in business management environment. Various managerial issues, such as production planning and control, will be investigated to improve the operational efficiency by using computer simulation. A computer simulation software package will be used to build a "logical model" of business management process. Topics include concept of simulation, learning of the simulation software package (model design and building, execution, output analysis), random number generator, model verification/validation, and the relevant management concepts. Prerequisites: DSE 2010 and 2030.

**DSE 3030**

**Business Forecasting**

1st or 2nd term

This course provides students with principles and methods in forecasting for managerial planning. Major topics include multiple regression analysis, time series analysis with emphasis on smoothing techniques, decomposition methods, Box-Jenkins procedures, and indicator forecasting. Applications of the methods to both short-term and long-term forecasting to business, industries and national business trends are also emphasized. Prerequisites: DSE 2010 and 2020.

**DSE 3040**

**Corporate Economics**

1st or 2nd term

This course provides economic views on the operations of enterprises in a market environment for corporate decision-making and strategy formulation. Students will learn how to analyse market structure and performance, how firms seek competitive advantage, and how industries

change. Emphasis will be on the application of economic principles to major business decisions, including pricing, product mix, market entry, mergers, and adoption of new technologies. Industrial policy and its implications will also be discussed. Prerequisites: DSE 1030, 1040 and HMG 1010/MGT 1020.

**DSE 3060**

**Quality Management**

1st or 2nd term

This course is designed to provide knowledge and techniques related to the management of quality in service/manufacturing organizations. The major topics include modern practice and theories in design, process planning and control for quality. Recent development and cases in statistical Q.C., Taguchi Method, quality circles, and total quality management will also be discussed. The coverage of international quality standards such as ISO 9000 Series will also be emphasized. Prerequisites: DSE 2010 and 2030, or permission from instructor.

**DSE 3070**

**Economic Aspects of Business Environment**

1st or 2nd term

This course aims at providing students with an economic perspective of the business environment and equipping them with a more solid grounding in business economics required for management studies at the university level. The major topics include: economic views of government and business; public choice and regulation; philosophy of the Hong Kong Government with respect to fiscal, monetary, trade and development policies; economic reforms in the PRC since 1979; and international environment; Asian NIEs, their competitive advantage and trade and industrial policy. Students are expected to exercise initiative in identifying aspects of special interest for in-depth reading. Empirical aspects of economic studies will be stressed through lecturing and case study. Prerequisites: DSE 1030 and 1040, or equivalent courses.

**DSE 3080**

**Macroeconomics for Managers**

1st or 2nd term

This course aims at equipping potential managers with an application oriented intermediate level macroeconomics on the topics as: contemporary aggregate demand and aggregate supply models; money, fiscal and monetary policies on the macro economy and business environments; models on investments; real versus financial investments and evaluation; business cycle theory and sectorial forecasts; and the international linkage and different exchange rate systems. Managerial strategies to the changing business and macroeconomic environments will be emphasized. Prerequisites: DSE 1030 and 1040, or equivalent courses.

**DSE 4010**

**Operations Planning and Control**

1st or 2nd term

This course provides students with a thorough understanding of the functions of operations planning and operations control. Major topics include: forecasting; capacity planning; facility location and layout; line balancing; operations scheduling; project control; quality control; inventory control; material requirements planning; just-in-time systems; and flexible manufacturing. Prerequisite: DSE 2030.

**DSE 4020**

**Management of Service Operations**

1st or 2nd term

This course focuses upon operational problems in service firms, with emphasis on problem identification, problem analysis and decision making. This course uses a case study approach

to cover the service operations in banking, public utility, transportation, etc., to present the ever-present problems of complexity, insufficient information, and various degree of uncertainty in achieving organizational objectives. Prerequisite: DSE 2030.

DSE 4030  
Operations System Management and Strategy  
1st or 2nd term

This course is concerned about the strategic management of operations function. A major focus is on how to develop the strategic alignment of operations function with regard to corporate strategy as well as the other functional strategies such as marketing. Included in the content are the frameworks for strategy analysis and development, and discussions on such issues as product quality policy, choice of process, production scale and vertical integration, purchasing policy such as OEM/subcontracting, facility composition and location policy, and coalition and joint venturing. Prerequisite: DSE 2030.

DSE 4040  
Managerial Economics  
1st or 2nd term

This course focuses on the application of economic theory to management problems and the economic foundations of marketing, finance and production. Attention is given to the following topics: risk analysis, demand analysis, production and cost theory, pricing practices and capital budgeting. Prerequisites: DSE 1030 and 1040.

DSE 4050  
Business Cycle  
1st or 2nd term

This course aims at providing the background needed to understand and analyse the ups and downs of business activities. It will cover the major topics as patterns in business cycle, national income analysis, business cycle theories, international business cycle and business cycle forecasting. Applications with empirical data are emphasized. Prerequisites: DSE 1030, 1040 (or its equivalent course) and 2010.

DSE 4060  
Management Control Systems  
1st or 2nd term

This course aims at providing students with an understanding of the management control systems and management control techniques in business and non-profit organizations. Major topics include the design of management control systems, responsibility centres, budgetary and non-budgetary controls, measures of performance and management control under special situations. Prerequisites: ACY 1111 and HMG 1010/MGT 1020.

DSE 4070  
Business Data Management  
1st or 2nd term

This course aims to help students establish basic knowledge of data modelling, database design, process and management. Various database models such as relational model, entity-relationship model, and object-oriented model are discussed. Other related topics such as normalization, integrity control, query languages (SQL), CASE tool, data warehousing, and database for web applications will also be emphasized. Prerequisite: DSE 2050.

DSE 4080

Economic Analysis of Chinese Enterprises

1st or 2nd term

This course applies economic analysis to the study of development and characteristics of Chinese enterprises of various ownership structures, including state-owned, collective-owned, foreign-invested and private enterprises. Topics covered include: internal organization, strategic interactions among enterprises, employment practices, and technology management. Applications of Chinese microeconomics models to business decisions are emphasized. Prerequisites: DSE 1030 and 1040, or equivalent courses or permission from instructor.

