Bachelor of Arts Scheme in Business

comprising
Bachelor of Arts in Business / Bachelor of Arts in Business (Finance) / Bachelor of Arts in Business (International Business)

商業文學士組合課程

包括
商業文學士 / 商業文學士（財務）/ 商業文學士（國際商業）

Programme Codes:
84020 / 84020-F / 84020-IB (Full-time)
84027/ 84027-F / 84027-IB (Part-time)

Definitive Scheme Document

2010/11
This Definitive Scheme Document is issued in September 2010. It is subject to review and changes which the School can decide to make from time to time. Students will be informed of the changes as and when appropriate.
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Section One: General Information
1. **SCHEME OPERATION AND MANAGEMENT**

The operation of the Bachelor of Arts Scheme in Business is managed by the Scheme Management Committee. The Committee has an overall academic responsibility. The membership includes:

- **Chairperson**: Scheme Leader
- **Members**: Director of SPEED or his/her delegate
- **Award Leaders**: All subject lecturers teaching on the scheme
- **Student representatives**: from each year within the normal duration of the respective programmes

The Committee normally meets once or twice a year, but any member, including student representatives, may ask for a special meeting when there are important or urgent matters to discuss.

2. **SCHEME HOST**

The scheme is hosted by the School of Professional Education and Executive Development (SPEED), which assumes the overall academic responsibility in the realm of quality assurance in both teaching and learning.

3. **CONTACT INFORMATION**

**Scheme Leader**
Mr. Anders Yung (Tel: 3746 0705; E-mail: spanders@speed-polyu.edu.hk)

**Award Leaders**
*Bachelor of Arts in Business / Bachelor of Arts in Business (International Business)*  
Ms. Eileen Feng (Tel: 3746 0706; E-mail: speileen@speed-polyu.edu.hk)

*Bachelor of Arts in Business (Finance)*  
Mr. Anders Yung (Tel: 3746 0705; E-mail: spanders@speed-polyu.edu.hk)

**Administrative Staff**
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(Tel: 3746 0038; E-mail: spjoan@speed-polyu.edu.hk)

Miss Wing Cheng, Administrative Assistant *(for full-time students)* (Tel: 3746 0045)

Ms. Cannes Au, Administrative Assistant *(for part-time students)* (Tel: 3746 0042)

General Enquiry Line: 3400 2828  
Fax No.: 2363 0540  
Website: http://www.speed-polyu.edu.hk  
Email Address: spaward@speed-polyu.edu.hk
4. **ATTENDANCE**

Participation in classes is an essential part of the learning process. Punctual attendance at lectures, seminars and tutorials is important.

While students are encouraged to attend 100% of the classes, 30% allowance will be factored in for them to address occasional illness, out of town trips and any other personal or family needs. That is, all students are required to attend at least 70% of class meetings in each subject. Those who cannot fulfill the minimum attendance requirement will fail the subject.

Unless with valid reasons, full-time students who are 15 minutes late for a tutorial/seminar or 30 minutes late for a lecture will be regarded as absent from that particular session.

5. **AWARD TITLES**

Bachelor of Arts in Business or  
Bachelor of Arts in Business (Finance) or  
Bachelor of Arts in Business (International Business)

6. **MODE, STUDY LOAD AND DURATION OF STUDY**

The scheme is offered in both full-time and part-time modes of study.

Students engaged in the full-time study are expected to take 15 credits (i.e. 5 subjects) in a 14-week semester, and part-time students are expected to take 6 credits (i.e. 2 subjects) in a 14-week semester and 3 credits in the 7-week summer term. Prior approval from the School is required if students wish to deviate from the normal study load. In any case, the study load of a student in a semester shall not exceed 21 credits.

The normal duration of the scheme is 1.5 years for full-time mode and 3 years for part-time mode. The maximum period of registration is twice the normal duration, i.e. 3 years and 6 years for the respective modes of study.

7. **SCHEME AIMS, OBJECTIVES AND OUTCOMES**

The central aim of the scheme is to produce graduates with necessary knowledge and competencies for immediate embarking on a relevant career.

Upon graduation, all students will be able to:

- Communicate effectively and efficiently in written English as well as in verbal English and Putonghua in a business context.
- Identify key ethical issues and formulate strategies for organisation sustainability in an ever-changing business environment.
- Apply knowledge and skills to perform individual task and teamwork with reflective thinking.
- Apply specific skills and knowledge for professional development to analyse problems and make decisions for different business functional units with global insights and local relevance.

To achieve these outcomes, opportunities will be made available for students to build on or broaden their knowledge base in business acquired at the Associate Degree/Higher Diploma level, whilst developing their language and interpersonal skills. The compulsory subjects would serve to build the foundation and the elective subjects will further enhance a student’s generic and professional skills within the respective programme.

Our graduates will also be groomed to be adaptable to environmental change, all-round, holistic, articulate, and respectful to others’ norms and cultures. This is achieved through the compilation of localised and up-to-date teaching materials relevant to the formal curriculum, and a rich informal curriculum comprising guest lectures, student activities, company visits, mentorship, complementary studies, language enhancement schemes, and the like.

8. **Entrance Requirements**

8.1 Holders of Associate Degree or Higher Diploma or equivalent in business-related disciplines with demonstrated English proficiency.

Holders of Associate Degree or Higher Diploma or equivalent in non-business disciplines with demonstrated language proficiency will also be considered. Applicants without sufficient knowledge in foundation business subjects including accounting, economics, management, marketing and statistics will be required to complete related bridging course(s) as designated by SPEED prior to admission.

Applicants who do not possess the above-mentioned qualifications but have reached the age of 25 at commencement of study may also apply as mature applicants. Mature applicants should possess relevant working experience in supervisory/managerial position(s) and have completed post-secondary studies in related fields. They will also be required to demonstrate their ability to complete the programme to an admission committee at an interview; and

i) pass an admission test; and

ii) have an appropriate level of English language competence demonstrated by at least level 2 in HKCEE English Language [or grade E in HKCEE English (Syllabus B) for results obtained before 2007] or equivalent.

8.2 Applicants who apply for admission with non-local qualifications are required to attain the below English language requirement:

- IELTS 6.0 or TOEFL 550 (computer based 213; Internet based 79)

The above requirement may be exempted for applicants who have completed sub-degree programmes with English as medium of instruction.
9. **CREDIT TRANSFER AND EXEMPTION**

9.1 **Credit Transfer**

Students will be given credits for recognised previous study and the credits will be counted towards meeting the requirements of the award. Normally, not more than 50% of the required number of credits for the award may be transferable from approved institutions outside The Hong Kong Polytechnic University. For transfer of credits from programmes within the University, normally not more than 67% of the required credits for the award can be transferred. In cases where both types of credits are transferred, not more than 50% of the required number of credits for the award may be transferred.

The granting of credit transfer is a matter of academic judgement. In assessing the transferability of subjects previously taken, the syllabus of that subject should be carefully scrutinised to ascertain that it is comparable to the curriculum of the programme. Other relevant information may also be required to ascertain the academic standing of the institution offering the previous study. Decision on granting credit transfer lies with the School.

The validity period of subject credits earned is 8 years starting from the year in which the subject is completed (e.g. if the qualification/credit was earned in 2009/10, then the validity period should count from 2010 for 8 years). Credits earned from previous study should remain valid at the time when the student applies for transfer of credits.

9.2 **Exemption**

Students may be granted exemption from taking certain subjects if they have successfully completed similar subjects in other programmes. The credits associated with the exempted subjects will not be counted for satisfying the credit requirements of the programme. In such case, students will be advised to take other subjects to satisfy the credit requirements.
10. CURRICULUM DESIGN

10.1 Outcome-based Curriculum

University education goes beyond merely mastering accumulation of factual knowledge and excels into higher order thinking skills and real world competencies. It is vital to develop students’ ability to solve problems and to think critically and creatively. These focuses should be translated and aligned from the initial programme objectives to teaching approaches and to the way students’ performance are being evaluated.

The underpinning curriculum design principle for this programme is outcome-based learning. An outcome-based curriculum provides a rigorous and robust delineation of the professional competence that this programme has targeted. It also highlights the generic abilities that are considered important for the graduates of this programme. This central focus serves as a guide for each subject in this programme to unify on the same direction.

Explicitly specified outcomes give a clear direction as to how teaching and assessment should be planned, aligned, and carried out. Ultimately this enhances coherence and integration among subjects within the programme so that lecturers will not be confused about what it is that they contribute to the whole curriculum.

In addition, in an outcome-based curriculum students are inspired to take more responsibility for their own learning when learning outcomes are stated clearly. This allows students to anticipate the intellectual abilities, knowledge and skills they need to command and the attitudes they are expected to have in their future professions. In turn, students are allowed to orientate and plan their own learning. Students will also realise that plain rote learning and memorisation of information alone do not help them in their future professions.

10.2 Scheme Structure

All students are required to complete 7 compulsory and 8 elective subjects. Each subject carries 3 credits.

Elective subjects are grouped into 3 subject areas including “General Business”, “Finance” and “International Business”.

Students of the Bachelor of Arts in Business will not be allowed to choose more than 3 elective subjects in either area of “Finance” or “International Business”. Any other combinations of subjects are allowed.

Students of the Bachelor of Arts in Business (Finance) / Bachelor of Arts in Business (International Business) are required to complete at least 5 electives from the related subject area. 3 out of the 8 elective subjects can be from any subject areas.

The list of subjects is on the following page.
## Compulsory Subjects

- SPD3143  Writing in English for Business*  
- SPD3144  Speaking in English for Business*  
- SPD3145  Intermediate Putonghua for Business Communication*^  
- SPD3147  Business Finance*  
- SPD4193  Corporate Governance and Ethics*  
- SPD4250  Marketing Management*  
- SPD4251  Business Policy and Strategy*

## Elective Subjects

### General Business

- SPD3180  Accounting for Decision Making*  
- SPD4081  Human Resource Management*  
- SPD4249  Organisation Theory and Behaviour*  
- SPD4286  Business and Relationship Marketing*  
- SPD4304  China Business Management*  
- SPD4305  Business Intelligence*  
- SPD4321  Intermediate Financial Accounting*  
- SPD4322  Business Law*

### Finance

- SPD4197  Derivative Markets*  
- SPD4202  Mergers and Acquisitions*  
- SPD4204  Financial Planning*  
- SPD4206  Insurance Practices*  
- SPD4207  Asset Management*  
- SPD4352  Financial Regulations and Compliance  
- SPD4353  Equity Analysis and Valuation  
- SPD4354  Financial Risk Analysis  
- SPD4371  Money and Foreign Exchange Markets

### International Business

- SPD4194  Global Strategy*  
- SPD4195  Contemporary Issues in International Business*  
- SPD4198  Global Supply Chain Management*  
- SPD4203  Managing Global Organisations*  
- SPD4205  Multinational Business Finance*  
- SPD4291  Global Marketing*  
- SPD4355  International Trade and Shipping Logistics  
- SPD4356  China Marketing

* The subject has been included in the list of reimbursable courses for Continuing Education Fund (CEF) purpose.  
^ Students without requisite proficiency in Putonghua will be required to take an additional course in Elementary Putonghua before taking this subject.
## 10.3 Recommended Progression Patterns

Table 1 – Recommended Progression Pattern for Full-time Mode of Study

<table>
<thead>
<tr>
<th>Study Stage</th>
<th>Semester</th>
<th>Credits</th>
<th>Progression</th>
<th>Subject Code and Title</th>
<th>Subject Nature*</th>
</tr>
</thead>
<tbody>
<tr>
<td>ONE</td>
<td>Semester 1</td>
<td>15</td>
<td>5 compulsory subjects</td>
<td>SPD3143 Writing in English for Business</td>
<td>C</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>SPD3145 Intermediate Putonghua for Business Communication</td>
<td>C</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>SPD3147 Business Finance</td>
<td>C</td>
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<td></td>
<td></td>
<td></td>
<td>SPD4250 Marketing Management</td>
<td>C</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>SPD4251 Business Policy and Strategy</td>
<td>C</td>
</tr>
<tr>
<td></td>
<td>Semester 2</td>
<td>15</td>
<td>2 compulsory subjects PLUS 3 elective subjects</td>
<td>SPD3144 Speaking in English for Business</td>
<td>C</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>SPD4193 Corporate Governance and Ethics</td>
<td>C</td>
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<td></td>
<td></td>
<td>SPD3180 Accounting for Decision Making</td>
<td>E(G)</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>SPD4249 Organisation Theory and Behaviour</td>
<td>E(G)</td>
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<td></td>
<td></td>
<td>SPD4304 China Business Management</td>
<td>E(G)</td>
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<td>SPD4322 Business Law</td>
<td>E(G)</td>
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<td></td>
<td></td>
<td></td>
<td>SPD4197 Derivative Markets</td>
<td>E(F)</td>
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<td></td>
<td>SPD4204 Financial Planning</td>
<td>E(F)</td>
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<td>SPD4352 Financial Regulations and Compliance</td>
<td>E(F)</td>
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<td></td>
<td>SPD4353 Equity Analysis and Valuation</td>
<td>E(F)</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>SPD4195 Contemporary Issues in International Business</td>
<td>E(IB)</td>
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<td></td>
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<td></td>
<td>SPD4203 Managing Global Organisations</td>
<td>E(IB)</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>SPD4355 International Trade and Shipping Logistics</td>
<td>E(IB)</td>
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<td></td>
<td></td>
<td>SPD4356 China Marketing</td>
<td>E(IB)</td>
</tr>
<tr>
<td></td>
<td>Semester 1</td>
<td>15</td>
<td>5 elective subjects</td>
<td>SPD4081 Human Resource Management</td>
<td>E(G)</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>SPD4286 Business and Relationship Marketing</td>
<td>E(G)</td>
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<td></td>
<td>SPD4305 Business Intelligence</td>
<td>E(G)</td>
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<td></td>
<td></td>
<td>SPD4321 Intermediate Financial Accounting</td>
<td>E(G)</td>
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<td></td>
<td>SPD4371 Money and Foreign Exchange Markets</td>
<td>E(F)</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>SPD4202 Mergers and Acquisitions</td>
<td>E(F)</td>
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<td></td>
<td></td>
<td>SPD4206 Insurance Practices</td>
<td>E(F)</td>
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<td></td>
<td></td>
<td>SPD4207 Asset Management</td>
<td>E(F)</td>
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<td></td>
<td></td>
<td>SPD4354 Financial Risk Analysis</td>
<td>E(F)</td>
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<td></td>
<td></td>
<td></td>
<td>SPD4194 Global Strategy</td>
<td>E(IB)</td>
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<td></td>
<td></td>
<td>SPD4198 Global Supply Chain Management</td>
<td>E(IB)</td>
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<td></td>
<td></td>
<td></td>
<td>SPD4205 Multinational Business Finance</td>
<td>E(IB)</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>SPD4291 Global Marketing</td>
<td>E(IB)</td>
</tr>
</tbody>
</table>

* C = Compulsory subject; E(G) = Elective in General Business; E(F) = Elective in Finance; E(IB) = Elective in International Business

Remarks:
1) Students are strongly advised to strictly follow the recommended progression pattern of study.
2) The offering of elective subjects is subject to sufficient enrolment.
3) Priority for enrolment on elective subjects will be granted for students in that particular stage of study.
4) The subject offering schedule is subject to change at the discretion of the School.
Table 2 – Recommended Progression Pattern for Part-time Mode of Study

<table>
<thead>
<tr>
<th>Study Stage</th>
<th>Semester</th>
<th>Credits</th>
<th>Progression</th>
<th>Subject Code and Title</th>
<th>Subject Nature*</th>
</tr>
</thead>
<tbody>
<tr>
<td>ONE</td>
<td>Semester 1</td>
<td>6</td>
<td>2 compulsory subjects</td>
<td>SPD3143 Writing in English for Business</td>
<td>C</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>SPD3147 Business Finance</td>
<td>C</td>
</tr>
<tr>
<td></td>
<td>Semester 2</td>
<td>6</td>
<td>2 compulsory subjects</td>
<td>SPD3145 Intermediate Putonghua for Business Communication</td>
<td>C</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>SPD4250 Marketing Management</td>
<td>C</td>
</tr>
<tr>
<td></td>
<td>Semester 3</td>
<td>3</td>
<td>1 compulsory subject</td>
<td>SPD3144 Speaking in English for Business</td>
<td>C</td>
</tr>
<tr>
<td>TWO</td>
<td>Semester 1</td>
<td>6</td>
<td>2 compulsory subjects</td>
<td>SPD4193 Corporate Governance and Ethics</td>
<td>C</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>SPD4251 Business Policy and Strategy</td>
<td>C</td>
</tr>
<tr>
<td></td>
<td>Semester 2</td>
<td>6</td>
<td>2 elective subjects</td>
<td>SPD3180 Accounting for Decision Making</td>
<td>E(G)</td>
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<td></td>
<td></td>
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<td></td>
<td>SPD4304 China Business Management</td>
<td>E(G)</td>
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<td></td>
<td></td>
<td>SPD4371 Money and Foreign Exchange Markets</td>
<td>E(F)</td>
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<td>SPD4353 Equity Analysis and Valuation</td>
<td>E(F)</td>
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<td>SPD4203 Managing Global Organisations</td>
<td>E(IB)</td>
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<td></td>
<td></td>
<td>SPD4355 International Trade and Shipping Logistics</td>
<td>E(IB)</td>
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<tr>
<td></td>
<td>Semester 3</td>
<td>3</td>
<td>1 elective subject</td>
<td>SPD4305 Business Intelligence</td>
<td>E(G)</td>
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<td></td>
<td></td>
<td>SPD4352 Financial Regulations and Compliance</td>
<td>E(F)</td>
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<td></td>
<td>SPD4356 China Marketing</td>
<td>E(IB)</td>
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<tr>
<td></td>
<td>Semester 1</td>
<td>6</td>
<td>2 elective subjects</td>
<td>SPD4249 Organisation Theory and Behaviour</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>SPD4321 Intermediate Financial Accounting</td>
<td>E(G)</td>
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<td></td>
<td></td>
<td>SPD4197 Derivative Markets</td>
<td>E(F)</td>
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<td></td>
<td></td>
<td>SPD4204 Financial Planning</td>
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<td>SPD4194 Global Strategy</td>
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<td>Semester 2</td>
<td>6</td>
<td>2 elective subjects</td>
<td>SPD4286 Business and Relationship Marketing</td>
<td>E(G)</td>
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<td></td>
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<td>SPD4322 Business Law</td>
<td>E(G)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>SPD4202 Mergers and Acquisitions</td>
<td>E(F)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>SPD4207 Asset Management</td>
<td>E(F)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>SPD4354 Financial Risk Analysis</td>
<td>E(F)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>SPD4195 Contemporary Issues in International Business</td>
<td>E(IB)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>SPD4198 Global Supply Chain Management</td>
<td>E(IB)</td>
</tr>
<tr>
<td>THREE</td>
<td>Semester 2</td>
<td>6</td>
<td>2 elective subjects</td>
<td>SPD4081 Human Resource Management</td>
<td>E(G)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>SPD4206 Insurance Practices</td>
<td>E(F)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>SPD4205 Multinational Business Finance</td>
<td>E(IB)</td>
</tr>
<tr>
<td></td>
<td>Semester 3</td>
<td>3</td>
<td>1 elective subject</td>
<td>SPD4081 Human Resource Management</td>
<td>E(G)</td>
</tr>
</tbody>
</table>

* C = Compulsory subject; E(G) = Elective in General Business; E(F) = Elective in Finance; E(IB) = Elective in International Business

Remarks:
1) Students are strongly advised to strictly follow the recommended progression pattern of study.
2) The offering of elective subjects depends on sufficient enrolment.
3) Priority for enrolment on elective subjects will be granted for students in that particular stage of study.
4) The subject offering schedule is subject to change at the discretion of the School.
### 10.4 Curriculum Mapping

<table>
<thead>
<tr>
<th>Scheme Outcomes</th>
<th>PILO 1</th>
<th>PILO 2</th>
<th>PILO 3</th>
<th>PILO 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communicate effectively and efficiently in written English as well as in verbal English and Putonghua in a business context.</td>
<td>Identify key ethical issues and formulate strategies for organisation sustainability in an ever-changing business environment.</td>
<td>Apply knowledge and skills to perform individual task and teamwork with reflective thinking.</td>
<td>Apply specific skills and knowledge for professional development to analyse problems and make decisions for different functional units with global insights and local relevance.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Subject Code</th>
<th>Compulsory Subjects</th>
<th>Elective Subjects in General Business</th>
<th>Elective Subjects in Finance</th>
<th>Elective Subjects in International Business</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPD3143</td>
<td>I.R.A</td>
<td>SPD4197 R.A</td>
<td>SPD4197 R.A</td>
<td>SPD4197 R.A</td>
</tr>
<tr>
<td>SPD3144</td>
<td>I.R.A</td>
<td>SPD4202 R.A</td>
<td>SPD4202 R.A</td>
<td>SPD4202 R.A</td>
</tr>
<tr>
<td>SPD3145</td>
<td>I.R.A</td>
<td>SPD4204 R.A</td>
<td>SPD4204 R.A</td>
<td>SPD4204 R.A</td>
</tr>
<tr>
<td>SPD3147</td>
<td>I.R.A</td>
<td>SPD4206 R.A</td>
<td>SPD4206 R.A</td>
<td>SPD4206 R.A</td>
</tr>
<tr>
<td>SPD4193</td>
<td>I.R.A</td>
<td>SPD4207 R.A</td>
<td>SPD4207 R.A</td>
<td>SPD4207 R.A</td>
</tr>
<tr>
<td>SPD4250</td>
<td>R.A</td>
<td>SPD4302 R.A</td>
<td>SPD4302 R.A</td>
<td>SPD4302 R.A</td>
</tr>
<tr>
<td>SPD4251</td>
<td>R.A</td>
<td>SPD4304 R.A</td>
<td>SPD4304 R.A</td>
<td>SPD4304 R.A</td>
</tr>
<tr>
<td></td>
<td>I</td>
<td>SPD4305 R.A</td>
<td>SPD4305 R.A</td>
<td>SPD4305 R.A</td>
</tr>
<tr>
<td></td>
<td></td>
<td>SPD4321 R.A</td>
<td>SPD4321 R.A</td>
<td>SPD4321 R.A</td>
</tr>
<tr>
<td></td>
<td></td>
<td>SPD4322 R.A</td>
<td>SPD4322 R.A</td>
<td>SPD4322 R.A</td>
</tr>
</tbody>
</table>

I (Introduced) That the learning leading to the particular intended outcome is introduced in that subject.
R (Reinforced) That the learning leading to the particular intended outcome is reinforced in that subject.
A (Assessed) That the learning leading to the particular intended outcome is assessed in that subject.
11. MEDIUM OF INSTRUCTION

The medium of instruction is English except for SPD3145 Intermediate Putonghua for Business Communication.

12. TEACHING AND LEARNING METHODS

12.1 The teaching/learning philosophy underlying the scheme is based on a holistic, diversified and flexible approach, teaching students how to learn instead of what to memorise, and equipping them with the requisite skills required of a “lifelong” learner. On the whole, various teaching and learning strategies are adopted, which are geared to the needs and characteristics of the students.

12.2 The main form of teaching is through the use of lectures supplemented with class exercise (such as case studies, projects and presentations) and various kinds of audiovisual aids. Students also have the chance to gain exposure to experiential learning.

12.3 To maximise effectiveness of learning, the subject lecturers not only play the role of introducing new concepts, imparting knowledge but also act as facilitators to encourage students to share their ideas and experience through class discussion, case study, oral presentations and group activities.

12.4 Practical knowledge will be introduced in lectures, internalised by students through learning and assessment activities, and reinforced by guest lectures whereat students can get to know how theories are applied in practice.

13. ASSESSMENT AND EXAMINATIONS

13.1 Principles of Assessment

The prime purpose of assessment is to enable students to demonstrate that they have met the aims and objectives of the scheme, in particular that they have fulfilled the requirement of each subject and have, at the end of their study achieved the standard appropriate to the award. Appropriate methods of assessment will be employed to achieve this purpose.

Assessment will also serve as feedback to students. Students will be informed of their performance in the assessment so that they are aware of their progress and attainment.

13.2 Assessment Methods

Students’ performance in a subject shall be assessed by coursework and/or examinations as deemed appropriate. Where both methods are used, the weighting of each in the overall subject grade has been clearly stated in Section Two of this document.
To pass a subject, a student must obtain a pass grade in both coursework \textit{AND} examination, if any. Coursework may include tests, assignments, projects, presentations and other forms of classroom participation. The contribution made by each student in coursework involving a group effort shall be determined and assessed separately.

At the beginning of each semester, the subject lecturer will inform students of the details of the methods of assessments to be used within the assessment framework as specified in this document.

13.3 \textbf{Role of Subject Assessment Review Panel}

Subject Assessment Review Panel (SARP) is responsible for monitoring the academic standard and quality of subjects and ratifying subject results. SARP will review the distribution of grades within a subject and finalise the grades at the end of each semester before submission to the Board of Examiners (BoE). The BoE will not attempt to change the grades. SARP is also responsible for deciding the granting of late assessment to students and the form of late assessment.

SARP shall include the Director of SPEED or his/her delegate, the relevant subject examiners and where appropriate, the Scheme or respective Programme Leader.

13.4 \textbf{Role of Board of Examiners}

The Board of Examiners (BoE) shall meet at the end of each semester to review students’ progress and is responsible to the Academic Board of the College of Professional and Continuing Education (CPCE) for making decision on:

\begin{itemize}
  \item[a)] the classification of awards to be granted to each student on completion of the respective programme;
  \item[b)] de-registration cases; and
  \item[c)] cases with extenuating circumstances.
\end{itemize}

The minimum number of BoE's membership (including the Chairman, but excluding the Secretary) should be five and it should be composed of staff members associated with the scheme and some senior members. The Chairman will normally be the Director of SPEED. The membership of BoE for each semester shall be approved by the Dean of College of Professional and Continuing Education.

A BoE meeting shall be quorate if 50% of the approved members (including the Chairman) are present.

13.5 \textbf{Academic Probation}

If the cumulative GPA of a student is below 2.0, he/she will be put on academic probation in the following semester. Once when a student is able to pull his/her cumulative GPA up to 2.0 or above at the end of the probation semester, the status of ‘academic probation’ will be lifted. The status of ‘academic probation’ will be reflected in the examination result notification but not in the transcript of studies.
13.6 Progression and De-registration

A student will have ‘progressing’ status unless he/she falls within the following categories, any one of which may be regarded as grounds for de-registration from the programme:

a) the student has exceeded the maximum period of registration for that programme as specified in this document; or

b) the student’s cumulative GPA is lower than 2.0 for two consecutive semesters and his/her semester GPA in the second semester is also lower than 2.0; or

c) the student’s cumulative GPA is lower than 2.0 for three consecutive semesters.

Notwithstanding the above, the BoE has the discretion to de-register a student with extremely poor academic performance before the time specified in categories b) and c) above, if it is deemed that his/her chance of attaining an Award GPA of 2.0 at the end of the programme is slim or impossible.

In the event that there are good reasons, the BoE has the discretion to recommend that students who fall into categories as stated in b) and c) above be allowed to stay on the programme, and these recommendations should be presented to the Academic Board of CPCE for decision.
### 13.7 Grading

Assessment grades shall be awarded on a criterion-referenced basis. A student’s overall performance in a subject shall be graded as follows:

<table>
<thead>
<tr>
<th>Subject Grade</th>
<th>Grade Point</th>
<th>Elaboration on subject grading description</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+</td>
<td>4.5</td>
<td>The student’s work is exceptionally outstanding. It exceeds the intended subject learning outcomes in all regards.</td>
<td>Exceptionally Outstanding</td>
</tr>
<tr>
<td>A</td>
<td>4</td>
<td>The student’s work is outstanding. It exceeds the intended subject learning outcomes in nearly all regards.</td>
<td>Outstanding</td>
</tr>
<tr>
<td>B+</td>
<td>3.5</td>
<td>The student’s work is very good. It exceeds the intended subject learning outcomes in most regards.</td>
<td>Very Good</td>
</tr>
<tr>
<td>B</td>
<td>3</td>
<td>The student’s work is good. It exceeds the intended subject learning outcomes in some regards.</td>
<td>Good</td>
</tr>
<tr>
<td>C+</td>
<td>2.5</td>
<td>The student’s work is wholly satisfactory. It fully meets the intended subject learning outcomes.</td>
<td>Wholly Satisfactory</td>
</tr>
<tr>
<td>C</td>
<td>2</td>
<td>The student’s work is satisfactory. It largely meets the intended subject learning outcomes.</td>
<td>Satisfactory</td>
</tr>
<tr>
<td>D+</td>
<td>1.5</td>
<td>The student’s work is barely satisfactory. It marginally meets the intended subject learning outcomes.</td>
<td>Barely Satisfactory</td>
</tr>
<tr>
<td>D</td>
<td>1</td>
<td>The student’s work is barely adequate. It meets the intended subject learning outcomes in some regards.</td>
<td>Barely Adequate</td>
</tr>
<tr>
<td>F</td>
<td>0</td>
<td>The student’s work is inadequate. It fails to meet many of the intended subject learning outcomes.</td>
<td>Inadequate</td>
</tr>
</tbody>
</table>

‘F’ is a subject failure grade and all others (‘D’ to ‘A+’) are subject pass grades. No credit will be earned if a subject is failed.

At the end of each semester, a Grade Point Average (GPA) will be computed as follows:

\[
\text{GPA} = \frac{\sum_n \text{Subject Grade Point} \times \text{Subject Credit Value}}{\sum_n \text{Subject Credit Value}}
\]

Where \( n \) = Number of all subjects (inclusive of failed subjects) taken by the student up to and including the latest semester, but for subjects which have been retaken, only the grade obtained in the final attempt will be included in the GPA calculation.
Exempted, ungraded or incomplete subjects, and subjects for which credit transfer has been approved without a grade assigned to it, will be excluded from the GPA calculation. In addition, subjects for which a student has been allowed to withdraw from (i.e. those with the grade ‘W’) will be excluded. A student who is absent from examination will be given a fail grade and the respective subject will be included in the GPA calculation and will be counted as ‘zero’ grade point. The GPA is therefore the unweighted cumulative average, calculated for all subjects, including failed subjects (if a failed subject is retaken, only the grade obtained in the final attempt of retaking will be included) taken by a student from the start of the programme to a particular reference point in time. GPA is an indicator of overall performance. The GPA is capped at 4.0.

Any subjects passed after the graduation requirement has been met or subjects taken on top of the prescribed credit requirements for award shall not be taken into account in the grade point calculation for award classification. However, if a student attempts more elective subjects (or optional subjects) than those required for graduation in or before the semester in which he/she becomes eligible for award, the elective subjects with a higher grade/contribution shall be included in the grade point calculation for award classification (i.e. the excessive subjects with a lower grade/contribution, including failed subjects, will be excluded).

The Grade Point Average (GPA) and grade point calculation for award classification (Award GPA) will both be shown in the transcript of studies.

13.8 Late Assessment

A student who has been absent from an examination or other assessment because of illness, injury or other unforeseeable reasons may apply for late assessment. Permission is subject to the approval of the SARP as late assessment is not an automatic entitlement. Should a late assessment be granted, the actual grade obtained will be awarded. Details of applications for late assessment are stipulated in the SPEED Student Handbook.

Late assessment for subjects shall take place at the earliest opportunity, and before the commencement of the following academic year (except that for Summer Term, which may take place within 3 weeks after the finalisation of Summer Term results).

Students who are granted late assessment for a subject which is the pre-requisite of another subject may take the follow-on subject (before taking the late assessment) if so approved.

13.9 Retaking of Subjects

No re-assessment will be granted for students in all circumstances. Students who have failed a subject are required to retake the subject if it is compulsory to the programme. If the failed subject is an elective, students may choose to retake the subject or take another elective within the programme as replacement. Retaking of failed subjects or taking replacement subjects should be completed within the maximum period of registration.

In addition to retaking a subject due to failure, students may retake any subject for
the purpose of improving their grades. Retaking is with the condition that the maximum study load of 21 credits per semester is not exceeded. Students wishing to retake passed subjects will be accorded a lower priority than those who are required to retake (due to failure in a compulsory subject) and can only do so if places are available. If a student is eligible to graduate upon completion of all graduation requirements, he/she will not be allowed to retake any subject for the purpose of improving the subject grade or GPA.

The number of retakes of a subject is not restricted. Only the grade obtained in the final attempt of retaking will be included in the calculation of the Grade Point Average (GPA), although the grades obtained in previous attempts will also be reflected in the transcripts of studies.

In cases where a student takes another subject to replace a failed elective subject, the fail grade will be taken into account in the calculation of the GPA, despite the passing of the replacement subject.

13.10 Plagiarism

Regulations relating to plagiarism will base on details set out in the SPEED Student Handbook.

*Penalties for plagiarism include:*

- disqualification of the paper, essay or assignment in which plagiarism occurred;
- reprimand or suspension of studies for a specified period;
- expulsion for a specified period, or indefinitely.