DSE 4090

Macroeconomic Issues in Chinese Economy

1st or 2nd term

This course studies macroeconomic problems in the Chinese Economy in transition. Topics covered include: inflation, unemployment, fiscal and monetary policy, regional inequality, and special economic zones. Applications of Chinese macroeconomic models to business decisions are stressed. Prerequisites: DSE 1030 and 1040, or equivalent courses or permission from instructor.

DSE 4100

Selected Topics of DSE

1st or 2nd term

This course is designed to investigate and to discuss selected topics of current interests in the area of business/managerial economics analysis and/or decision sciences. Prerequisite: permission from instructor.

DSE 4110

Business Process Reengineering

1st or 2nd term

This course focuses on business processes. It requires fundamental rethinking of the design of the process, and takes radical measures to change the process to achieve dramatic performance improvement in quality and productivity. This course covers systems fundamentals, process flow analyses, information technology as an enabler, critical factors for implementing BPR, reengineering procedures, successful and failed cases, and BPR practices in small companies. Prerequisite: DSE 2030 or permission from instructor.

DSE 4120

Business Information Systems Development

1st or 2nd term

This course aims to introduce to students various activities associated with the development of business information systems. Students will learn to analyse information requirements and to design appropriate solutions that lead to sophisticated business systems. A balanced overview in analysing user requirements and designing business information systems to meet these requirements will be presented. The concepts of SDLC and human computer interaction will be introduced. Various methodologies, such as structured- and object-oriented analysis and design, will be emphasized. An introduction on how to use a CASE tool to help developing business information systems will also be given. Prerequisite: DSE 2050.

DSE 4130

Business Applications Programming

1st or 2nd term

This course aims at providing the fundamental concepts in programme development with the use of an object-oriented language. Topics covered include data types and their abstraction, class structure, message passing, event handling, simple client-server programming techniques, and their interactions with business databases. Comparison between the object-oriented and procedural approaches in programming will be explained throughout the course. More importantly, the concept of how the programming concepts can be applied in business domains will be emphasized, particularly in eBusiness applications. (Not for Engineering Faculty Majors.)

DSE 4140

Data Communications and Networking

1st or 2nd term

This course introduces data communications concepts, components, architecture, protocols, and standards for message movement within an information network. Both the technical and managerial aspects of designing, controlling, and managing networks in the distributed environment will be emphasized. Prerequisite: DSE 2050.

DSE 4150

Electronic Commerce

1st or 2nd term

This course focuses on introducing Internet technology and its use in electronic business. Topics include eAdvertising, eMarketing, B2C applications, B2B applications, mobile commerce, collaborative commerce, Internet management and security, electronic payment system, implementation, ethics, and electronic commerce development in Hong Kong and worldwide. Some new technologies and case studies may also be introduced in this course. Prerequisite: DSE 2050.

DSE 4170

Global eBusiness and Logistics

1st or 2nd term

This course examines in detail the major concepts and applications of eBusiness and logistics. We will provide students with an overview of major eBusiness processes and, in addition, we will also discuss the role of the Internet in an enterprise's global logistics integration. The general concepts and importance of global logistics management will also be the major focus of this course. Through this course, students will get an overall understanding of various activities involved in managing the logistic functions of a business firm and/or in managing a logistic service provider. Through scenario analysis, case studies and projects, students will learn concepts, practical tools, and effective practices in logistics management. Major topics include: introduction to eBusiness processes, introduction to the logistics functions and logistics industries, distribution strategies, design of the logistics networks, purchasing and outsourcing, and logistics information systems, etc.

DSE 4180

Global Supply Chain Management

1st or 2nd term

This course will examine the strategic role of supply chain management in global competition. We will provide students with the concepts, decision models and practical tools necessary for effective decision-making in the various areas of supply chain. Through problem solving and case studies, the course will develop students' intuition behind many key supply chain

concepts and practices. We will demonstrate how cost reduction, productivity improvement, flexibility, speed, and customer satisfaction can be achieved through supply chain enhancement. Topics include: the strategic framework for supply chain management, planning the demand and supply in a supply chain, planning and managing inventories in a supply chain, information technology management and information sharing in a supply chain, strategic alliances and coordination. Prerequisite: DSE 2030.

DSE 4190

Service Quality Management

1st or 2nd term

This course is designed to provide students with the knowledge and skills in the area of quality management so that they can help to improve quality and customer satisfaction in the logistic functions of a firm or in the logistic services industries. Through discussions, problem solving, application projects and case studies, this course will demonstrate how applications of quality concepts, techniques and theories can help a service organization gain competitive advantages in today's competitive environment. Topics will include: the role and importance of service quality and customer satisfaction in the logistic industry or logistic function, tools for quality design, planning and improvement, the Malcom Baldrige National Quality Award, service quality gap model, service profit chain model, service recovery and guarantees and their applications.

DSE 4210

Decision Support and Knowledge Management Systems

1st or 2nd term

This course introduces students to the concepts and skills essential for the analysis, evaluation, design, and development of knowledge-based systems for enhancing decision performance. It will cover topics such as problem solving methods and strategies, development of computer-based decision models, knowledge acquisition, knowledge representation, design of knowledge-based intelligent systems, application of knowledge discovery and data mining techniques, such as neural network, genetic algorithms, and rule inductions.

DSE 4220

Data Mining for Managers

1st or 2nd term

This course emphasizes on the applications of data mining techniques in business problems from managerial perspectives. Business applications such as customer relationship management and financial analysis will be discussed throughout the course. Some basic data mining techniques will also be explained for illustration purposes. They include clustering, inductive learning, market basket analysis, data warehouse, and neural networks.

DSE 4230

Information Systems Practicum

1st or 2nd term

This course bridges the gap between classroom and real world. It requires students to complete a real-world information systems project, in collaboration with a company or organization. A minimum of three and a maximum of five students are required to form a project team, under the joint supervision of a MIS faculty member and a senior executive of the sponsoring company.