13.11 Eligibility for Award

A student will be eligible for the PolyU SPEED award of “Bachelor of Arts in Business” or “Bachelor of Arts in Business (Finance)” or “Bachelor of Arts in Business (International Business)” if he/she satisfies all the conditions listed below:

a) Successful completion of the specified compulsory and elective subject requirements for a total of 45 credits.

b) Having an Award GPA of 2.0 or above at the end of the programme.

A student is required to graduate as soon as he/she satisfies all the conditions for the award.
13.12 Guidelines for Award Classification

In using these guidelines for award classification, the BoE shall exercise its judgement in coming to its conclusions as to the award for each student, and where appropriate, may use other relevant information. The following are guidelines for the BoE’s reference in determining award classifications:

<table>
<thead>
<tr>
<th>Classification</th>
<th>Guidelines</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distinction</td>
<td>The student’s performance / attainment is outstanding and identifies him or her as exceptionally able in the field covered by the programme in question.</td>
</tr>
<tr>
<td>Credit</td>
<td>The student has reached a standard of performance or attainment which is more than satisfactory but less than outstanding.</td>
</tr>
<tr>
<td>Pass</td>
<td>The student has reached a standard of performance or attainment ranging from just adequate to satisfactory.</td>
</tr>
</tbody>
</table>

13.13 Appeals against Assessment Results

A student may appeal on academic grounds. However, a student’s disagreement with the decision of a SARP/BoE is not in itself an adequate ground for appeal. Any appeal should be directed to the Director of SPEED in writing. Students should observe and follow the appeal procedures stipulated in the SPEED Student Handbook.

13.14 Exceptional Circumstances

Absence from an assessment component

If a student is unable to complete all the assessment components of a subject due to illness or other circumstances beyond his/her control, and considered by the SARP as legitimate, the SARP will determine whether the student will have to complete the assessment and, if so, by what means.

Aegrotat award

If a student is unable to complete the requirements of the programme for the award due to very serious illness or other very special circumstances which are beyond his/her control, and considered by the BoE as legitimate, the Academic Board of the College of Professional and Continuing Education (CPCE) will determine whether the student will be granted an aegrotat award. Aegrotat award will be granted under very exceptional circumstances.

A student who has been offered an aegrotat award shall have the right to opt either to accept such an award, or request to be assessed on another occasion to be stipulated by the BoE; the student’s exercise of this option shall be irrevocable.

The acceptance of an aegrotat award by a student shall disqualify him or her from any subsequent assessment for the same award.

An aegrotat award shall normally not be classified, and the award parchment shall not
state that it is an aegrotat award. However, the BoE may determine whether the award should be classified provided that they have adequate information on other students’ academic performance.

*Other particular circumstances*

A student’s particular circumstances may influence the procedures for assessment but not the standard of performance expected in assessment.

**13.15 Other Regulations**

Students of the Bachelor of Arts Scheme in Business are bound by all other regulations of the School/University.
Section Two: Syllabuses
**ROLE AND PURPOSE**

This subject is to help students to develop skills in communicating in written English in a business context. Through the content and communication tasks built into various parts of the subject, students are required to identify key ethical issues and formulate strategies for organization sustainability in an ever-changing business environment and to analyze critically business information, drawn from different functional units of a business enterprise, for problem solving and decision-making with global insights and local relevance. Students will be able to demonstrate a global outlook through an understanding of various business practices and cultural diversity in managing an organization.

**LEARNING OUTCOMES**

Upon successful completion of this subject, students will be able to:

- Analyse their readers' needs and select information accordingly.
- Write concisely and without ambiguity of message.
- Create a positive impression through improved accuracy and tone.
- Accomplish demanding writing tasks within desired timeframes.

*Remark: The syllabus of this subject is subject to review in 2010/11.*
INDICATIVE CONTENTS

Part 1: Effective Communication through Modern Professional Style

Effective vs ineffective written communication
Key principles and techniques of Plain English; Reader awareness; Comparison of effective and ineffective written texts.

Creating a reader-friendly document
Making key information stand out; Frontloading key information; Using vertical lists; Using parallel structure.

Modern Professional Style: Key principles and techniques
Conciseness; Neutral style vs. informal style; Full sentences vs. abbreviated sentences.

Developing an appropriate tone
Creating a sincere; Professional image through vocabulary selection; Grammatical voice; Positive tone and non-exclusive language.

Part 2: Professional Writing for Specific Contexts

Making and dealing with enquiries; Discussing and agreeing terms; Expressing dissatisfaction; Responding to customer problems short reports and proposals,

TEACHING AND LEARNING APPROACH

This is a task-based course, typically involving a four-step teaching and learning approach.
Step 1: Students are exposed to authentic and semi-authentic models of professional written English.
Step 2: Students analyse texts, and - with guidance - discover key language features.
Step 3: Students practise key language features in a range of controlled and freer practice activities.
Step 4: The teacher provides feedback on students’ language use, highlighting successful communication and areas requiring more attention/practice. This may involve a remedial focus on grammatical accuracy, tone, conciseness etc.

ASSESSMENT APPROACH

Students will be assessed on the basis of continuous assessment and a final examination. The coursework consists of the several pieces of written works. The final examination is internationally-established BULATS (Business Language Testing Service) Writing Test, accredited by Cambridge University Local Examinations Syndicate.

Both the coursework and final examination are to help students communicate effectively and efficiently in written English in a business context. In terms of the content, the students are required to identify key ethical issues and formulate strategies for organization sustainability in an ever-changing business environment and to analyze critically business information, drawn from different functional units of a business enterprise, for problem solving and
decision-making with global insights and local relevance. Students will be able to
demonstrate a global outlook through an understanding of various business practices and
cultural diversity in managing an organization.

INDICATIVE READINGS

Recommended Textbook
Nil

References
Brock, S.L., Better Business Writing: Techniques for Improving Correspondence, 4th edition,
Holt, R., D. Grigor and N. Sampson, Email: International Business Correspondence for All
ROLE AND PURPOSE

This subject is to help students to develop skills in communicating in verbal English in a business context. Through the content and communication tasks built into various parts of the subject, students are required to identify key ethical issues and formulate strategies for organization sustainability in an ever-changing business environment and to analyze critically business information, drawn from different functional units of a business enterprise, for problem solving and decision-making with global insights and local relevance. Students will be able to demonstrate a global outlook through an understanding of various business practices and cultural diversity in managing an organisation.

LEARNING OUTCOMES

Upon successful completion of this subject, students will have the language skills to be able to do the following in a professional and appropriate manner:

- Establish a professional relationship in an appropriate manner
- Contribute to and, if necessary, manage a problem-solving meeting in a professional and appropriate manner
- Present themselves, their ideas and the products or services of a company or organisation.
- Negotiate in a professional and appropriate manner.

Remark: The syllabus of this subject is subject to review in 2010/11.
INDICATIVE CONTENTS

Communicating in Groups
Functional language for contributing to meetings (e.g. asking for and giving opinions, dealing with interruptions, clarifying etc.); Managing meetings (e.g. setting objectives, asking for clarification, keeping to the point, summarising etc.); Problem-solving (e.g. stating options, balancing arguments, changing your approach etc.); Decision making (e.g. making a suggestion, expressing doubt, stating future action etc.)

Presenting Persuasively
Functional language and communication techniques for laying solid foundations: the start; the finish; signposting; Powerful techniques such as repetition; rhetorical questions; the rule of three; Being positive and dramatic: power words and convincing language; storytelling and anecdotes; Handling questions: paraphrasing questions; answering strategies.

TEACHING AND LEARNING APPROACH

This is a task-based course, typically involving a four-step teaching and learning approach.

Step 1: Students are exposed to authentic and semi-authentic models of the target language in realistic professional contexts.

Step 2: Students analyse audio/video recordings and transcripts, and - with guidance - discover key language features.

Step 3: Students practise key language features in a range of controlled and freer practice activities.

Step 4: The teacher provides feedback on students’ language use, highlighting successful communication and areas requiring more attention/practice. This may involve a remedial focus on grammatical accuracy, pronunciation etc.

ASSESSMENT APPROACH

Students will be assessed on the basis of continuous assessment and a final examination. The coursework consists of the several pieces of speaking exercises like presentation and discussion. The final examination is internationally-established BULATS (Business Language Testing Service) Speaking Test, accredited by Cambridge University Local Examinations Syndicate.

Both the coursework and final examination are to help students communicate effectively and efficiently in spoken English in a business context. In terms of the content, the students are required to identify key ethical issues and formulate strategies for organization sustainability in an ever-changing business environment and to analyze critically business information, drawn from different functional units of a business enterprise, for problem solving and decision-making with global insights and local relevance. Students will be able to demonstrate a global outlook through an understanding of various business practices and cultural diversity in managing an organization.
INDICATIVE READINGS

Recommended Textbook
Nil

References


Online resources

General
BBC Learning English: www.bbc.co.uk/worldservice/learningenglish/general/

Presentations
Presentation Magazine: www.presentationmagazine.com/
Death by PowerPoint: www.slideshare.net/thecroaker/death-by-powerpoint

Podcasts
Business English Pod: www.businessenglishpod.com
Business English podcast: www.workplace-english-training.com/emagazine/podcasts
English Pod: www.englishpod.com
科目編號：SPD3145
科目名稱：商務普通話
Intermediate Putonghua for Business Communication
學術水平：3
修讀學分：3
教學模式：課堂討論 14 hours
小組授課 28 hours
授課語言：普通話
先修科目：無
基礎知識：具初級普通話水平
評核方式：口頭報告(兩次) 50%
考試 50%

教學目標
本科目除加強訓練以改善學員的普通話語文水平外，還會透過各種形式的活動和訓練，提高學員普通話交際能力，使學員能靈活運用不同語言功能及較地道、口語化的表達方式，進行及應付不同場合的交際與商務活動。

教學結果
修畢此科目後，學員可以：

- 在言語交際中運用各類功能語句。
- 以基本交際技能從事中國商務活動。
- 運用不同的語言表達方式和溝通技巧。
- 指出內地和香港的文化差異，加深對中國社會的了解。
- 通過不同場合的情境會話並按本身的應對能力，應付未來工作上的需要。

教學大綱

功能語句（單元一）
交往用語；禮貌用語；面試應徵；內地工作用語。

功能語句（單元二）
宴請；考察；業務交流；採購洽談；推銷同語。
功能語句（單元三）
京、滬、粵三地經貿特色；西部大開發；語言溝通與文化；人際交往；人事安排；商業談判中的語言表達禁忌。

教學模式

通過小班教學及多樣化的教學模式，促進學生普通話表達及運用能力。

除講師講解外，每課設有交際功能語句、商務活動情景對話、短文朗讀、詞語及口語練習、聆聽練習及話題討論等。

評核模式

通過持續性評估及期未考試評核學員的普通話溝通技巧。持續性評估包括口頭報告、口語練習、朗讀短文、課堂參與等。

口頭報告通過對各種社會現象的思考，幫助學生提高理解分析事物的能力，以及口語表達能力，幫助學生認識內地和香港的文化差異，加深對中國社會的了解。

口語練習幫助學生掌握普通話口語詞的理解及運用，幫助學生掌握不同的語言表達方式和溝通技巧。

朗讀短文提高學生普通話發音，準確表達自然流暢的能力，幫助學生初步了解中國商務活動，掌握基本交際技能。

課堂參與通過各種不同形式的話題討論，提高學生思維表達能力及激發師生同學之間的互動，幫助學生掌握言語交際中各類功能語句的運用。

期末測驗全面考查學生掌握知識的程度，測試學生在發音、詞彙、語法及口語運用方面的能力，著重評估學生對社會問題的理學思維、溝通表達能力，使學生能應付未來工作上的需要。
教材

指定用書

<商務普通話教程> 下冊，商務書局最新版。

參考書

『現代漢語詞典』，商務印書館最新版。

『新華字典』，商務印書館最新版。

『商貿普通話』上、下冊，中華書局 2005 年 11 月初版。

『應對，傳意與交際普通話』，理工大學中文及雙語學系 2008 年版。

『社會，文化與交際普通話』，理工大學中文及雙語學系 2007 年版。
ROLE AND PURPOSE

This subject serves as a first course in finance for students pursuing a business career. It aims to provide the foundation knowledge and techniques in managing corporate financial resources. Specifically, it covers the three broad decisions of investment, financing and working capital management. It also sensitises students to issues of principal-agent relationship between owners and managers of firms, as well as corporate governance.

LEARNING OUTCOMES

On successfully completing this subject, students will be able to:

- Appreciate the relationship and potential conflicts of interests of shareholders as the principal, and managers as the agent, in corporate decisions.
- Apply the valuation techniques competently in evaluating investment opportunities, incorporating also uncertainties and risk factors.
- Identify and explain the types of equity or debt financing available in the Hong Kong and international securities markets, and find the optimal mix that is suitable for corporate needs.
- Ensure liquidity of corporation by devising appropriate policies of working capital management.
- Address ethical issues in corporate financial decisions and apply good practices of corporate governance.
INDICATIVE CONTENTS

Contextual Issues of Business Finance
Different types of organisations; Primary goal of business finance; Principal-agent relationship between shareholders and managers; Methods to resolve potential conflicts.

Foundation Concept and Technique of Valuation
Relevance of value measurement to financial decisions; Time Value of Money concept; Applying discounting and compounding techniques in estimating present value and future value; Valuation of stock and debt in terms of present values.

Cost of Capital
Pool concept of capital; Estimation of cost of debt using interest valuation model; Estimation of cost of equity using dividend valuation models and Capital Asset Pricing Model; Weighted average cost of capital.

Investment Decisions
Basic techniques of investment appraisal; Applying Net Present Value analyses in more complicated real world situations; including cases with inflation; taxation and capital rationing; Risk and uncertainty analysis for investment decisions.

Financing Decisions
Theories of optimal balance between equity and debt financing; Modigliani and Miller models relating to financial impact of debt financing; Consideration of real world factors.

Sources of Long-term Financing
Structure and participants in equity and debt markets; Methods of equity and debt issues; Types of securities listed and traded in Hong Kong and other international security markets; Important issues relating to segregation of duties, internal controls, ethics, corporate governance.

Working Capital Management Decisions
Importance of maintaining liquidity in corporate financial resources; Evaluation of different types of short-term financing; Management of current assets including inventory, trade credits and cash.

TEACHING AND LEARNING APPROACH

Lecture will focus on introducing concepts and techniques to students. Students’ understanding will be reinforced by tutorial activities, concentrating on application of such in solving problems at basic and intermediate levels. Group work will be assigned so that students can help each other in learning by sharing individuals’ views and strengths amongst the group.
ASSESSMENT APPROACH

Students will be assessed on the basis of continuous assessment and a final examination. The coursework includes a number of assessment items such as midterm test, group project and in-class participation etc.

The midterm test and final examination assess the students’ ability in acquiring the necessary finance knowledge, analyzing information critically for problem solving and decision marking and communicating in written English effectively.

This group project requires students to analyze financial issues in different contexts and submit a final report to present the findings. This assessment requires students to perform individual task and teamwork with reflective thinking and communicate in written English effectively.

The in-class participation requires students to apply the finance knowledge, analyze information and present their answers effectively and efficiently in English.

INDICATIVE READINGS

Recommended Textbook


References


ROLE AND PURPOSE

This subject aims to provide students with a core base knowledge of corporate governance and ethics and enables them to apply key concepts with reflective thinking, so as to manage ethical issues and governance problems in rapidly changing business world. Using a managerial framework, this subject explains how corporate governance and ethics can be integrated into strategic business decisions. The contents provide an overview of the concepts, processes, and best practices associated with successful corporate governance and business ethics programs. This subject introduces global outlook on various corporate governance mechanisms around the world which equips students for ethical dilemmas and governance issues they will face in their business careers.

LEARNING OUTCOMES

Upon successful completion of this subject, students will be able to:

- Understand major aspects of corporate governance and ethics.
- Understand various theories of corporate governance and ethics.
- Understand corporate governance developments in Hong Kong.
- Appreciate corporate governance processes around the world.
- Assess the issues that are influencing corporate governance and board thinking, including corporate social responsibility, sustainability, and business ethics.
INDICATIVE CONTENTS

The Importance of Business Ethics
Why study business ethics? The development of business ethics; The Benefits of business ethics.

Emerging Business Ethics Issues
Stakeholders define ethical issues in business; Identifying stakeholders; A stakeholder orientation; Ethical issues in business.

Ethics As a Dimension of Social Responsibility
Economic issues; Competitive issues; Legal and regulatory issues.