### *Finance*

FIN 3010

Financial Markets

1st and/or 2nd term

This course deals with a number of financial instruments traded in the markets for securities, foreign exchange, options and futures. Discussions include intersectoral flow-of-funds analysis, determination of interest rates and analysis of money and capital markets. Prerequisite: FIN 2010 or permission from instructor.

FIN 3020

International Finance

1st and/or 2nd term

This course aims to analyse international monetary relations and problems. Major areas of discussion include basic concepts and analysis of the balance of payments, the foreign exchange market, determination of spot and forward exchange rates, international capital flows, the payments adjustment mechanism, international monetary problems and arrangements, and international debt and its development. Prerequisites: DSE 1030 and 1040, or permission from instructor. (Not for Economics Majors.)

FIN 3030

Management of Financial Institutions

1st and/or 2nd term

This course discusses the economic and environmental problems in the acquisition and use of funds by financial institutions. The emphasis is on the fundamental principles underlying the organization and management of a commercial bank. Considerations are given to recent developments in banking regulations, electronic banking, asset and liability management, various major policy areas and their interrelationships. Prerequisite: FIN 2010.

FIN 3040

Commercial and Central Banking

1st and/or 2nd term

This course deals with the structure and operations of commercial and central banks. It examines supply of money, process of deposit creation in commercial banks, the tools and impact of monetary policy and the role of central banking in the banking industry. It also considers banking practices in an international context. Prerequisite: FIN 2010 or permission from instructor.

FIN 3050

Risk Management and Insurance

1st and/or 2nd term

This course covers risk management concepts; risk identification and measurement; property, net income, and liability loss exposures; analysis of life, property and liability insurance contracts; methods and problems of insurance pricing; and insurance regulation and public policy. In this course, insurance is treated as a major tool of risk management. Prerequisite: FIN 2010.

FIN 3060

Real Estate Finance and Investment

1st and/or 2nd term

In this course, attention will focus on the following issues: the relationship between economic growth and real estate investment, the appraisal of property investment and leasing, the sources and availability of financing for property investment, the legal and regulatory framework

underpinning property contracts and mortgage arrangements in Hong Kong (and mainland China), the inter-relationships between property rentals, real estate values and stock market growth and, finally, recent developments and trends in the field of property financing and investment. Prerequisite: FIN 2010.

FIN 3080

Investment Analysis and Portfolio Management

1st and/or 2nd term

This course discusses basic security valuation theories and portfolio management. Emphasis is placed on fundamental common stock analysis, capital market theory, analysis of portfolio performance, market efficiency, and behaviour of stock prices. Prerequisite: FIN 2010 or permission from instructor.

FIN 3090

Actuarial Modelling

1st and/or 2nd term

This course develops the student's knowledge of the theoretical basis of actuarial models and the application of those models to insurance. Applications include: premium rate for life insurance and annuity contracts; benefit reserves for insurance contracts; and valuation of pension plans. Prerequisite: FIN 2020.

(For the course description of FIN 2020, please refer to the BBA Programme in Insurance, Financial and Actuarial Analysis.)

FIN 4010

Corporate Finance: Theory and Practice

1st and/or 2nd term

This course builds on the concepts introduced in FIN 2010 and aims to provide students with advanced study of corporate investment and financing decisions. Major topics covered include working capital management, capital budgeting, capital structure, sources of financing, dividend policy, leasing, and mergers and acquisitions. Prerequisite: FIN 2010.

FIN 4011

Foreign Exchange Practices

1st and/or 2nd term

This course studies the business and strategy issues of investing in the global foreign exchange market. The objective is to develop the students' capability in reading the minds of the market psychology studies. Topics include assessing global political, economic and social conditions, globalization of national economic policies, ascertaining market focus, strategy of surrendering to market trend, assessing the value of technical analysis, psychology of speculation, money management rules, etc. Prerequisites: MGT 2510 and FIN 2010.

FIN 4030

Selected Topics in Finance

1st and/or 2nd term

This course will focus on special issues selected by the Department of Finance. Students are advised to contact the department for current offerings and necessary prerequisites.

FIN 4040

Options and Futures

1st and/or 2nd term

This course aims to discuss the basic operations of the options and futures markets. It analyses option pricing models, investment strategies involving options and futures, and the roles of hedgers and investors in these markets. Other major topics include comparisons of options and futures contracts issued by different exchanges and their trading regulations. Prerequisite: FIN 3080.

FIN 4050

Mergers and Acquisitions

1st and/or 2nd term

This course is designed to provide an overview of current issues and recent developments in the area of acquisition/merger policy, performance and analysis. This course will focus on the following areas: 1) forms of takeover mechanism and their historical incidence in Hong Kong, 2) causes and motivations for acquisition/merger, 3) the impact on the stock prices of the corporate raider and its target, 4) the Hong Kong regulations relating to mergers and, finally, 5) a consideration of the general effect of mergers/acquisitions upon national economic performance. Prerequisite: FIN 2010.

FIN 4060

China Finance

1st and/or 2nd term

This course provides students with a basic understanding of China finance. It covers the following areas: China's markets for securities and foreign exchange, their regulatory framework, price behaviour and efficiency, recent developments and trends; the ownership structure, capital structure, dividend policy, and project financing of state-owned as well as privately-owned corporations. Important current issues will also be discussed. Prerequisite: FIN 2010.

FIN 4070

Fixed Income Securities Analysis

1st and/or 2nd term

The focus of this course is on the valuation of fixed-income securities and investment techniques in managing fixed-income portfolios. Topics include the term structures of interest rates and forward rates; bond pricing, interest rate and reinvestment risks; risk and hedging in bond portfolio management; duration, convexity and portfolio immunization; corporate bonds, emerging-market bonds and default risks; fixed-income securities with embedded options; callable and convertible bonds, mortgage-backed securities; interest rate derivatives; and interest rate futures, swaps, caps and floors. Prerequisite: FIN 3080.

FIN 4072

Quantitative Finance

1st and/or 2nd term

This course is designed to apply mathematical and statistical/econometric techniques to financial issues. Topics include mean-variance portfolio analysis; regression and time series analysis of financial data; forecasting and simulations in financial applications. This course involves extensive usage of computers and relevant software packages. Prerequisite: FIN 3080.