Understanding Ethical Decision Making and Corporate Governance
A framework for ethical decision making in business; Corporate governance as a dimension of ethical decision making; Using the ethical decision-making framework to improve ethical decisions.

Organization Factors: Corporate Culture
The role of corporate culture in ethical decision making; The role of leadership in a corporate culture; Organizational structure and business.

Organization Factors: Structure, Relationships, and Conflicts
Interpersonal Relationships in organization; The role of opportunity and conflict.

Developing an Effective Ethics Program
The need for organizational ethics; An effective ethics program; Code of conduct; Ethics officers; Ethics training and communication; Systems to monitor and enforce ethical standard; Continuous improvement of the ethics program; Common mistakes in designing and implementing an ethics program.

Implementing and Auditing Ethics Programs
The ethics audit; The auditing process; Strategic importance of ethics auditing.

Business Ethics in a Global Economy
Ethical perceptions and international business; Global values; The multinational corporation. Ethical issues around the globe.

Corporations and Corporate Governance
Forms of business ownership and agency problems; Separation of ownership and control; An integrated system of governance.

Corporate Governance Mechanism: Executive Incentives
Potential managerial temptations; Types of executive compensation; Does incentive-based compensation work in general?

Corporate Governance Mechanism: Accountants and Auditors
Accounting and auditing functions; Problems that may occur in accounting; The changing role of accounting – managing earnings; From manipulation to fraud.
Corporate Governance Mechanism: The Board of Directors
Overview of boards; Board committees; What is a “good board”? Potential problems with today’s boards; International perspective – Boards in Western boards.

Corporate Governance Mechanism: Investment Banks, Securities Analysts, Creditors and Credit Rating Agencies
Investment bank activities; Criticisms of investment banks; Securities analysts and potential conflicts of interests; Debt as a disciplinary mechanism; Credit rating agencies and criticisms.

Corporate Governance Mechanism: Shareholders and Shareholder Activism
What is shareholder activism? Types of shareholder activism; Does institutional shareholder activism work?

The Relevance of Corporate Governance in Hong Kong
The history of governance reform in Hong Kong; Is corporate governance important in Hong Kong? The nature of equity market in Hong Kong and the relevance of corporate governance.

TEACHING AND LEARNING APPROACH
A two hour lecture accompanied by a one-hour tutorial session shall be conducted on a weekly basis.

Theoretical concepts and salient issues regarding corporate governance, ethics, and corporate social responsibility will be discussed during the lectures. Students are expected to apply the theories and concepts learnt from lectures into real-life cases during the tutorial.

Group discussions in tutorials are designed to motivate students to interact and participate in the discussion of various corporate governance issues and ethics dilemmas faced by individuals the business world.

The key to learning and acquiring knowledge and skills in this subject is through active participation in discussion with group members and other classmates.

ASSESSMENT APPROACH
Students will be assessed on the basis of continuous assessment and a final examination. The coursework includes assessment items such as group discussion and project, in-class participation etc.

Group Led Discussion stimulates students to identify ethical and governance issues in the business world and formulate strategies for the ethical dilemmas. The oral presentation and written report will improve students’ reflective thinking and communication skills.

Group Project is used to help students apply their understanding of key concepts learned in this course to systematically analyze ethics and governance issues in different. The oral presentation and written report will improve students’ reflective thinking and communication skills.

Constructive participation and in class discussions are intended to enable students to apply
what they have learnt in class with reflective thinking and communicate their ideas effectively.

Examination is designed to test students’ ability in identifying key ethical issues and formulate strategies for organization sustainability in an ever-changing business environment.

INDICATIVE READINGS

Recommended Textbooks


References

何順文，高衍璋 «企業管治: 上市公司問題分析», 匯智出版社, 2009。


Asian Corporate Governance Association (www.acga-asia.org)

Hong Kong Exchanges and Clearing Limited (www.hkex.com.hk)

Securities and Futures Commission (www.sfc.hk)

The Hong Kong Institute of Chartered Secretaries (www.hkics.org.hk)

The Hong Kong Institute of Directors (www.hkiod.com)

David Webb (www.webb-site.com)

China Securities Regulatory Commission (www.csir.gov.cn)
**Subject Code**: SPD4250  
**Subject Title**: Marketing Management  
**Level**: 4  
**Credits**: 3  
**Teaching Activity**: Lectures 28 hours  
Seminars 14 hours  
**Pre-requisites**: Nil  
**Prior knowledge***: Fundamental knowledge in marketing  
**Assessment**: Coursework 40%  
Examination 60%  

*This is not a pre-requisite subject requirement. The onus of compliance is on the student to demonstrate that he/she has acquired such prior knowledge before enrolling on this subject.*

**ROLE AND PURPOSE**

This subject provides students with a core base of knowledge of marketing management and enables them to apply key concepts with reflective thinking, so as to solve marketing problems in rapidly changing business world. It focuses on the application of knowledge and skills required for making marketing management decisions. It offers a systematic approach for helping students to develop analytical skills in formulating and implementing marketing mix strategies for business firms. It will also help students communicate effectively and identify ethical issues in different business contexts.

**LEARNING OUTCOMES**

Upon successful completion of this subject, the students are normally expected to:

- Identify and explain key concepts in marketing management;
- Explain and evaluate the similarities and differences between consumer and business marketing;
- Apply concepts and theories to assessing marketing problems in a rapidly changing and competitive business environment;
- Evaluate the strategic role of marketing in developing business strategies; and
- Apply knowledge and skills to formulating marketing strategies and manage marketing effort.
INDICATIVE CONTENTS

**Overview of Marketing Management**
Marketing management concepts; Market-oriented strategic planning.

**Marketing Opportunity Analysis**
Marketing information and market environment; Analysis of consumer markets and business markets; Competitor Analysis; Consumer behaviour and customer relationship management.

**Developing Marketing Strategies**
Segmentation, target marketing and positioning strategy; Product and branding strategy; Product life cycle; Marketing services; Pricing strategies and decisions; Marketing channels and value networks; Integrated marketing communications: advertising, sales promotion, public relations, personal selling, direct marketing and interactive marketing.

**Managing the Marketing Effort**
Implementing and controlling marketing activities; The marketing audit.

**Ethics in Marketing Management**
Ethics issues in marketing; Corporate social responsibility.

**TEACHING AND LEARNING APPROACH**

The teaching approach of this subject is to give students a firm understanding of the scope and functions of marketing management. Class meetings are conducted in a mixture of lecture, seminar discussion, group presentation, and case study. Students are expected to play an active role in group discussion for applying their skills to assess the implications of various key factors for developing marketing strategies.

**ASSESSMENT APPROACH**

Students will be assessed on the basis of continuous assessment and a final examination. The coursework include assessment items such as group project, mid-term test and participation and in-class work etc.

Group project is used to help students apply their understanding of key concepts learned in this course to systematically analysing marketing issues in different contexts. The oral presentation and written report will improve students’ reflective thinking and effective communication skills. Students are also required to identify the ethical issues arising from various marketing activities.

Constructive participation and in-class discussions are intended to enable students to effectively communicate their ideas.

Mid-term test and examination are used to test students’ ability in understanding and applying the key concepts learnt from the subject.
INDICATIVE READINGS

Recommended Textbook


References


ROLE AND PURPOSE

This subject aims to help students apply and integrate business knowledge and management skills to formulate strategies for business organizations in order to remain competitive in a rapidly changing business setting. Since students will be analyzing each business situation from the perspective of a managerial staff, he or she must look at the business as a complex, dynamic, and integrated whole. The overarching objective is to provide students with the tools for formulating business strategies and putting forward their recommendations through written and oral communication to top management.

LEARNING OUTCOMES

Upon successful completion of this subject, the students are normally expected to:

- Develop their capacity to think strategically about a company, its business position, and how it can gain sustainable competitive advantage.
- Apply their skills to conducting strategic analysis in a variety of industries and competitive situations.
- Apply their knowledge and skills to formulating business strategies, reasoning carefully about strategic options, and making strategic decisions.
- Apply their abilities to conducting a strategic audit, and examine the importance of ethical principles, personal and company values, and socially responsible management practices to the operating success of a business firm.
- Understand the processes of strategic management; and the impact of these processes on people and operations.
INDICATIVE CONTENTS

Business Policy and Strategy: An Introductory Overview
Business objectives; Vision and mission; Strategic management process; The development of strategic management within organisations.

Theories of Strategy
The classical approach to strategy; The evolutionary perspectives on strategy; Processual approaches to strategy and systemic perspectives on strategy.

Environmental Scanning and Industry Analysis
The scanning of generic aspects of the business environment; Economic analysis and industry analysis; Assessing the implications of cultural; Social and political factors.

Internal Scanning and Organisational Analysis
Company analysis; Assessing internal operating environment and functions; Identifying current and past strategic directions.

Business Policy Formulation
Situational analysis; Analysis of corporate strategy and functional strategy; Methods of strategic development; Mapping strategic choice.

Strategy Implementation
Assessing the complexity of strategy implementation; Strategy implementation and control; Organising for action; Staffing and directing.

Post-implementation Evaluation
Identifying current issues in implementation; Assessing the impact of strategic action on outcomes; Measuring and control of performance.

TEACHING AND LEARNING APPROACH

The teaching approach of this subject emphasizes the application of knowledge and skills required for making informed and reasoned strategic decisions. Students are expected to adopt a practical and problem-solving approach in studying this subject.

Students are strongly recommended to attend all class meetings which are combined with lectures, seminar activities, group discussions, case studies, student presentations, group exercises, videos and business simulations. This subject consists of discussions of issues and many cases from the past and the present. While there are many global cases to be considered, some local cases will also be discussed.
Lectures will focus on the theories and concepts in the realm of strategic management for helping students develop a framework for formulating business strategies. Seminars and group discussion are used to promote interaction between students for encouraging intellectual thinking, application of analytical skills and generating critical feedback in case study and analyzing problems under specific business situations. Active participation in exchanging ideas and giving critical feedback will mutually benefit you and your classmates in studying this subject.

**ASSESSMENT APPROACH**

Students will be assessed on the basis of continuous assessment and a final examination. The coursework includes assessment items such as group presentation, mid-term test, group research project and presentation and in-class participation etc.

In-class case presentation is used to help students understand the background of the businesses and to analyse the strategic predicaments posted by the case. Students are required to identify the ethical issues and apply the key concepts learnt in formulating the business strategy and policy.

Active participation is intended to enable students to effectively communicate their ideas and to improve students’ reflective thinking.

Group project and presentation are used to help students solidify their understanding of key concepts in strategic management through applying these concepts in the analysis of real-life cases.

Mid-term test and final examination are used to test students’ ability in understanding and applying key concepts learnt from the subject.

**INDICATIVE READINGS**

**Recommended Textbook**


**References**


ROLE AND PURPOSE

This subject provides students with an understanding of the economic decisions made by management, what information to support those decisions is useful and necessary, where then information can be obtained, and how accounting information can be used by managers as they carry out their responsibilities. In addition, students will learn the implications of accounting information for the decision making process and for evaluating the outcomes of decisions with ethical sense.

LEARNING OUTCOMES

On successfully completing this subject, students will be able to:

- Understand the decision making process and the role of accounting information in that process.
- Analyze relatively unstructured information in a variety of decision making situations and then prepare and interpret relevant information to enhance the decision making process.
- Apply accounting concepts and techniques for effective decision making and prepare relevant information to reflect organizational and reporting structures.
- Evaluate ethical issues from an accounting perspective and suggest appropriate response to aid management in the course of the decision-making process.
INDICATIVE CONTENTS

Decision Making in the Organizational Context
Models of the decision making process; The role of accounting information in the decision making process.

Cost Behaviour
Importance for decision making; Linear and non-linear cost behaviour patterns; Approaches to estimating cost functions, including statistical and non-statistical approaches; The learning curve, including the learning curve formula.

Relevant Cost Analysis
Relevant and irrelevant costs, opportunity costs, sunk costs; Marginal costing in the management decision process; Preparation and interpretation of information for specific type of decision, for example make or buy, sell or process further, continue or close down, pricing and special order decisions; Derivation of long run costs for strategic decision making; qualitative factors in decision making.

Product Mix Decision when Capacity Constraints Exist
Meaning of capacity constraints/limiting factors and computation of product mix decisions for single limiting factor situations; using the simple contribution per unit of the limiting factor rule.

Pricing
External pricing strategies and decisions by applying cost-based, market-based; special orders approaches.

Decentralization, Performance Evaluation and Ethical Issues
Reasons for decentralization; Cost centres, profit centres and investment centres (including behavioural issues in the application of performance measures); An introduction to measurement of divisional performance, strengths and weakness of various measures; An introduction to the issue of transfer pricing (including relevance to international operations); other ethical issues.

TEACHING AND LEARNING APPROACH

The main emphasis of the subject is on the use and analysis of economic and accounting information by management for making informed decisions.

Lectures will focus on introducing concepts and techniques to students. Students’ understanding will be reinforced by tutorial activities, concentrating on application of accounting information for problem solving and decision making.
ASSESSMENT APPROACH

Students will be assessed on the basis of continuous assessment and a final examination. The coursework includes assessment items such as group presentation, mid-term test in-class participation and work etc.

Group project is used to motivate students, applying their accounting skills and knowledge in group discussion and related activities, to investigate and appraise the essential causal factors having significant impact on the management decision issues for corporations.

Constructive participation and in-class discussion are intended to enable students to effectively communicate their ideas.

Mid-term test and Examination are used to test students’ ability in understanding and applying the key concepts learnt from the subject.

INDICATIVE READINGS

Recommended Textbook


References


ROLE AND PURPOSE

This subject aims to provide the students with the fundamental knowledge and skills in human resource management and apply key concepts with reflective thinking. Students will have an understanding of how effective human resource management will contribute to the success of a business operation and learn about human resource management practice in the international context. It will help students identify ethical issues in human resource management.

LEARNING OUTCOMES

Upon successful completion of this subject, the students will be able to:

- Identify and explain the key concepts of the core HRM functions.
- Evaluate the strategic role of human resource management.
- Diagnose the current approaches adopted in making human resource management-related decisions.
- Analyze critically the changes in the workforce and the external business environment locally and regionally, along with their impacts on current and future human resource management practice.
- Evaluate relevant social and legal issues that will impact on human resource management.

Remark: The syllabus of this subject is subject to review in 2010/11.
INDICATIVE CONTENTS

Overview of Human Resource Management
Human resource management and its core functions; Human resource management’s changing role.

Human Resource Planning
Environmental analysis; Human resource planning process; Job analysis; Human resource forecasting.

The Staffing Process
Recruitment process; Sources of candidates; Employee selection.

Systems Approach to Training and Development
Training needs assessment; Principles of learning; Types of training methods; Evaluating the training efforts.

Performance Management
Performance management process; Performance management system; Conducting performance interview.

Compensation and Benefits
Concept of compensation and benefits; Compensation and benefits package; Competency-based Pay.

Employee Health and Safety
Employee health and safety issues; Employee health and safety programme; Security Plan; Current trends.

Employee Relations
Fostering employee and management partnering relationship; Handling employee grievances; Disciplinary issues and progressive disciplinary actions; Legal implications.

Special Issues
Employment contract; Termination of employment; Ordinances and Code of Practice; Outsourcing and the use of external consultants; Related ethical issues.

Operating in a Global Environment
The evolution of the business landscape; HR challenges.

TEACHING AND LEARNING APPROACH

The teaching approach emphasises on the application of knowledge and skill required for a business manager on human resource management. Students are expected to adopt a practical and problem-solving approach in studying this subject. Lectures focus on the discussion of the principles and practices of human resource management in the business sector. Seminars, group discussion, case study, role play and presentation are used to encourage students to contribute their views and provide critical feedback in the discussion of human resource practices in the business context.
ASSESSMENT APPROACH

Students will be assessed on the basis of continuous assessment and a final examination. The coursework includes assessment items such as group presentation, mid-term test, group research project and presentation and in-class participation etc.

Group Project is used to help students apply their understanding of the key concepts learned in this subject through a systematic analysis of the HRM issues.

The oral presentation and written report will improve students’ reflective and critical thinking. Students will also be required to identify any ethical issues when deliberating on the HR decisions.

Mid-term test and Final examination are used to test students’ ability in understanding the key concepts learned from this subject.

INDICATIVE READINGS

Recommended Textbook


References


Chan, A.W., Mak, W.M. and Bannister, B.J., Managing Human Resources in Hong Kong. Hong Kong: Sweet & Maxwell Asia, 2002.
ROLE AND PURPOSE

This subject provides students with a core base of knowledge of organizational behaviour, and enables them to apply key concepts with reflective thinking, so as to solve problems related to decision-making, resource allocation, communication and activity coordination at the workplace in the rapidly changing business world. It focuses on individual, group and organizational factors influencing the effectiveness of organisations. It offers a systematic approach for helping students acquire the skills for analyzing the implications of situational and environmental factors affecting organizational design and behaviour. It will also help students communicate effectively and identify ethical issues in different business contexts.

LEARNING OUTCOMES

Upon successful completion of this subject, the students will normally be able to:

- Identify and explain key concepts in organizational behaviour.
- Assess how organisation behaviour impact upon individual and group behaviour at the workplace.
- Apply concepts and theories to assessing problems of the management function.
- Develop the skills to evaluate the implications of essential factors for designing an organisation structure.
- Apply knowledge and skills to achieving sound management practice.
INDICATIVE CONTENTS

Characteristics and Changing Nature of Organisations
The changing nature of organizations; Organisational theory; Organisational structure; Organisational design; Measuring organisational effectiveness; Differences between traditional and contemporary organizations.

Organisational Behaviour
The contributing disciplines to the organizational behaviour field to management; Understanding organizational behaviour; Implications for managers.

Organisational Stakeholders
Organisational stakeholders; Managerial accountability; Creating an ethical organisation; Managing change.

Management and Organisation
Roles and functions of a manager; Management functions; Management theories; OB-related studies.

Workplace Behaviour
Foundation of individual behaviour; Group behaviour, Work teams.

Functions of Communication
Communication process; Organisational communication’ Barriers for effective communication; Implications for managers.

Organisational Structure and Design
Organisational structure and design; Forces of change; Contemporary change issues.

Leadership and Management
Differences between leadership and management; Leadership theories; Leaders’ roles.

TEACHING AND LEARNING APPROACH

The teaching approach of this subject is to give students a firm understanding of the scope of organizational behaviour. Class meetings are conducted in a mixture of lecture, seminar discussion, group presentation, and case study. Students are expected to play an active role in group discussion for applying their skills to assess the implications of various key factors for developing sound management practice.

ASSESSMENT APPROACH

Students will be assessed on the basis of continuous assessment and a final examination. The coursework includes assessment items such as group project, mid-term test, participation and in-class work etc.

Group Project is used to help students apply their understanding of key concepts learned in this course to systematically analyze management issues at the workplace. The oral
presentation and written report will improve students’ reflective thinking and effective communication skills. Students are also required to identify the ethical issues arising from various management activities.

Constructive participation and in-class discussions are intended to enable students to effectively articulate their views.

Mid term test and examination are used to test students’ ability in understanding and applying the key concepts learnt from the subject.

INDICATIVE READINGS

Recommended Textbook

References


ROLE AND PURPOSE

This subject enables students to apply key concepts with reflective thinking and provides them with a conceptual framework for examining the practices of relationship marketing and the impact of relationship marketing activities on an organization. With special reference to activities in business-to-business, the subject focuses on the formulation of relationship marketing strategies and the implementation of the associated activities within a variety of different business contexts. It will also help students identify ethical issues in different business contexts.

LEARNING OUTCOMES

Upon successful completion of this subject, the student will be able to:

- Explain the basic concepts, nature and scope of business marketing;
- Analyse similarities and differences between consumer marketing and business marketing;
- Explain the key concepts of organisational buying behaviour;
- Apply acquired skills to developing marketing mix strategies in a business marketing setting; and
- Assess the importance of relationship marketing in establishing long-term success in business marketing.

Remark: The syllabus of this subject is subject to review in 2010/11.
INDICATIVE CONTENTS

The Environment of Business Marketing
Nature and scope of business marketing; Overview of business market environment; Similarities and differences between business and consumer marketing.

Organisational Buying Behaviour
Buying centre concept; Buying situations; Organisational buying process; Forces influencing organisational buying behaviour; A model of organisational buying behaviour.

Managing Relationships in Business Marketing
Buyer-seller interactions; Relationship marketing and management; Customer relationship management strategies for business markets; The strategic role of logistics in business marketing; Supply chain management.

Information Technology for Relationship Marketing
The technological revolution for relationship marketing; Internet approach for customer relation management (CRM); Ethics of using customer information; Developing and distributing personal information.

Assessing Market Opportunities
Organisational demand analysis; Sales forecasting methods; Business market segmentation and targeting.

Development of Business Marketing Strategies
Strategic planning process in business marketing; Components of a business model; Business product strategy and product life cycle; Innovation and new industrial product development; Managing services for business markets; Pricing strategy for business markets; Industrial pricing process; Business marketing channel design process and channel administration; Business marketing communications: advertising, sales promotion and personal selling; Review of sales force management.

Evaluating Business Marketing Performance
Control of business marketing strategies at various levels; Implementation of business marketing strategies.

TEACHING AND LEARNING APPROACH

The teaching approach of this subject is to give students a firm understanding of the scope and functions of business and relationship marketing. Class meetings are conducted in a mixture of lecture, seminar discussion, group presentation, and case study. Students are expected to play an active role in group discussion for applying their skills to assess the implications of various key factors for developing business and relationship marketing strategies.
ASSESSMENT APPROACH

Students will be assessed on the basis of continuous assessment and a final examination. The coursework includes assessment items such as group project, mid-term test, participation and in-class work etc.

Group project is used to help students apply their understanding of key concepts learned in this course to systematically analyze business marketing issues in different contexts. The oral presentation and written report will improve students’ reflective thinking and effective communication skills. Students are also required to identify the ethical issues arising from various marketing activities.

Constructive participation and in-class discussions are intended to enable students to effectively communicate their ideas.

Mid term test and examination are used to test students’ ability in understanding and applying the key concepts learnt from the subject.

INDICATIVE READINGS

Recommended Textbooks


References


ROLE AND PURPOSE

This subject provides students with a comprehensive understanding of business management in China and applies key concepts with reflective thinking. It helps students develop abilities to analyze managerial issues and formulate strategies in Chinese business context. This subject also addresses potential concerns for multinational firms to do business in China. It will also help students identify ethical issues in China business contexts.

LEARNING OUTCOMES

Upon successful completion of this subject, the student will be able to:

- Examine the nature and complexities of China business management;
- Assess the impact of various social, cultural, economic and political factors on doing business in China;
- Apply essential skills of marketing, finance, operations and human resource management in Chinese business context;
- Evaluate the importance of guanxi in the implementation of Chinese business strategies.

INDICATIVE CONTENT

Overview of China Business Management
The rise of China in the world economy; The development of international business in China; China foreign trade regime; The economic and political environment in China.

The Social and Cultural Environments in China
Cultural roots; values and beliefs in China; Characteristics of the Chinese negotiation style.
Entry Strategies in China
Different possible entry strategies in China; Main considerations for entry mode selection in China.

Management of guanxi
Formulation and implementation of guanxi-based strategies; Evaluation and control of guanxi-based strategies

Manufacturing facilities and the localization of sourcing; The marketing mix strategies in China; Staffing and retaining Chinese employees; Chinese banking services and securities markets.

Protection of Intellectual Property Rights (IPR) in China
China’s IPR regime; IPR protection in China; Ethical issues considerations.

TEACHING AND LEARNING APPROACH

The teaching approach of this subject is to give students a firm understanding of complexities of China business management. Class meetings are conducted in a mixture of lecture, seminar discussion, group presentation, and case study. Students are expected to play an active role in group discussion for applying their skills to the analysis of China business issues and the development of China business management strategies.

Lectures will focus on the concepts and key issues of China business management. Seminars and group discussion are to promote interactions and participations among students. Case study and presentation are for encouraging students to apply their skills in examining specific issues and for enhancing their communication skills.

ASSESSMENT APPROACH

Students will be assessed on the basis of course work and a final examination. The course work assessment items, including class participation, group discussion and presentation, case study, assignment and project report, are to evaluate students’ ability to apply key concepts and theories of management to develop China business management strategies. The final examination is used to evaluate students’ competence to understand the complexities of China business management in a rapidly changing business environment.
INDICATIVE READINGS

Recommended Textbook


References


Subject Code : SPD4305
Subject Title : Business Intelligence
Level : 4
Credits : 3
Teaching Activity : Lectures 28 hours
Seminars 14 hours
Pre-requisites : Nil
Prior Knowledge* : Nil
Assessment : Coursework 50%
Examination 50%

* This is not a pre-requisite subject requirement. The onus of compliance is on the student to demonstrate that he/she has acquired such prior knowledge before enrolling on this subject.

ROLE AND PURPOSE

This subject provides students with concepts of information technology applications for improving company operations and customer services. It also provides an opportunity for students to apply knowledge and skills to select the appropriate ways to formulate the strategies to meet the customer requirements. It enhances students’ ability to analyze information critically from customer and business to support the decision making of a company. It helps students to formulate strategies for organization sustainability in an ever-changing business environment and to enhance their communication skills.

LEARNING OUTCOMES

On successfully completing this subject, students will be able to:

- Understand the basics of IT applications in a commercial context.
- Realize the importance of IT in supporting the decision making of an organization.
- Apply knowledge and skills to formulate the strategies in customer services and company operations.
- Apply concepts and theories to assess the requirements of customer services and company operations in a rapid changing and competitive business environment.
INDICATIVE CONTENTS

**Business Information Systems**
Business Drivers of Information Systems; Globalisation; Basics of Information Systems; Management Information Systems; Expert Systems; Executive Support Systems; Models of Business-solving approach.

**Database Management Systems**
Relational Database Management Systems; Data Warehousing.

**Business Intelligence and Business Decisions**
Modelling Decision Processes; Decision support Systems; Group decision support and Groupware Technologies.

**Enterprise Business Intelligence**
From purely assisting operational decisions to enhancing strategic planning.

**Data mining and Corporate Data warehousing**
Planning, implementing, and controlling of Data Warehousing/Data Mining Projects.

**Customer Intelligence**
Customer Relationship Management; Customer segmentation by Clustering (Data Mining).

**OLAP**
Multi-dimensional analysis of business information; Commercial system such as Cognos.

TEACHING AND LEARNING APPROACH

The teaching approach of this subject is to give students an understanding of the importance of business intelligence and how it could affect the performance of a business. Class meetings are conducted in a mixture of lecture, case studies discussion and group presentation. Students are required to participate in an active role during group discussion and demonstrate how their learned skills in providing solutions to the cases

ASSESSMENT APPROACH

Students will be assessed on the basis of continuous assessment and a final examination. The coursework include assessment items such as group project, mid-term test, assignment and in-class participation etc.

Group assignment is used to support students in applying those learned concepts and theories in this subject so as to demonstrate their analytical ability in various contexts.

The individual assignment is used as a pilot testing to students on the understanding of those basic concepts and theories.

Constructive participation and in class discussion are intended to facilitate students to effectively communicate their ideas.
Mid-Term test and final examination are used to test students’ ability in understanding and applying the key concepts learned from the subject.

INDICATIVE READINGS

Recommended Textbook


References


Biere Mike, Business Intelligence for the Enterprise, IBM Press 2003.

Subject Code : SPD4321
Subject Title : Intermediate Financial Accounting
Level : 4
Credits : 3
Teaching Activity : Lectures 28 hours
             : Seminars 14 hours
Pre-requisites : Nil
Prior Knowledge* : Nil
Assessment : Coursework 50%
             : Examination 50%

* This is not a pre-requisite subject requirement. The onus of compliance is on the student to demonstrate that he/she has acquired such prior knowledge before enrolling on this subject.

ROLE AND PURPOSE

This subject provides students with an intensive study and application of the generally accepted accounting principles for asset and liability valuation, equity, income measurement, and financial statement presentation for business organizations, and the processes through which these principles evolve. It covers in detail topics that are essential for preparing, reading, understanding, interpreting, and using financial statements that are prepared in accordance with generally accepted accounting principles.

LEARNING OUTCOMES

On successfully completing this subject, students will be able to:

- Understand the theoretical framework of financial reporting, concepts and accounting techniques.
- Analyze accounting issues related to the Asset side of a Balance Sheet in terms of both conceptual and procedural requirements.
- Interpret accounting issues associated with the Liabilities & Equity side of a Balance Sheet. This includes both conceptual and procedural matters, as well as matters related to presentation and disclosure of financial information.
- Apply accounting techniques to handle special issues related to the topics of income taxes, employee future benefits, accounting for leases, and accounting change and errors.
INDICATIVE CONTENTS

Concepts, Financial Statements and Related Disclosures
The environment of financial reporting; Conceptual framework for financial reporting.

Asset Valuation and Income Measurement
Cash and receivables; Inventories valuation; Acquisition and disposal of property, plant and equipment; Depreciation and depletion; Intangibles.

Valuation of Liabilities and Investments
Current Liabilities and contingencies; Long-term liabilities and receivables; Investments.

Stockholders Equity
Contributed Capital; Earning per share and retained earnings.

Specials Topics
Income recognition and measurement of net assets; Accounting for income taxes; Accounting for postemployment benefits; Accounting for leases; Accounting changes and errors.

TEACHING AND LEARNING APPROACH

The main emphasis of the subject is on the use and analysis of economic and accounting information by management for making informed decisions.

Lectures will focus on introducing concepts and techniques to students. Students’ understanding will be reinforced by tutorial activities, concentrating on application of accounting information for problem solving and decision making.

ASSESSMENT APPROACH

Students will be assessed on the basis of continuous assessment and a final examination. The coursework include assessment items such as group project, mid-term test and in-class participation etc.

Group project is used to motivate students, applying their accounting skills and knowledge in group discussion and related activities, to prepare financial statements according to the relevant GAAP for corporations.

Constructive Participation and in-class discussion are intended to enable students to effectively communicate their ideas.

Mid-term test and examination are used to test students’ ability in understanding and applying the key concepts learnt from the subject.
INDICATIVE READINGS

Recommended Textbook


References


*Hong Kong Financial Reporting Standards*, Hong Kong Institute of Certified Public Accountants.
**ROLE AND PURPOSE**

The course aims to equip the students with a basic understanding of sources of Hong Kong law and legal issues relating to the corporate and business world. These legal issues encompass the law of torts, the law of contracts, the sale of goods and agency laws and laws relating to consumer protection. Students will also develop analytical skills and reasoning power through case study and research.

**LEARNING OUTCOMES**

Upon successful completion of this subject, the student should be able to:

- Understand and appreciate the scope and importance of law
- Apply the fundamental concepts, principles and rule of law that relates business transactions.
- Evaluate the effect of legal principles and rule of law in business.
- Identify and evaluate the function and operation of courts and governmental administrative agencies.
- Assess legal problems that may arise in a doubtful or complicated situation and the necessity of consulting a lawyer and obtaining competent professional legal advice.
INDICATIVE CONTENTS

The Hong Kong Legal System
The background to the Hong Kong legal system - one country, two system; The sources of English and Hong Kong law; The law making process; The SAR legal machine – How Law is administered?

Hong Kong Contract Law
The elements of a binding legal contract; Terms of a contract; Types of clauses in contracts; Discharging and enforcing contracts.

Business Contracts in the Sale of Goods and Agency
Consumer Protection; Guidelines for Business Contracts; Law of Agency.

Tort and Employment Law
Introduction to the law of tort; Problems for the employer; Employment Law; Duties of the employee; Breach of the employment contract.

Company Law
Sole trader and the partnership; Corporate personality; Memorandum of associations and articles of associations; shares; Corporate Governance; Insolvency law.

Business Ethics
Corruption in Business; Insider Trading; Independent Commission Against Corruption.

TEACHING AND LEARNING APPROACH

Lectures will emphasise on ensuring that the students understand the fundamental principles of the respective topics. Students will also be presented with the various methods of how business is intrinsically linked with law. Although lectures are focus on the dissemination of information, students are also encouraged to participate in the discussion.

Tutorials will be focus on ensuring that students are able to apply the legal knowledge that they have acquired during lectures to the day to day workings of the business world. Student participation will be heavily promoted during class through group discussions and presentations.

ASSESSMENT APPROACH

There will be a coursework assessment and a final examination. Coursework assessment will include assignments, group discussions and presentations etc.

Assignments will help assess the students’ ability to apply and evaluate concepts, principles and rule of law in business transaction.

Group discussion and presentation will help measure the students’ knowledge on the importance of law, operation of the courts and government administrative agencies.
The final exam and assignment will test the student’s ability to address and solve legal issues or problems.

**INDICATIVE READINGS**

**Recommended Textbooks**


**References**


http://www.justice.gov.hk
ROLE AND PURPOSE

This subject builds on students understanding of business finance concepts and techniques, and understanding of equity, debt and foreign exchange markets in Hong Kong. This subject provides students with the necessary knowledge in the area of professional finance in order to prepare themselves for relevant public qualifying examinations in Hong Kong. It focuses on the application of knowledge and skills to perform individual task and teamwork with reflective thinking. It will also help students analyze critically business information, drawn from different functional units of a business enterprise, for problem solving and decision-making with global insights and local relevance.