FIN 4080

Cases in Corporate Finance

1st and/or 2nd term

This course is designed to apply the materials learned in financial management to study cases in corporate finance. The cases include capital budgeting under uncertainty with emphasis on the net present value rule, internal rate of return rule and (discounted) payback rule, replacement of old equipment by new equipment, estimation of cost of equity, cost of debt and weighted average cost of capital, the implications of the capital asset pricing model and the arbitrage pricing model, the dividend discount model, optimal capital structure and the free cash flow model. Prerequisite: FIN 2010.

FIN 4081

Computational Finance

1st and/or 2nd term

Computational finance is an interdisciplinary subject of probability theory, finance, and numerical analysis. The emphasis of this course is on computational methods and mathematical models for various asset pricing and risk management problems. Computational issues on implementing common financial models will be discussed. Standard as well as exotic derivatives on equities, indices, and interest rate will be introduced; different computational methods are used for their pricing and hedging, these include pricing by formulas and approximations, pricing using lattices, and pricing using Monte Carlo simulation. Before taking this course, students are expected to have good knowledge in at least one computer language.

FIN 4082

Quantitative Methods for Financial Derivatives

1st and/or 2nd term

This course develops the quantitative methods for stochastic models of financial markets and pricing financial derivative securities. Topics will include: arbitrage, interest rate and discounted value; hedging strategies and risk management; geometric random walk and Brownian motion as models of risky assets; initial boundary value problems for the heat and related partial differential equations; self-financing replicating portfolio; Black-Scholes pricing of European options; term structure models and interest rate derivatives; Girsanov theory and equivalent martingale measures; optimal stopping and American options. Before taking this course, students are expected to have good knowledge in probability theory and differential equations.

FIN 4088

Intermediate Financial Theory

1st and/or 2nd term

This course presents and develops many of the important concepts in finance. The major focus is on single-period models of financial markets and the valuation of simple financial claims traded in those markets. Topics will include: models of choice under uncertainty, risk aversion, and stochastic dominance; single-period portfolio optimization problems and equilibrium models of asset markets; mutual fund separation theorems and aggregation theorems; introduction to asset markets and portfolio choice in a multi-period context; financial decisions of firms and the Modigliani-Miller theorems; financial equilibrium with differential information. Before taking this course, students are expected to have good knowledge in microeconomic theory and advanced calculus.

FIN 4090

Corporate Property and Liability Insurance

1st and/or 2nd term

This course examines risk management and operations of buyers and sellers of insurance. Basic principles and methods for assessing risks facing a non-insurance company and for selecting an optimal risk management programme are discussed in a broad insurance, finance, and statistical context. Because insurance is an important component of a risk management programme, the functional areas of providers of insurance (particularly property and casualty insurers) and the regulatory and market environment in which they operate are also discussed. Prerequisite: FIN 3050.

FIN 4091

Life and Health Insurance

1st and/or 2nd term

This course covers laws and regulations of the life and health insurance, needs analysis, the life insurance contract, policy provisions and ownership rights, settlement options, pricing of life products, the underwriting function, medical insurance and long term disability income policies, retirement income and pension plans. Prerequisite: FIN 3050.

FIN 4092

Principle of Reinsurance

1st and/or 2nd term

This course aims to provide the student with knowledge in business, legal and financial principles relating to reinsurance arrangements and in the practice of analysing reinsurance portfolios. Topics include the international reinsurance market, facultative reinsurance, proportional treaties, excess of loss treaty, stop loss treaty, risk excess, catastrophe excess, buffer excess of loss, treaty wordings, identification and measurement of exposures to large risks, fixing of retention, acceptable probability of ruin, design and negotiation of reinsurance programmes. Prerequisite: FIN 3050.

FIN 4095

Advanced Actuarial Modelling

1st and/or 2nd term

This course covers the advanced principles of life contingencies. Topics include present value model, single decrement model, multiple decrement model, joint life model and stochastic modelling. Prerequisite: FIN 3090.

FIN 4096

Employee Benefits, Retirement and Estate Planning

1st and/or 2nd term

This course provides conceptual and working knowledge in the areas of employee benefits, retirement planning and estate planning. This course examines employer and employee objectives for benefit plans; government programmes for employees' compensation; unemployment insurance; MPF; employer-sponsored pension plans; integration of government and employer-sponsored retirement benefits into an individual's retirement planning; and design and administration of estate planning into an individual's complete financial planning portfolio. Prerequisite: FIN 3050.

FIN 4097

Applications of Loss Models

1st and/or 2nd term

This course covers the model-based and simulation-based approach to actuarial analysis. The objective is to apply models and simulation techniques to business applications. Topics include: elementary stochastic models, approximation methods of aggregate claims distribution, credibility theory, multi-period risk models of insurance operation, basic simulation techniques, and applications of resampling methods. Areas of applications include: determination of premium rates and loss reserves for insurance contracts, assessment of the credibility of data for ratemaking, estimation of insurance company solvency, and valuation issues of insurance industry. Prerequisite: FIN 4095.

FIN 4100

E-Finance

1st and/or 2nd term

This course provides students with the fundamentals in the operations as well as the management of electronic commerce (e-commerce) in finance. It will cover overall e-commerce applications in the financial sector and also future development trends in e-Finance. Specific topics include an overview of e-commerce and its applications in the financial sector; information technology for business executives in e-Finance; on-line banking, on-line stock trading and on-line MPF solution in Hong Kong; the electronic financial markets and virtual market-space; the Internet and future financial services and applications; e-commerce applications in web trust e-commerce; and strategies for IT banking and the financial services industry. Various cases will be studied. Student group projects and presentations are required. Prerequisite: FIN 3010 or 3080.

*Management*

MGT 3010

Organizational Behaviour

1st and/or 2nd term

This course provides an in-depth study in the understanding and modification of human behaviour in organizations. Major topics include framework of organizational behaviour, concepts of human behaviour, group dynamics, techniques of behavioural sciences as applied to organizational behaviour and future perspectives of organizational behaviour within the context of management. Prerequisite: HMG 1010 or MGT 1020.

MGT 3040

Human Resource Planning and Staffing

1st and/or 2nd term

This course aims to provide students with useful knowledge and understanding of the very important and fundamental aspects of human resource management - human resource planning and staffing. Students will be introduced to the human resource management concepts and practice by examining the following major aspects: job analysis, human resource planning, recruitment, selection and placement. With the use of role play, video presentation and case studies, students will follow the more practical aspects of the study to gain a deeper insight into the course contents. Prerequisite: MGT 2040.

MGT 3060

Training and Development

1st and/or 2nd term

This course explores the theories and skills in personnel training and development from the management point of view. The formulation and implementation of effective policies, systems and programmes for the training and development of manpower at all levels of an organization are stressed. Major topics include the objectives of training and development, formulation and implementation of training and development policies and plans, training methods, evaluation of the effectiveness of the training and development function, etc. Prerequisite: MGT 2040 or permission from instructor.

MGT 3580

Global Enterprise Management

1st and/or 2nd term

One of the important trends of modern business is globalization. Organizations, particularly multinational corporations, are continuously expanding across national borders. This course focuses on multinational corporations as a context in which issues in managing the globalization of an organization are examined. This course covers both the macro and the micro aspect

of global business management. The macro aspect involves the considerations of the various contexts of the host nation, including the legal, economic and cultural. The micro aspect involves the internal operating environment of the organization, including organizational culture and structure, staffing and training needs, and dealing with business partners across national borders. Regional examples will be emphasized.

**MGT 4030**

**Organization Design and Change**

1st and/or 2nd term

This course focuses on the macro aspects of organizations. It draws on classical and contemporary theories to examine issues related to organizational change in structure and processes. It covers the following topics: the nature, form and function of organization as a distinctive social system; interrelationships between organizations and the environment, other social systems, and other organizations; the contribution of contextual factors, such as technology, culture, size and strategy, to the structure of organization; the dynamic interrelationship between organizational forms and critical processes such as decision making, control, power, and politics; the design, configurations and conditions that relate to organizational effectiveness. Prerequisite: HMG 1010 or MGT 1020.

**MGT 4040**

**Entrepreneurship and New Venture Management**

1st and/or 2nd term

This course is designed to introduce students to the creation of new ventures and the management of new ventures and small business enterprises. Text, readings, and cases are used to describe concepts of entrepreneurship, business ownership, and the skills needed to start and manage new and small ventures. Students will have the opportunity to explore how new and small ventures are planned and developed, including concepts of franchising and owner-managed family enterprises. Students will explore product development, new services, marketing, staffing, and financing new and small ventures from an owner's perspective. Prerequisite: HMG 1010 or MGT 1020.

**MGT 4050**

**Performance and Compensation Management**

1st and/or 2nd term

In this course students are exposed to compensation theories and their relations to compensation policies within business firms. Behavioural effects of compensation plans and how to make compensation plans more effective will be discussed. Topics covered in this course include nature of financial motivation, job analysis and job evaluation, compensable factors, compensation survey, compensation structure, performance appraisal, designing of a compensation package, pay and organizational effectiveness. Prerequisite: MGT 2040 or permission from instructor.

**MGT 4060**

**Managing Employment Relations**

1st and/or 2nd term

This course provides an in-depth analysis of the development and practices of labour-management relations in the private sector of Hong Kong. Major topics to be discussed include: economic, political and socio-cultural background; the development of trade unionism; wage determination; the legal regulation on employment, hours, working conditions, health and safety, and worker's compensation; system for settlements of industrial conflict; labour market and employment issues and employer-employee cooperation. Comparative studies of employment relations and legal issues among selected countries will also be discussed. Prerequisite: MGT 2040.

MGT 4080

Managerial Skills for Modern Managers

1st and/or 2nd term

This course develops students for various managerial skills necessary in the work place through simulated exercises and real-world case discussion. Skills to be developed include those in the personal and interpersonal aspects. Topics in personal skills include: career planning, time management, impression management, personal style assessment, and stress management. Topics of the interpersonal aspects include: team-building skills, managing small group and conducting effective meeting, negotiation skills, presentation and public speech skills, coaching, praising, disciplining, counselling and supportive skills. Prerequisite: HMG 1010 or MGT 1020.

MGT 4090

Technology and Innovation Management

1st and/or 2nd term

Today's uncertain, ambiguous and fast changing business environment means that managers must be able to find creative solutions to problems and implement them effectively. This course is concerned with developing insights and skills related to that vital task. It will examine the process of developing technology and innovation in organizations and introduce students to methods for developing creativity at the individual, group and organizational levels. It will examine the process of putting innovative ideas into practice. Finally, it will consider the organizational context - in terms of structure, culture, and management style - which can either inhibit or facilitate innovation and new technology. Prerequisite: HMG 1010 or MGT 1020.

MGT 4100

Managing Strategic Change

1st and/or 2nd term

This course focuses on the managerial issues involved in the implementation of strategies and organizational changes. Topics discussed include strategic orientation, strategy and structure, strategic control system, strategic leadership, power and politics, corporate entrepreneurship, cultural change, and other behavioural problems leading to successful strategic management. The Asia-Pacific cultural and socio-economic environment will be emphasized. (For students in their final year of attendance only.)

MGT 4110

Selected Topics in Management

1st and/or 2nd term

This course focuses on special issues in the field of management. It includes, but is not limited to, current discussion of human resource management, strategic management, organization theory and behaviour, and entrepreneurship. Prerequisite: MGT 2040.

MGT 4120

Management of Chinese Firms

1st and/or 2nd term

This course is designed for students to gain an in-depth knowledge of human resource and strategic issues of managing Chinese enterprises under economic reform. The topics include the social, economic, and cultural context of management, human resource management system, leadership and strategic management in a socialist market economy. Prerequisite: HMG 1010 or MGT 1020.