LEARNING OUTCOMES

On successfully completing this subject, students will be able to:

- Examine the characteristics of generic types of derivatives, and how derivatives can be used in managing investment risks.
- Evaluate and choose the derivatives suitable for hedging, speculation and arbitrage of underlying investments in securities, currencies or commodities.
- Understand the pricing of different types of equity derivatives, interest-rate derivatives, currency and commodity derivatives and options.
- Apply trading strategies with different types of derivatives.
INDICATIVE CONTENTS

Overview of Derivative Markets
Nature of derivatives; Exchange-traded and Over-the-counter derivatives; Supply and demand of derivative; Risks and benefits of derivatives products; Buy on Margin.

Generic Types of Derivative Products
Characteristics of Futures, Forwards, Options and Swaps.

Types and Uses of Derivatives in Hong Kong
Equity derivatives including stock index futures, stock options and warrants; Interest-rate derivatives including forward rate agreements, interest-rate swaps; Currency derivative products; Types of commodity derivative products; Equity-linked investments; Use of derivatives for hedging, speculation and arbitrage.

Derivatives Trading Strategies
Basic option strategies; Option Spreads strategies; Principle of Put-call Parity; Synthetic derivatives; Cash and carry strategies.

Pricing of derivatives
Black-Scholes model; The binomial option-pricing model.

TEACHING AND LEARNING APPROACH

The teaching approach of this subject is to give students a firm understanding of the scope and functions of derivatives markets. Students’ understanding will be reinforced by tutorial activities, concentrating on application of such in solving problems at basic and intermediate levels. Group work will be assigned so that students can help each other in learning by sharing individuals’ views and strengths amongst the group.

ASSESSMENT APPROACH

There will be a coursework assessment and a final examination. Coursework assessment will include mid-term test, assignment in-class participation and work etc.

Group assignment is used to help students analyze critically business information, drawn from different functional units of a business enterprise, for problem solving and decision-making with global insights and local relevance.

Constructive participation and in-class discussions are intended to enable students to apply knowledge and skills to perform individual task and teamwork with reflective thinking.

Mid term test and examination are used to test students’ knowledge in the area of professional finance which enables them to prepare for relevant public qualifying examinations in Hong Kong.
INDICATIVE READINGS

Recommended Textbook


References


Hong Kong Exchange and Clearing Limited (www.hkex.com.hk)

Electronic Investor Resources Centre (www.hkeirc.org)
Subject Code : SPD4202
Subject Title : Mergers and Acquisitions
Level : 4
Credits : 3
Teaching Activity : Lectures 28 hours
             : Seminars 14 hours
Pre-requisites : Nil
Prior Knowledge* : Introductory course in financial management
Assessment : Coursework 40%
             : Examination 60%

* This is not a pre-requisite subject requirement. The onus of compliance is on the student to demonstrate that he/she has acquired such prior knowledge before enrolling on this subject.

ROLE AND PURPOSE

This subject provides students with contemporary knowledge of mergers and acquisitions and enables them to apply key concepts with reflective thinking, so as to assess problems in transactions of mergers and acquisitions. It focuses on the application of knowledge and skills required for to analyze risk and opportunities with mergers and acquisitions. It offers a systematic approach for helping students to develop analytical skills in strategic issues in cross border transactions. It will also enable students to communicate effectively through interactive case studies and presentation.

LEARNING OUTCOMES

Upon successful completion of this subject, the students are expected to:

- Understand the significance of different forms of mergers and acquisitions under a global environment
- Examine the strategic, accounting and financial aspects of the takeover process
- Develop the skills and techniques in analyzing transactions of mergers and acquisitions
- Examine the legal and regulatory framework governing mergers and acquisitions
- Assess the implications of different forms of offers and defenses for takeover deals.
INDICATIVE CONTENTS

Overview of Mergers and Acquisitions
Motives, economic and social implications; Acquisitions and corporate strategies; Takeover process.

The Legal and Regulatory Framework for Takeovers
Legal and regulatory requirements; Protection for minority shareholders; Directors duties; Ethical issues.

Planning for the Takeovers
Due diligence; Taxation planning; Accounting; Valuation of business; Financing strategies and types of financial instruments.

Structuring Takeovers
Takeover strategies; Motives and benefits; Terms, timing, pricing and takeover defences.

Post-merger Analysis
Market and operation performance; Evaluation and prognosis of mergers; Implications of organizational dynamics and human aspects.

Other Issues
Corporate divestitures; Share repurchases; Cross-border acquisitions; Strategic alliances.

TEACHING AND LEARNING APPROACH

The teaching approach emphasizes the application of knowledge and skills required for carrying out mergers and acquisitions. Students are expected to adopt a practical and problem-solving approach in studying this subject.

Class meetings are conducted in a mixture of lecture, seminar, group discussion and presentation, and case study.

Lectures will focus on the discussion of institutional framework governing mergers and acquisitions, strategies and tactics, concepts and key issues relating to various aspects of takeover process.

Seminars, group discussion and presentation and case study are used to encourage students to contribute their views and give critical feedback in the discussion of various issues relating to takeover process in Hong Kong.

ASSESSMENT APPROACH

Students will be assessed on the basis of continuous assessment and a final examination. The coursework consists of assessment items like class discussion, assignment, group project and presentation, etc.

Group project is used to help students apply their understanding of key concepts learned in
this course to systematically analyze mergers and acquisitions issues in different contexts. The oral presentation and written report will improve students’ reflective thinking and effective communication skills. Students are also required to identify the ethical issues arising from various transactions of mergers and acquisitions.

Constructive participation and in-class discussions are intended to enable students to effectively communicate their ideas.

Mid-term test and final exam are used to test students’ ability in understanding and applying the key concepts learnt from the subject.

INDICATIVE READINGS

Recommended Textbook


References


Companies Ordinance ([http://www.hksfc.org.hk](http://www.hksfc.org.hk))


The Codes of Takeovers and Mergers and Share Repurchases 2002 (Securities and Futures Commission: [http://www.hksfc.org.hk](http://www.hksfc.org.hk))
Subject Code : SPD4204
Subject Title : Financial Planning
Level : 4
Credits : 3
Teaching Activity : Lectures 28 hours
Seminars 14 hours
Pre-requisites : Nil
Prior Knowledge* : Nil
Assessment : Coursework 40%
Examination 60%

* This is not a pre-requisite subject requirement. The onus of compliance is on the student to demonstrate that he/she has acquired such prior knowledge before enrolling on this subject.

ROLE AND PURPOSE

This subject provides students with a core base knowledge of financial planning and enables students to apply key concepts with reflective thinking, so as to solve financial planning problems in rapidly changing business world. It focuses on the application of knowledge and skills required for constructing financial planning. It offers a systematic approach for helping students to develop analytical skills in formulating and implementing comprehensive financial planning for clients with different financial situations and needs. It will also help students to communicate effectively and to acquire the necessary knowledge in the area of professional financial planning in order to prepare for the Certified Financial Planner public examinations in Hong Kong.

LEARNING OUTCOMES

Upon successful completion of this subject, the students are expected to:

- Examine the regulatory environment for practicing financial planning in Hong Kong.
- Understand the principles and process of financial planning.
- Acquire the essential knowledge and competent skills through various phases of structuring a financial plan for meeting the needs and risk preference of an individual.
- Apply the acquired knowledge and skills to practice financial planning in Hong Kong.
INDICATIVE CONTENTS

Overview of Financial Planning
What is Personal Financial Planning; The Evolution of Financial Planning Services; Looking Ahead; Financial Planning in Hong Kong and China.

Assessing Client’s Needs
The rewards of Sound Financial Planning; The Personal Financial Planning Process; From Goals to Plans; A Lifetime of Planning; The Planning Environment; What Determines Your Personal Income?

Identifying and Gathering Financial Planning Information – Managing Basic Assets
The Role of Cash Management in personal Financial Planning; Today’s Financial Marketplace; The Growing Menu of Cash Management Products; Maintaining a Checking Account.

Making Automobile and Housing Decision
Buying an Automobile; Leasing Your Car; Meeting Housing Needs; Buy or Rent?; How much housing Can You Afford?; The Rental Option; The Home-Buying Process; Financing the Transaction.

Using Credit
The Basic concepts of Credit; Types of Open Account Credit; Obtaining and Managing Open Account Credit; Using Credit Wisely.

Insuring Your Life

Insuring Your Health
The Importance Health Insurance Coverage; Insurance Health Plans; Health Insurance Decisions; Medical Expenses Coverage and Policy Provisions; Long-Term Care Insurance; Disability Income Insurance.

Protecting Your Property
Some Basic Principles of Property Insurance; Homeowner’s Insurance; Automobile Insurance; Other Property and Liability Insurance; Buying Insurance and Settling Claims.

Investment Planning
The Objectives and Rewards of Investing; Securities Markets; Making Transactions in the Securities Markets; Becoming an Informed Investor; Online Investing; Managing Your Investment Holdings.

Investing in Stocks and Bonds
The Risks and Rewards of Investing; Investing in Common Stock; Investing in Bonds.

Investing in Mutual Funds and Real Estate
Some Basics of Mutual Funds; Type of Funds and Fund Services; Making Mutual Fund Investments; Investing in Real Estate.
Planning for Retirement
An Overview of Retirement Planning; Social Security; Pension Plans and Retirement Programs; Annuities.

Preserving Your Estate
Principles of Estate Planning; The use of Trusts; Estate Tax Planning.

Personal Tax Planning in H.K.
Chargeability of Tax in Hong Kong; Salaries Tax; Property Tax; Joint & Personal Assessment.

Developing & Presenting the Financial Plan
Checking the Steps for Plan Development; Developing Recommendations for Each Planning Area; The Financial Plan in Written Form; The Content of a Financial Plan.

TEACHING AND LEARNING APPROACH

The approach of teaching is to give students a firm understanding of the principles and details of various phrases of financial planning, taking into account of the diverse needs and risk preferences of different individuals. Students are expected to develop their planning, analytical and communication skills through examining and assessing the significance and implications of key variables for structuring a financial plan.

Class meetings are conducted in a mix of lecture, seminar and group discussion.

Concepts, principles, rules, procedures, practicing methods and key issues are delivered in lectures.

Seminars and group discussions are for motivating students to interact and participate in the discussion of various issues faced by individuals practising financial planning in Hong Kong. Problem sets and short cases are used to encourage students to explore and apply their knowledge and skills to describe and critically evaluate practices in financial planning.

ASSESSMENT APPROACH

Students will be assessed on the basis of continuous assessment and a final examination. The coursework consists of assessment items like class discussion, assignment, group project and presentation, etc.

Group project is used to help students apply their understanding of key concepts learned in this course to systematically apply financial planning elements in different contexts. The oral presentation and written report will improve students’ reflective thinking and effective communication skills.

Constructive participation and in class discussions are intended to enable students to effectively communicate their ideas.

Quizzes and examination are designed to test students’ ability in understanding and applying
the key concepts and ethical issues learnt from the subject; and to ensure the students acquire
the necessary knowledge in the area of financial planning in order to prepare for the Certified
Financial Planner public examinations in Hong Kong.

INDICATIVE READINGS

Recommended Textbook

Gitman, L. J. and M.D. Joehnk, Planning Your Personal Finance, 11th International Student

References


2004.

Richards, D., Getting Clients, Keeping Clients – The Essential Guide for Tomorrow’s


Clients, South-Western, 2003.

Hong Kong Investment Funds Association: (http://www.hkifa.org.hk)

Office of Commissioner of Insurance: (http://www.info.gov.hk/oci)

Mandatory Provident Fund Schemes Authority: (http://www.mpfahk.org)

The Institute of Financial Planners of Hong Kong: (http://www.ifphk.org)

Inland Revenue Department of HKSAR: (http://www.ird.gov.hk)

Investopedia: (http://www.investopedia.com)
ROLE AND PURPOSE

This subject provides students with a solid foundation of insurance and investment-related insurance products knowledge and enables students to apply key concepts with reflective thinking. Its content also examines the legal and regulatory framework of insurance and the rules for monitoring and regulating the business activities of insurance intermediaries and companies from both local and international perspectives. It offers a systematic approach for helping students to develop analytical skills in formulating and implementing comprehensive insurance plans for clients with different financial situations and needs. It will also help students to communicate effectively and to acquire the necessary knowledge in the area of professional insurance practices in order to prepare for the Insurance Intermediaries Qualifying Examination public examinations in Hong Kong.

LEARNING OUTCOMES

Upon successful completion of this subject, students will be able to:

- Understand the concept and relationship between risk management and insurance;
- Examine the guidelines, rules and bylaws regulating the business activities of insurance intermediaries and companies in Hong Kong;
- Apply the general principles of insurance when practicing insurance to the related issues;
- Analyze the significance and benefits of using various insurance products for meeting the needs of managing risk under different situations.
INDICATIVE CONTENTS

Overview of Risk Management and Insurance Industry
The Problem of Risk; Introduction of Risk Management; The Insurance Device; Risk Management Applications.

Principle and Practice of Insurance
Concept of Risk; Legal Principles; Principles of Insurance; Core Functions of an Insurance Firm; Structure of HK Insurance industry; Regulatory Framework; Ethical and Other Related Issues

General Insurance
Insurance Products; Underwriting and Policy Wording; Claims; Customer Service.

Long Term Insurance
Introduction of Life Insurance; Types of Life Insurance and Annuity; Benefit Riders and Other Products; Explaining the Life Insurance Policy; Life Insurance Procedures.

Investment-linked Long Term Insurance
Introduction to Investment-linked Long Term Insurance Polices; Investments; Investment-linked Long Term Insurance Polices; Regulatory Framework in Hong Kong.

Mandatory Provident Fund Schemes
Introduction to MPF; Regulatory Framework; Key Features of MPF; MPF Trustees; MPF Schemes and Investment; Interface arrangements for ORSO Schemes and MPF system; Ethical and Other Related Issues.

TEACHING AND LEARNING APPROACH

This subject requires students to seriously examine the significance and implications of risk management and insurance by applying their analytical skills and knowledge to investigate and appraise the issues and factors having impact on general practice of insurance.

Class meetings are conducted in a combination of lecture, seminar, group discussion of problem sets and presentation.

Lectures will mainly focus on the concepts, principles and practice of insurance, guidelines, rules, bylaws, regulatory framework and features of insurance products.

Seminars, group discussion and presentations are used to motivate students to contribute their views and give critical feedback in the discussion of various issues related to practicing insurance in Hong Kong.

ASSESSMENT APPROACH

Students will be assessed on the basis of continuous assessment and a final examination. The coursework consists of assessment items like class discussion, assignment, group project and presentation, etc.
Group project is used to help students applying their understanding of key concepts learned in this course to systematically apply insurance practice elements in different contexts. The oral presentation and written report will improve students’ reflective thinking and effective communication skills.

Constructive participation and in class discussions are intended to enable students to effectively communicate their ideas.

Quizzes and examination are designed to test students’ ability in understanding and applying the key concepts and ethical issues learnt from the subject; and to ensure the students acquire the necessary knowledge in the area of insurance practices in order to prepare for the Insurance Intermediaries Qualifying Examination public examinations in Hong Kong.

INDICATIVE READINGS

 Recommended Textbook


 References

Insurance Intermediaries Quality Assurance Examination Scheme Study Notes, Office of Insurance Commissioner, Hong Kong SAR Government, Latest Version.


Hong Kong Investment Funds Association: (http://www.hkifa.org.hk).


Mandatory Provident Fund schemes Authority: (http://www.mpfahk.org).

Investopedia: (http://www.investopedia.com).
Subject Code : SPD4207  
Subject Title : Asset Management  
Level : 4  
Credits : 3  
Teaching Activity : Lectures 28 hours  
Seminars 14 hours  
Pre-requisites : Nil  
Prior Knowledge* : Nil  
Assessment : Coursework 40%  
Examination 60%  

* This is not a pre-requisite subject requirement. The onus of compliance is on the student to demonstrate that he/she has acquired such prior knowledge before enrolling on this subject.

ROLE AND PURPOSE

This subject builds on students’ understanding of return and risk of individual securities, and the use of hedging techniques and tools. It introduces students the concept and application of portfolio investment. For basic understanding, the notions of investment return and risk, portfolio theory, capital asset pricing model, arbitrage pricing theory and market efficiency will be introduced. Building on these, the actual use of managed funds and investment management processes are explained in detail. The key roles of fund managers and different criteria of fund performance evaluation are also described and illustrated. This subject also helps students to prepare for professional examination for a career in the securities industry.