MGT 4130

Consultancy and Change Management

1st and/or 2nd term

This course aims at introducing different aspects of management consultancy and the change management process. It provides not only an integrated business knowledge of consultancy, but also contemporary ideas on introducing and implementing changes in organizations. Topics include organizational analysis tools, change models, change leadership, and creating change culture, etc. Prerequisite: HMG 1010 or MGT 1020.

MGT 4510

China Business

1st and/or 2nd term

This course aims to provide basic familiarity of China's foreign business operations and strategic issues related to these activities. Major topics include: the business and investment environments of China; China's foreign trade policy; the foreign business operations and system of China; business negotiation and dispute settlement; the development and future prospects of the China market and special economic zones; the service industry in China. Prerequisite: MGT 2510.

MGT 4520

Global Chinese Business Network

1st and/or 2nd term

This course aims at analysing the business operations of firms owned and managed by the ethnic Chinese in both interpersonal and interorganizational levels-of-analysis. The emphasis is on examining the network-based structure and system of this large and growing group of companies. This course is designed as a seminar and involves substantial field exercises. Prerequisite: MGT 2510.

MGT 4530

Japanese Business

1st and/or 2nd term

The objective of this course is to study Japanese business in the context of fast-changing domestic and international environment. Major topics include: Japan's post-war economic development, strategies for market development, evolution of management practices, and internationalization of business. Prerequisite: MGT 2510.

MGT 4540

Asian Business

1st and/or 2nd term

This course examines the technical, economic, political and social environments of Asian countries. The cultural and historical factors leading to these conditions. Their government-business tie-up and management systems. Prerequisite: MGT 2510.

MGT 4550

European Business

1st and/or 2nd term

This course examines the economic, political and cultural environments of Europe to understand how to conduct business in and with member countries of the European Union (EU). Major topics include: Euroconsumers, labour unions, environmental protection, comparison and integration of national business systems. Prerequisite: MGT 2510.

MGT 4570

Global Entrepreneurship

1st and/or 2nd term

This course is designed to introduce students to the creation and management of new ventures in the global era. It will cover the concept of entrepreneurship, policies and other factors conducive to innovation and new venture creation, writing of business plan, and the skills to manage a new venture. Cases of new ventures around the globe and visits to local new ventures will be used to illustrate concepts and help students gain insight into new venture creation process. Students will write, under close direction, a business plan aimed for inviting investment as a requirement of the course.

*Marketing*

MKT 3010

Marketing Research

1st and/or 2nd term

A practical survey of contemporary systematic procedures and tools of research available to the marketing researcher, as well as the uses of such information in managerial decision making. Prerequisite: DSE 2010.

MKT 3020

Consumer Behaviour

1st and/or 2nd term

This course is designed to focus on the behavioural concepts and theories that have been found useful for understanding consumer behaviour and their potential applications in the development of marketing strategy. Concepts and theories in the social sciences, particularly social psychology, cognitive psychology, sociology and cultural anthropology will be emphasized throughout this course with special reference to selected consumer topics. These topics include attitude formation and change, information processing, learning, group influences, choice behaviour and cross-cultural consumer behaviour. Prerequisite: MKT 2010.

MKT 3030

Advertising and Promotion Management

1st and/or 2nd term

Of the basic "P's of marketing (product, place, price, promotion), it is the last that usually offers the greatest opportunity to differentiate one marketer's offering from another. The two components of the "promotion-mix" - advertising and sales promotion - will be explored in terms of objectives, strategies and tactics, and in terms of carrying-out successful advertising and sales promotion via the right blend of message, market, media, money and measurement. Special attention will be focused on the "creative" and "business" aspects of advertising, to try to better understand how they can work together effectively in the context of the total marketing process. Prerequisite: MKT 2010.

MKT 3040

Sales Force Management

1st and/or 2nd term

This course covers the nature of personal selling, determination of the amount and allocation of personal sales effort, methods of organization, evaluation and control. Evaluation of current practices in selecting, training, compensating and supervision of salesmen will be included. Another purpose of this course is to familiarize students with principles and practices of effective personal selling. Prerequisite: MKT 2010.

**MKT 3050**

**Multinational Marketing**

1st and/or 2nd term

This course is designed to expose students to the complexities and challenges related to multinational marketing activities. Topics include an analysis of the underlying forces in international trade, opportunities and threats in the world market, estimation of market potential, formulation of multinational marketing strategies, organization and coordination of global marketing activities. Prerequisites: MGT 2510 and MKT 2010.

**MKT 4010**

**Organizational Marketing**

1st and/or 2nd term

The major objectives of this course are to develop an understanding of the unique features, behaviour and problems of organizational marketing as compared to consumer marketing and to show how to apply the marketing managerial process (e.g., market segmentation, target market selection, development of the marketing mix) to the field of organizational marketing. This course is concerned with the application of modern marketing principles to organizational customers, including profit and non-profit organizations such as industrial buyers, government and social service institutions. Prerequisite: MKT 2010.

**MKT 4020**

**Retail and Channel Management**

1st and/or 2nd term

The major objective of this course is to enable students to become a good decision maker in retail and channel management. It focuses on the highly dynamic nature of the sector and emphasizes on its adaptation ability to changes. Apart from introducing students to the evolution pattern of major retail institutions, this course also discusses in depth the general retail and channel management concepts and practices such as trading areas, locational and site analysis, merchandising, store positioning and transfer of retail technology. Prerequisite: MKT 2010.

**MKT 4030**

**Service Marketing**

1st and/or 2nd term

This course reviews the important concepts in service marketing. It addresses the issues involved in the effective marketing of services taking into account the unique characteristics of services. The issues which are covered include: the interactive nature of the service provider, the consumer and the physical environment in the service provision process; the importance to maintain high quality; and special problems related to the growth and internationalization of services. Prerequisite: MKT 2010.