LEARNING OUTCOMES

On successfully completing this subject, students will be able to:

- Examine how the portfolio theory and capital asset pricing model can be applied in portfolio management.
- Explain the relevance of market efficiency to fund investment.
- Explain the importance of Fixed-Income Securities in the process of portfolio management.
- Explain the investment management process, and elaborate on the importance of different parameters.
- Apply relevant measures of performance of various types of funds.
INDICATIVE CONTENTS

Overview of Managed Fund Industry
Various types of managed funds; Onshore and offshore funds; Participants in the managed fund industry.

Theoretical Aspects of Portfolio Management
Measures of investment return and risk; The risk/return trade-off; Principles of portfolio diversification; Combining investor’s preferences with the efficient frontier; Applications and limitations of Capital Asset Pricing Model; Arbitrage Pricing Theory; Efficient Market Hypothesis.

The Investment Management Process
Setting investment objectives and constraints; Formulating investment strategy; Active and passive asset allocation and use of derivatives; Investment management styles and quantitative analysis of fund manager skills.

The Analysis of Fixed-Income Instruments
Valuation of Bonds; The importance of Yield Curve; The measurement of Duration for fixed income; Interest risk immunization.

Evaluation of Fund Performance
Principles of performance measurement; Various approaches such as peer group comparisons, index benchmark and risk-adjusted performance measures; Attribution analysis; Using performance measurement in reviewing and monitoring investment management process.

TEACHING AND LEARNING APPROACH

Lecture will focus on introducing concepts and techniques to students. Students’ understanding will be reinforced by tutorial activities, concentrating on application of such in solving problems at basic and intermediate levels. Group work will be assigned so that students can help each other in learning by sharing individuals’ views and strengths amongst the group.

ASSESSMENT APPROACH

Students will be assessed on the basis of continuous assessment and a final examination. The coursework consists of assessment items like class discussion, assignment, group project and presentation, etc.

Group project is used to motivate students in applying asset pricing theories in real-life cases.

Constructive participation and in-class discussion are intended to enable students to effectively communicate their ideas.
Mid-term test and examination are used to test students’ ability in understanding and applying the key concepts learnt from the subject.

INDICATIVE READINGS

Recommended Textbook


References

Hong Kong Exchanges and Clearing Limited: (http://www.hkex.com.hk)

Securities and Futures Commission: (http://www.hksfc.org/eng/reg/ordinan.htm)
ROLE AND PURPOSE

This subject aims to equip students with a body of knowledge that underpin their understanding of the legal framework regulating the business activities of financial intermediaries in Hong Kong. It provides a conceptual framework for analyzing the significant implications of rules, guidelines and regulations for influencing the market behaviour of the financial institutions as well as the business conduct of their employees. This subject also helps students prepare for licensing examination for a career in the securities industry. In addition, this course has incorporated coverage about some of the key developments in the global financial regulations in order to ensure students’ understanding about issues that shape the financial laws and regulations in Hong Kong.

LEARNING OUTCOMES

Upon successful completion of this subject, the students will be able to:

- Understand the need of compliance with regulations under a global economy and maintaining professional integrity when carrying out securities transactions.
- Examine the rules, guidelines, regulations and bylaws regulating the trading activities in the Hong Kong securities markets.
- Comprehend the significant implications of regulatory and compliance requirements for conducting business activities by financial intermediaries.
- Identify and explain the regulatory requirements and continuing obligations for a licensed/registered person practising securities trading in Hong Kong.
INDICATIVE CONTENTS

Overview of the regulatory framework
Regulation philosophy; Global and local regulators and self-regulated bodies; Relevant laws and rules of self-regulated bodies; Guidelines, rules, regulations and bylaws regulating the business activities of the financial intermediaries.

Licensing regime and continuing obligations
Licensing requirements for financial intermediaries; Types of license; Relevant statutory and related requirements and duties for licensed/registered persons.

Regulated activities
Regulation of financial intermediaries; Codes of conduct for licensed participants; Authorization and regulation of investment products; Regulations for dealing in securities; Regulatory requirements for various sectors of the financial services industry.

Market Behaviour and Conduct of business
Securities market trading activities; Protection for investors; Market misconduct and offences. Malpractices and improper trading; Compliance requirements; Business operations and management practices; Internal control.

TEACHING AND LEARNING APPROACH

The teaching approach emphasises on the application of rules, guidelines and regulations to the conduct of business by financial intermediaries and their employees. Students are required to adopt a practical and problem-solving approach in studying this subject.

Lectures will focus on the significance and implications of rules and regulations for executing securities trade transactions by licensed/registered persons and carrying on business activities by financial institutions. Ethical issues and professional conduct are also highlighted for helping students to acquire a better understanding of the philosophy of regulation for supporting Hong Kong as an efficient and competitive international financial centre.

Seminars are to provide a forum for discussing the applications of the rules, guidelines, regulations and bylaws. Short cases and problem sets will therefore be used to encourage students to apply their knowledge to the discussion of the issues as faced by practitioners in securities trading.

ASSESSMENT APPROACH

Students will be assessed on the basis of continuous assessment and a final examination. The coursework consists of assessment items such as group project, quizzes, participation and in-class work etc.

Group Project is used to help students apply their understanding of key concepts learned in this course to articulate regulatory issues and associated systemic risk in the real world. The oral presentation and written report will improve students’ reflective thinking and effective
communication skills. Students are also required to identify the ethical issues arising from
market misconducts in the financial market.

Constructive participation and in-class discussions are intended to enable students to
effectively communicate their ideas.

Quizzes and final exam are used to test students’ ability in understanding and applying the
key concepts and professional knowledge related to the subject.

INDICATIVE READINGS

Recommended Textbooks

Study Manual for “Paper 1 Fundamentals of Securities and Futures Regulation of the
Licensing Examination for Securities and Futures Intermediaries” June 2006, Hong Kong
Securities Institute.

Ho, Simon, S.M., Scott, R.H. and Wong, K.A., The Hong Kong Financial System: A

References

Alexander, K., Dhumale, R. and Eatwell, J., Global Governance of Financial System: The

Davis, H. and Green, D., Global Financial Regulations, Polity Press, Cambridge,
2008.

Banking (Amendment) Ordinance 2002: (http://www.info.gov.hk)

Companies Ordinance: (http://www.info.gov.hk)

Mandatory Provident Fund Schemes Ordinance: (http://www.mpfahk.org)

Personal Data (Privacy) Ordinance: (http://www.info.gov.hk)

Securities and Futures Ordinance and Subsidiary Legislation: (http://www.hksfc.org.hk)

Code of Banking Practice endorsed by the HKMA: (http://www.hkma.gov.hk)

Code of Conduct for Corporate Finance Adviser: (http://www.hksfc.org.hk)

Code of Conduct for MPF Intermediaries: (http://www.mpfahk.org)

Code of Conduct for Persons Licensed by or Registered with the SFC:
(http://www.hksfc.org.hk)

Codes of Conduct issued by the Confederation of Insurance Brokers and the Professional
Insurance Brokers Association Limited.
Code of Practice for the Administration of Insurance Agents approved by the Insurance Authority and issued by the Hong Kong Federation of Insurers.

Codes of Takeovers and Mergers and Share Repurchases: (http://www.hksfc.org.hk)

Fit and Proper Criteria: (http://www.hksfc.org.hk)

Fund Manager Code of Conduct: (http://www.hksfc.org.hk)

Office of Commissioner of Insurance: (http://www.info.gov.hk)

Hong Kong Investment Funds Association: (http://www.hkifa.org.hk)

Mandatory Provident Fund schemes Authority: (http://www.mpfahk.org)
ROLE AND PURPOSE

This subject provides students with the ability to use the tools of fundamental analysis for analyzing the profitability and determining the value of a business firm. It focuses on the principles, techniques, essential factors and various issues that need to be considered when valuing firms operating in different industrial sectors. This subject also helps students to prepare for professional examination for a career in the securities industry.

LEARNING OUTCOMES

Upon successful completion of this subject, the students are expected to:

- Identify the essential information needed for analyzing a firm’s fundamental value.
- Understand where and how to look for the essential information.
- Examine the processes and practices of analyzing a firm listed in Hong Kong and China.
- Apply the acquired skills and knowledge to structure a model for analyzing a firm and determining its fundamental value in different context.
- Examine the critical issues pertaining to specific industrial sectors and apply new techniques for analyzing the firms’ values.
INDICATIVE CONTENTS

Overview of Securities Analysis
Overview of the equities markets in Hong Kong and China; Types of equity securities (e.g. A-share and B-share in China and H-share in HK); The role of equity analyst; Analytical techniques; The framework and aspects of equity analysis.

Business Setting and Company
Sources of information for analysis; Evaluation of business environment and company strategies; Aspects of industry sectors.

Financial Analysis
Types of information; Use and risk of accounting information; Fundamental and technical analyses; Segmental analysis; Prospective analysis.

Valuation Process
Concepts, principles and methodology; Valuation models; Factors affecting financial markets; Implications of industry sectors for valuation; Significance of management team and corporate governance; Company visits.

Special Issues
New industry sectors and young companies; Valuation under special conditions; Methods of listing; Listing procedures and criteria for different instruments; Underwriting/syndication process in an IPO or other offerings.

TEACHING AND LEARNING APPROACH

The teaching approach of this subject is to give students a firm understanding of the scope and functions of industry equity analysis, significance of information and the appropriate techniques required for analyzing a firm and determining its value, taking into consideration of the industry-specific factors. Students are expected to play an active role in group discussion for developing a framework for applying their skills to assessing the implications of various key factors for analyzing a firm’s profitability.

Class meetings are conducted in a combination of lecture, seminar, group discussion and case study.

Concepts, significance of various types of information, techniques, and special issues related to equity analysis will be discussed in lectures.

Seminars and group discussion are used to promote interaction between students for encouraging intellectual thinking, application of analytical skills and generating critical feedback in case study and analyzing problems under specific situations.
ASSESSMENT APPROACH

Students will be assessed on the basis of continuous assessment and a final examination. The coursework consists of assessment items like group project, test and participation and in-class work etc.

Group project is used to motivate students in applying equity analysis and valuation techniques in a real-life Hong Kong listed company.

Constructive participation and in-class discussion are intended to enable students to effectively communicate their ideas.

Mid-term test and examination are used to test students’ ability in understanding and applying the key concepts learnt from the subject.

INDICATIVE READINGS

Recommended Textbook


References


Companies Ordinance ([http://www.hksfc.org.hk](http://www.hksfc.org.hk))

Role and Purpose

This subject builds on the foundation knowledge of business finance and introduces the basic principles of financial risk management. It aims to cover the fundamental knowledge and the basic techniques for market risk management, credit risk management and operational risk management.

Learning Outcomes

On successfully completing this subject, students will be able to:

- Understand the basic principles of financial risk management.
- Identify the success factors in financial risk management.
- Apply different models to quantify financial risk and understand the limitations.
- Apply quantitative and qualitative tools to identify, analyze and manage market risk, credit risk and operational risk.
- Understand the general risk management requirements under Basel Accord.

Indicative Contents

Principles of Financial Risk Management
Introduction to financial risk management; Risk Management Failures.

Overview of Financial Instruments
Stocks, bonds, futures, options, swaps and interest rate derivatives.
Risk Models
Risk measures and the limitations, Value-at-risk (VaR) and applications, Black-Scholes-Merton model; Stress Testing and scenario Analysis.

Market Risk Management
Volatility surface; Interest-rate risk; Market risk model; Expected shortfall and Coherent risk measures.

Credit Risk Management
Credit risk; Counterparty risk; Subprime mortgages and securitization; Credit derivatives; Credit risk model.

Operational Risk Management
Risk Capital; Model Risk; Liquidity Risk; Regulation and the Basel II Accord.

TEACHING AND LEARNING APPROACH
Lectures will introduce students the key concepts of financial risk management. Relevant quantitative methods will be reviewed for each topic and interactive Microsoft Excel spreadsheets will be used to demonstrate the practical applications. Tutorial sessions will cover some practical problems at basic and intermediate levels. Group project will be assigned so that students can help each other in learning by sharing individuals’ views and strengths amongst the group.

ASSESSMENT APPROACH
Students will be assessed on the basis of continuous assessment and a final examination. The coursework consists of assessment items like class discussion, assignment, group project and presentation, etc.

This group project requires students to analyze financial issues in different contexts and submit a final report to present the findings. This assessment requires students to perform individual task and teamwork with reflective thinking and communicate in written English effectively.

The assignments require students to apply the finance knowledge, analyze information and present their answers effectively and efficiently in English.

The midterm test and final examination assess whether students acquire the necessary finance knowledge, analyze information critically for problem solving and decision marking and communicate in written English effectively.
INDICATIVE READINGS

Recommended Textbooks

鄭子云, 司徒永富編著, 企業風險管理, 商務印書館(香港)有限公司, 最新版。


References


ROLE AND PURPOSE

This subject builds on students understanding of business finance concepts and techniques, and allows students to acquire deeper understanding of the role of money markets and foreign exchange markets in global financial systems. On this basis, this subject further provides details of monetary market, such as the central banking system, inter-bank lending. The significance of U.S. financial system in global financial system will be discussed along the introduction of the monetary systems of Hong Kong and China. In addition, this subject analyses the concept of financial frailty and the causes of financial crisis. Based on such, students will learn how to analyse the linkage between money markets and foreign exchange markets while being conscientious about the risks involved.

LEARNING OUTCOMES

On successfully completing this subject, students will be able to:

- Understand global financial systems and operations of financial markets.
- Discuss the linkage between money market and foreign exchange market in global financial markets.
- Analyze the impact of government policies on money markets and foreign exchange markets.
- Analyze the frailty of financial system on global financial market.
INDICATIVE CONTENTS

The Global Financial System
Economic factors and flow of funds; Money and the banking system; Participants in the global financial system.

The Global Financial Markets

The Role of Government in Financial System

The Money Market

The Foreign Exchange Market

Causes and Effects of Financial Frailty
Asymmetric information in Financial Intermediations. Causes and Effects of Financial Crisis.

TEACHING AND LEARNING APPROACH

Lecture will focus on introducing concepts and techniques to students. Students’ understanding will be reinforced by tutorial activities, concentrating on application of such in solving problems at basic and intermediate levels. Group work will be assigned so that students can help each other in learning by sharing individuals’ views and strengths amongst the group.

ASSESSMENT APPROACH

Students will be assessed on the basis of continuous assessment and a final examination. The coursework assessment approaches (e.g. class discussion, assignment, group project and presentation, etc.) evaluate students’ ability to apply concepts and construct knowledge. Final examination aims to assess individual’s application and interpretation of the acquired knowledge of the subject.
INDICATIVE READINGS

Recommended Textbook


References


Beecham, B.J., Monetary and Financial system in Hong Kong, 3rd Edition, Hong Kong Institute of Bankers, 2002.

Hong Kong Exchange and Clearing Limited (www.hkex.com.hk)

Securities and Futures Commission: (http://www.hksfc.org.hk)

Hong Kong Monetary Authority: (http://www.hkma.org.hk)

Federal Reserve (www.federalreserve.gov)
Subject Code : SPD4194  
Subject Title : Global Strategy  
Level : 4  
Credits : 3  
Teaching Activity : Lectures 28 hours  
Seminars 14 hours  
Pre-requisites : Nil  
Prior Knowledge* : Nil  
Assessment : Coursework 50%  
Examination 50%  

* This is not a pre-requisite subject requirement. The onus of compliance is on the student to demonstrate that he/she has acquired such prior knowledge before enrolling on this subject.

ROLE AND PURPOSE

This subject helps students to communicate effectively in strategic management in the global context and identify key ethical issues and formulate strategies for organization sustainability in an ever-changing business environment, especially in the global context. They can apply knowledge and skills to perform individual task and teamwork in the context of global strategic management process with reflective thinking. This subject helps students analyse critically and integrate analysis results from external environment and internal environment, for identifying and determining strategic options with a view to achieve sustainable competitive advantage in global context. Students will be able to demonstrate a global outlook through an understanding of various factors and influences involved in the global strategic management process.

LEARNING OUTCOMES

On successfully completing this subject, students will be able to:

- Apply appropriate models to analyse an organisation for determining its global strategic position.
- Evaluate the company’s global business strategy and identify the critical variables for its success/failure.
- Identify global strategic options and make appropriate recommendations.
- Examine different implementation issues and evaluate various approaches to global strategic changes.
INDICATIVE CONTENTS

Overview of business policy and strategic management process
Business objectives, mission and vision; Strategic management process; The development of strategies within organisations.