**MKT 4040**

**Strategic Marketing**

1st and/or 2nd term

The purpose of this course is to reinforce and build upon previous studies of marketing and develop a comprehensive and integrated framework for the direction and management of the marketing function in a company. The approach of this course is broad, with marketing being examined from the viewpoint of the enterprise rather than using a business perspective. While this course necessarily includes reference to strategic management issues, major emphasis is placed upon the distinctive conceptual perspectives that are wholly within the domain of the firm's marketing strategy. This course will build skills in such areas as: market opportunity analysis, the assessment of competitive

advantages, forecasting patterns of market evolution, and developing marketing strategies consistent with these assessments. In addition, through case studies and other means, understanding is enhanced of the methods and concepts of marketing strategy analysis and how these can be applied in practice. Prerequisite: MKT 2010.

**MKT 4050**

Seminar in Marketing

1st and/or 2nd term

Discussion of current marketing thought, the rationale associated with contemporary marketing strategies, and issues and problems drawing current attention in the marketing literature. Thus, specific topics will vary from term to term. Prerequisite: MKT 2010.

**MKT 4052**

Seminar in Marketing (Marketing Challenges in the 21st Century)

This course provides students with the opportunity to further their knowledge in selected areas of marketing. Issues of current and emerging interest are discussed and explored. Topics include new paradigms in marketing, customer relationship management, strategic brand management, creativity in marketing and others. Prerequisite: MKT 2010.

**MKT 4070**

China Marketing

1st and/or 2nd term

The major objective of this course is to prepare students to become a good decision maker in China marketing. Students will become aware of the strategies, skills and attitudes that are essential for effective and efficient marketing practices in China. Topics include: analysing the marketing environment in China; understanding Chinese consumer behaviour; conducting marketing research in China; developing and implementing marketing strategies in China. Prerequisite: MKT 2010.

**MKT 4080**

Internet Marketing

1st and/or 2nd term

The internet is having a profound effect on the conduct of marketing as we move towards the new millennium. The Internet presents a fundamentally different environment for marketing, and new paradigms will have to be developed to take account of marketing activities in the electronic age. This course focuses primarily on the impact of the Internet on marketing, Internet marketing research, consumer behaviour on the Internet, and marketing strategies in the Internet age. Prerequisite: MKT 2010.

**STOT Course**

**BBA 0310**

Issues in Business

2 U; 2 STOT; 1st and/or 2nd term

This course provides an opportunity for students to integrate knowledge acquired from their business studies in generating a project/research study with the guidance of a teacher.

## Study Scheme

### 1. Major Programme

Students are required to complete a minimum of 69-72 units as required by the individual concentration area.

- |       |   |             |
|-------|---|-------------|
| (i)   | Required Courses:<br>ACY 1111, 1112, 3050, DSE 1030, 1040, 2010, 2020, 2030, 2050,<br>ELT 3110, FIN 2010, MGT 1020, 2040, 2510, 4010, MKT 2010  | 49 units    |
| (ii)  | One 3-unit elective course coded DSE/FIN/MGT/MKT<br>3000 or above   | 3 units     |
| (iii) | Courses from one of the following concentration areas*:   | 15-18 units |
|       | a. Business Economics<br>One from any concentration area and four courses<br>from: DSE 3030, 3040, 3070, 3080, 4040, 4050,<br>4080, 4090  |             |
|       | b. Management Information Systems<br>DSE 4070, 4120 plus three from: DSE 4100 (in MIS<br>area), 4130, 4140, 4150, 4210, 4220, 4230  |             |
|       | c. Supply Chain and Logistics Management<br>DSE 4170, 4180, 4190 plus two courses from DSE<br>4070, 4110, 4150, 4210, MGT 4130  |             |
|       | d. General DSE<br>One from any concentration area and four courses<br>from: DSE 3010, 3020, 3030, 3040, 3060, 3070,<br>3080, 4010, 4020, 4030, 4040, 4050, 4060, 4070,<br>4080, 4090, 4100, 4110, 4120, 4130, 4140, 4150,<br>4170, 4180, 4190, 4210, 4220 |             |
|       | e. General Finance  |             |
|       | (A) <b>Applicable to students admitted in 2003-04 and thereafter</b><br>Six courses coded 3000 or above in Finance  |             |
|       | (B) <b>Applicable to students admitted in 2002-03 and before</b><br>Six courses from: FIN 3010, 3020, 3030, 3040,<br>3050, 3060, 3080, 4010, 4011, 4030, 4040,<br>4050, 4060, 4070, 4072, 4080, 4090, 4100  |             |
|       | f. Financial Engineering  |             |
|       | (A) <b>Applicable to students admitted in 2003-04 and thereafter</b><br>Six courses from: FIN 3010, 3080, 3090, 4040,<br>4070, 4072, 4081, 4082, 4088, 4095, 4097   |             |
|       | (B) <b>Applicable to students admitted in 2002-03 and before</b><br>One course coded 3000 or above in Finance<br>and five courses from: FIN 3010, 3080, 4010,<br>4040, 4070, 4072   |             |

\* Students admitted in 2002-03 and thereafter have to fulfil the requirements of at least one concentration area. They may specialize in a maximum of two concentration areas, subject to their satisfying the requirements of both concentration areas. The course in (ii) can be used to fulfil the requirements of the second concentration.

g. Management of International Business	
A total of five courses plus the language course as outlined below:	
i) Any three or four of the following MGT courses: MGT 3580, 4110, 4120, 4510, 4520, 4530, 4540, 4550, 4570	
ii) Any one or two of the following courses: DSE 4170, ECO 3240, 3340, FIN 3020, 4060, GPA 2345, 2355, JAS 3440, 3450, MKT 3050, 4070	
iii) Students are expected to satisfy any of the language requirements below: either: one Mandarin course (not applicable to students from mainland China), or: one course on English language offered by ELTU or the Department of English other than the required ones, or: one language course other than English and Mandarin	
Exemptions to this language course requirement can be given through demonstrating proficiency and will be considered on an individual basis.	
h. Human Resource Management MGT 3010 plus three courses from MGT 3040, 3060, 4050 and 4060; plus any one MGT course.	
i. Marketing MKT 3010, 4040 plus three courses from: MKT 3020, 3030, 3040, 3050, 4010, 4020, 4030, 4050, 4052, 4070, 4080	
j. General Business Five courses coded DSE/FIN/MGT/MKT 3000 or above	
(iv) STOT Course: BBA0310	2 units
<hr/> Total: 69-72 units	
<b>Recommended course pattern</b>	
<i>First Year of Attendance</i> ACY 1111, 1112, DSE 1030, 1040, 2010, 2020, MGT 1020, FIN 2010, MKT 2010	27 units
<i>Second Year of Attendance</i> ACY 3050, DSE 2030, 2050, MGT 2040, 2510, and three courses coded DSE/FIN/MGT/MKT 3000 or above	25 units
<i>Third Year of Attendance</i> BBA 0310, ELT 3110, MGT 4010 and three to four courses coded DSE/FIN/MGT/MKT 3000 or above	17-20 units
<hr/> Total: 69-72 units	

## 2. *Minor Programme*

Requirements for registration in Minor:

- (i) previous year's GPA not lower than 2.7; and
- (ii) students entering the third year of attendance must have taken at least two courses offered by the Faculty of Business Administration.  
(Students' performance in the courses offered by the Faculty of Business Administration [both the number of courses taken and the grades obtained] will be taken into consideration.)

Students are required to complete a minimum of 18 units\* as follows:

- |     |  |         |
|-----|--|---------|
| (a) | Two required courses:<br>MGT 1010 and 1020   | 6 units |
| (b) | Three courses from the following elective courses:<br>DSE 2030, FIN 2010, MGT 2040, 2510, MKT 2010 | 9 units |
| (c) | One course from any concentration area<br>See concentration areas under Major Programme above      | 3 units |

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Total: 18 units

- \* *No more than two courses which count towards the fulfilment of students' respective Major Programme requirements shall count towards the fulfilment of this Minor Programme.*

## 3. *Major GPA Calculation*

All ACY, BBA, DSE, FIN, MGT and MKT courses coded 2000 or above (for STOT courses, coded 0200 or above), regardless of concentration, will be included in the calculation of the Major GPA for honours classification.

- 4. In addition to the units taken by students to fulfil their Major, General Education and Physical Education requirements, at least 6 units of courses (including Minor Programme courses and extra General Education and Physical Education courses) must be taken outside the Faculty of Business Administration.
- 5. (i) The Committee on Undergraduate Studies in Business (CUSB) considers the courses in Columns A and B equivalent courses. All Integrated BBA Major students are not allowed to take courses in Column B without the approval of CUSB. If students have repeatedly taken the corresponding equivalent courses without the approval of CUSB, the units of the courses will not be counted towards any requirements for graduation. Transfer students will be exempted automatically from taking the corresponding equivalent courses and the corresponding units in Column A if they have taken the courses in Column B and obtained a grade of "D" or above before transferring to the Integrated BBA Programme. If they fail to get any exemption, they must take the courses in Column A in order to fulfil the graduation requirements. If transfer students have taken the courses in Columns A and B before transferring to the Integrated BBA Programme, both units of the courses in Columns A and B will be counted towards the graduation requirements.

The courses in Column B taken by students, in any case, will not be counted towards the Major GPA calculation for honours classification.

Column A	Column B
ACY 3050	LAW 2090
DSE 1030	ECO 1011
DSE 1040	ECO 1021
DSE 2010	COM 3110
	ECO 2121
	GRM 2102
	SEG 2430
	SOC 1004
	STA 2102*
DSE 2050	SEG 3490

\* For students minoring in Statistics, the units gained from STA 2102 will be counted towards the Minor Programme, and these students will be exempted from taking DSE 2010 and the corresponding Major units.

- (ii) CUSB considers that the contents of the courses in Column B overlap with the corresponding courses of the Integrated BBA Programme in Column A. All Integrated BBA Major students are not allowed to take the courses in Column B. If students have repeatedly taken the corresponding overlapping courses without the approval of CUSB, the units of the courses will not be counted towards any requirements for graduation. Transfer students who have taken courses in Column B before transferring to the Integrated BBA Programme will not be recommended for exemption from taking corresponding courses in Column A. They must take the courses in Column A in order to fulfil the graduation requirements. Both units of the courses in Columns A and B taken by transfer students will be counted towards the graduation requirements.

The courses in Column B taken by students, in any case, will not be counted towards the Major GPA calculation for honours classification.

Column A	Column B
ACY 1111	ECO 1131
	GEE 273X
ACY 1112	GEE 273X
DSE 1030	SEG 2440
DSE 1040	GEE 251Q
	ECO 1010
DSE 2010	GEE 247N/248N/STA 2103
	GRM 2103
	PSY 1010
	STA 2101

## 6. Faculty Language Requirement

### I. Applicable to students admitted through the JUPAS

#### English

Integrated BBA Majors who have obtained Grade "D" or below in "Use of English" of HKALE\* (AS Level) are required to complete ELT 1100 English Enhancement for Business Studies in their first year of attendance.

Chinese

Integrated BBA Majors who have obtained Grade “E” in “Chinese Language and Culture” of HKALE\* (AS Level) are required to complete CHI 1660 Chinese for Faculty of Business Administration in their first year of attendance.

\* *Obtained in that particular sitting of HKALE which the University has used to assess the admission qualification of the student concerned.*

II. Applicable to students admitted through the Early Admissions Scheme (EAS)

English

Integrated BBA Majors admitted through the Early Admissions Scheme are required to complete ELT 2501 Effective Oral Communication in their first year of attendance.

Chinese

Integrated BBA Majors admitted through the Early Admissions Scheme are required to complete CHI 1660 Chinese for Faculty of Business Administration in their first year of attendance.

III. Applicable to students NOT admitted through the JUPAS or EAS

English

Integrated BBA Majors NOT admitted through the JUPAS or EAS are required to complete ELT 1100 English Enhancement for Business Studies in their first year of attendance. They can take a replacement course for this course or be exempted from this course as approved by the Programme Director.

Chinese

Integrated BBA Majors NOT admitted through the JUPAS or EAS are required to complete CHI 1660 Chinese for Faculty of Business Administration in their first year of attendance. They can take a replacement course for this course or be exempted from this course as approved by the Programme Director.