Analysing the global business environment
General aspects of the global business environment; National economic analysis and industry analysis; Assessing the implications of cultural, social and political factors.

Analysing globalization potential of the organisation
Company analysis; Assessing internal operating environment and functions; Identifying current and past competitive strategic directions; Conducting a global strategy analysis.

Building global competitive advantages
Designing global products and services; Locating global activities; Creating global marketing.

Making global competitive moves
Building global market participation; Building the global organization; Creating and managing global business teams; Cultivating a global mindset.

Evaluating success of global strategy
Identifying issues in implementation; Assessing the impacts of strategic actions on outcomes; Measuring and controlling performance.

TEACHING AND LEARNING APPROACH

The teaching and learning approach for this subject includes a mixture of lectures and seminars, and student-oriented activities.

Lectures will focus on the concepts, analysis framework, key variables and various issues of strategic planning and process. Seminars, group discussion and presentation, case study, games and guided reading are used to help students familiarise with the various issues of developing a company’s global strategy and understand the difference from international practice as well as to develop their application ability.

ASSESSMENT APPROACH

Students will be assessed on the basis of continuous assessment and a final examination. The coursework consists of assessment items like group project, mid-term test, participation and in-class work etc.

Group Project is used to help students apply their understanding of key concepts learned in this course to systematically analyze issues and apply strategic management concepts in global context. The oral presentation and written report will improve students’ reflective thinking and effective communication skills. Students are also required to identify the likely ethical issues involved in strategic management process in the global context.
Constructive participation and in-class discussions are intended to enable students to effectively communicate their ideas.

Mid term Test and examination are used to test students’ ability in understanding and applying the key concepts learnt from the subject.

**INDICATIVE READINGS**

**Recommended Textbook**


**References**


ROLE AND PURPOSE

This subject examines the multi-facets of a corporation from the international perspective. It purports to provide students with a comprehensive framework for inferring the implications of various current issues faced by corporate managers for operating in a business environment of globalization of economy. This subject helps students to develop a global perspective and prepare to apply their acquired skills in the workplace.

LEARNING OUTCOMES

Upon completion of this subject, the student will be able to:

- Develop an understanding of salient issues pertaining to international management.
- Synthesis the role and impact of cross-cultural variables in decision-making process in international business.
- Appreciate and integrate the ethical, cultural and societal dimensions of international business.
- Develop a global perspective in identifying and analyzing the current issues in international business.

INDICATIVE CONTENTS

International Political Economy
What is international political economy; How is it different from international politics or international economics; The three theoretical traditions of international political economy.
International Money and Foreign Direct Investment
The International Monetary System; Role of American Dollar and Euro in the international political economy; The global foreign exchange market; Role of international institutions like IMF and World Bank that manage money globally, and how do they operate; The political economy of foreign direct investment.

The Politics of International Trade
Structure and pattern of international trade; International trade theory; Role and functions of international institutions like the WTO that manage trade globally; Do we need more or less regulation of international trade.

Regional Economic Integration
Regional economic institutions like EU, NAFTA, ASEAN and APEC; Arguments for and against regional trade agreements; Is this regionalism the wave of the future.

Globalization: The Great Debate
What is globalization; Why is it occurring, and should it (can it) be stopped; Who should regulate the process of globalization; Where will globalization lead.

TEACHING AND LEARNING APPROACH
Theories and concepts pertaining to international business will be introduced to students through lectures. Case studies and other student-centred activities will be used during the seminars to enhance students’ understanding and appreciation of the applicability of theories and concepts. Students are expected to play an active role in the seminars, group project discussion and other student-centred activities in analyzing and tackling current international issues and problems faced by corporate managers.

To assist students in this subject, your lecturer will conduct regular class meetings. We strongly recommend students to attend all class meetings which are combined with lectures, seminars, group discussions, case studies and presentations. This subject consists of discussions of issues and many cases from the past and the present. While there are many global cases to be considered, some local cases will also be discussed. You are strongly urged to spend as much time on cases, newspapers and business journals as possible so that you can have full understanding of the issues involved.

ASSESSMENT APPROACH
Students will be assessed on the basis of continuous assessment and a final examination. The coursework consists of assessment items like class discussion, assignment, group project and presentation, etc.

In-class activities and active participation are intended to enable students to apply the practice of International Business in various international contexts, and to effectively communicate their ideas.

Individual issue analysis and presentation require students to work independently in analyzing one contemporary issue in the international setting. Students should consider
central issues in international trade and investment, the global monetary system, international business strategy and structure, and international business operations arise out of national differences in political economy and culture. After the analysis, students are required to confidently present their issue analysis to the whole class.

Group research project are used to help students solidify their understanding of key concepts in International Business through applying these concepts in the analysis of an emerging market and a chosen MNC.

Mid-Term Test and examination are used to test students’ abilities in understanding and applying the key concepts learnt from the subject.

INDICATIVE READINGS

Recommended Textbook


References


**ROLE AND PURPOSE**

This subject equips students with a sound understanding of the concepts, theories, key elements and strategies of managing a global supply chain. Its emphasis is on helping students to develop practical framework for determining the values created by the supply chain across a wide range of industries in a global context. This subject also aims to help students develop analytical and planning skills applicable to a career in the supply chain and logistics industry. It will also help students communicate effectively and identify ethical issues in different business contexts.

**LEARNING OUTCOMES**

Upon successful completion of the subject, students will be able to:

- Identify and explain the key concepts and ideas of global Supply Chain Management (SCM)
- Explain and evaluate the role of global SCM and assess its significance to organizations operating in a global setting
- Apply concepts and theories to assess the importance and implications of coordinating different key elements for managing a global supply chain
- Examine the strategic role of global SCM in developing global business operations and strategic formation
- Apply knowledge and skills of global SCM to enhance the operational efficiency of organizations competing in a global business setting
INDICATIVE CONTENTS

**Introduction to Global Supply Chain Management**
The global supply chain concept; Regional logistics assessment; Factors influence and encourage for international trade; Historical brief in global supply chain management.

**Global Supply Chain Operations**
Customs supervisory warehouses in China operations; International safety and packaging standard requirements; Bonded warehousing operations; Regional distribution infrastructure; Choice and selection of regional distribution centres and network infrastructure.

**Global Supply Chain Strategies**
Global logistics network design and planning; Global location and facility planning; Inventory management in supply chain; Risk pooling concepts; Bullwhip effect in supply chain

**Supply Chain Integration and Coordination**
Supply chain incentive analysis; Strategic alliance and partnering; Product and process design for logistics

**Information Technology of Global Supply Chain Management**
Electronic data interchange; Radio frequency identification and bar coding systems; Global positioning satellite; Integrated logistics information system; Gaining visibility in the global pipeline; Organizing for global logistics; Global co-ordination and local management strategies.

**Global issues in Supply Chain Management**
Risk management and security standards for global supply chain operators; Performance measurement and control mechanisms for global supply chain operations.

**TEACHING AND LEARNING APPROACH**

Lectures will focus on the introduction and explanation of the concepts, theories, key elements and various issues of global supply chain management.

Seminars will provide students with the opportunities to investigate the practical issues of managing global supply chains in real-life situations. The activities in seminars will include case study, group discussion and presentation, application of acquired knowledge and skills for investigating and solving real-life problems faced by managers.

A variety of assessment tools will be used, including presentations, case studies, written portfolios, and examination designed to develop critical thinking as well as analytical and communication skills.
ASSESSMENT APPROACH

Students will be assessed on the basis of continuous assessment and a final examination. The coursework consists of assessment items like class discussion, assignment, group project and presentation, etc.

Group project is used to help students apply their understanding of key concepts learned in this course to systematically analyze SC issues in different contexts. The oral presentation and written report will improve students’ reflective thinking and effective communication skills. Students are also required to identify the ethical issues arising from various SC activities.

Constructive participation and in-class discussions are intended to enable students to effectively communicate their ideas.

Mid-term test and examination are used to test students’ ability in understanding and applying the key concepts learnt from the subject.

INDICATIVE READINGS

Recommended Textbook


References


Asia-Pacific International Journal of Business Logistics

Containerisation International

International Journal of Logistics Management

International Journal of Physical Distribution and Management

Journal of Business Logistics

Journal of Purchasing and Supply Management

Journal of Supply Chain Management

Supply Chain Management Review

Transport Reviews
**Subject Code** : SPD4203  
**Subject Title** : Managing Global Organisations  
**Level** : 4  
**Credits** : 3  
**Teaching Activity** : Lectures 28 hours  
Seminars 14 hours  
**Pre-requisites** : Nil  
**Prior Knowledge** : Nil  
**Assessment** : Coursework 50%  
Examination 50%  

*This is not a pre-requisite subject requirement. The onus of compliance is on the student to demonstrate that he/she has acquired such prior knowledge before enrolling on this subject.*

**ROLE AND PURPOSE**

This subject aims to provide students with a firm understanding of the concepts, theories, strategies and techniques of managing a multinational corporation. It focuses on the issues and challenges of managing a multinational workforce in light of achieving the firms’ strategic objectives and the need to confront increasing complexity of a larger global environment caused by operating in different business settings. It develops students’ ability to formulate and implement strategies for multinational corporations and to analyze critically key aspects of international management.

**LEARNING OUTCOMES**

Upon successful completion of this subject, the students will be able to:

- Demonstrate an in-depth understanding of the functioning and role of multinational organizations in the world economy.
- Show an awareness of how multinational organizations have evolved in different economic and cultural environments.
- Understand the core aspects and analyse the complexity of managing a multinational corporation.
- Evaluate the issues related to the management of human resources in a cross-cultural context.
INDICATIVE CONTENTS

Introduction to Managing Globalisation
Introduction to globalization; Global and regional integration; The multinational corporations (MNCs); International management; Characteristics of the next generation of international managers; International environment.

International Strategic Management
Strategic management process; Strategic planning; Strategy implementation; International strategies; Entry strategies; Market expansion strategies.

Organizing International Enterprises
Organizational design; Organizational structures of MNCs; Decision making; Factors affecting decision-making authority; Controlling; Performance measures used for control purpose.

Cross-Cultural Communication and Negotiation
Communication process; Communication flows; Communication barriers; Negotiation process; Negotiation tactics; Intra-cultural and cross-cultural negotiation.

International Marketing
International marketing; Market segmentation, targeting and positioning; Product policy; Pricing issues; Promotion issues; Place issues; New product development within MNCs.

International Human Resource Management
The international HRM functions; Sources of human resources for MNCs; Selection of expatriates; Performance appraisal of expatriates; Compensation for expatriates; Training for expatriates; Repatriation of expatriates.

Motivation and Leadership in Managing International Enterprises
Motivation across cultures; Work goals and values across cultures; Motivation theories; Leadership across cultures; Foundation for leadership; Leadership in the international context; Recent findings and insight about leadership.

TEACHING AND LEARNING APPROACH

Theories and concepts pertaining to international management will be introduced to students through lectures. Case studies and other student-centred activities will be used during the seminars to enhance students’ understanding and appreciation of the applicability of theories and concepts in tackling managerial issues and problems of international enterprises.

ASSESSMENT APPROACH

Students will be assessed on the basis of continuous assessment and a final examination. The coursework consists of assessment items like class discussion, test, group project and presentation, etc.

Case presentation is used to help students apply their understanding of key concepts to
systematically analyze different real-life cases.

Group project is used to help students solidify their understanding of key concepts in managing multinational corporations through applying relevant concepts in the analysis and evaluation of a real multinational corporation in Hong Kong. Students are also required to identify and formulate strategies for the multinational corporation they choose.

Constructive participation and in-class discussion allow students to demonstrate an integrated understanding of the topic under discussion.

Mid-term quiz and final examination are used to test students’ understanding and ability to apply the concepts learnt from the subject.

**INDICATIVE READINGS**

*Recommended Textbook*


*References*


ROLE AND PURPOSE

This subject is designed for students in both finance and non-finance disciplines. It builds on an understanding of knowledge and techniques of business finance that are applicable to domestic firms. It introduces to students the roles of multinational corporations (MNCs) in the global financial marketplace. More specifically, this subject explains how financial resources can be managed efficiently to protect MNCs from exchange rate exposures.

LEARNING OUTCOMES

On successfully completing this subject, students will be able to:

- Examine how foreign exchange markets function.
- Explain the key equilibrium relationships in international financial market, and how different arbitrage operations will help restore exchange rate equilibrium.
- Explain the nature and origins of different type of currency exposures, and apply different concepts and methods of hedging transaction exposure and operating exposure.
- Evaluate various sources of financing, both debt and equity, in the international arena, and estimate the cost of capital for a multinational firm.
- Examine the availability of trade finance from the international banking community and banks’ role in financing international trade.
INDICATIVE CONTENTS

The International Monetary System
The role of International Monetary Fund; Contemporary currency regimes; Linked exchange rate system of Hong Kong; The European Monetary System and Eurocurrencies.

Foreign Exchange Markets
Nature and functions of foreign exchange market; Transactions in foreign exchange market; Foreign exchange rates and quotations.

International Parity Conditions
Parity conditions for equilibrium exchange rates; Arbitrage operations for maintaining exchange rate equilibrium; Forecasting exchange rate changes.

Currency Exposure
Translation; Transaction and Operating exposures; Managing transaction exposure; Money market hedge and forward hedge; Currency futures contracts and currency options contracts; Sources and measurement of operating exposures; Managing operating exposures.

International Financial Markets
Global cost of capital and the weighted average cost of capital; International market liquidity; International market segmentation; Role of international diversification.

Financing Decisions for Multinationals
Sources of multinational equity capital; Share offerings; Sources of multinational debt capital; Debt management and international bank loans; The Euronote and international bond markets.

Financing International Trade
Payment methods for international trade; Trade finance methods including Account receivable financing, factoring, L/Cs, Banker’s acceptances, Forfaiting and Countertrade; Agencies that motivate international trade.

TEACHING AND LEARNING APPROACH

Lecture will focus on introducing concepts and techniques to students. Students’ understanding will be reinforced by tutorial activities, concentrating on application of such in solving problems at basic and intermediate levels. Group work will be assigned so that students can help each other in learning by sharing individuals’ views and strengths amongst the group.

ASSESSMENT APPROACH

Students will be assessed on the basis of continuous assessment and a final examination. The coursework consists of assessment items like class discussion, test, group project and presentation, etc.
Group project is used to motivate students in applying hedging tools to reduce exchange risk in corporate level.

Constructive participation and in-class discussion are intended to enable students to effectively communicate their ideas.

Mid-term test and examination are used to test students’ ability in understanding and applying the key concepts learnt from the subject.

**INDICATIVE READINGS**

*Recommended Textbook*


*References*


Subject Code : SPD4291
Subject Title : Global Marketing
Level : 4
Credits : 3
Teaching Activity : Lecture 28 hours
             Seminar 14 hours
Pre-requisites : Nil
Prior Knowledge* : Basic knowledge in marketing management
Assessment : Coursework 60%
             Final Examination 40%

* This is not a pre-requisite subject requirement. The onus of compliance is on the student to demonstrate that he/she has acquired such prior knowledge before enrolling on this subject.

ROLE AND PURPOSE

This subject provides students with a core base of knowledge of global marketing and enables students to apply key concepts with reflective thinking, so as to solve international marketing issues in the global economy. It focuses on the application of management skills and knowledge required for making international marketing decisions. It offers a systematic approach for helping students to develop analytical skills in formulating and implementing different international marketing mix strategies for business firms. It also helps students recognize a global outlook on conducting business through understanding social and cultural differences in a foreign state. Finally, it helps students identify ethical issues in different business contexts.

LEARNING OUTCOMES

Upon successful completion of this subject, the student will be able to:

- Examine the complexities of international marketing in the global economy.
- Apply the essential management skills in order to develop a framework for formulating a global marketing strategy.
- Evaluate the social and cultural significance in the planning and implementing of global marketing strategies.
- Identify and explain the political and legal impacts on conducting business in a foreign state.
- Analyse the dynamics of marketing management in the Asian Pacific region.

Remark: The syllabus of this subject is subject to review in 2010/11.
INDICATIVE CONTENTS

Overview of Global Marketing
Importance of global marketing; Discussion on ethnocentric, polycentric, regiocentric and geocentric orientation; The global economic environment; Comparison between market capitalistic systems with centrally planned economic systems.

The Social and Cultural Environments
Examine cross-cultural values, beliefs, attitudes and aesthetics; Appreciate the social and cultural impacts on marketing.

International Segmentation, Targeting, Positioning and Pricing
Discuss segmentation, targeting and strategic positioning in the context of global marketing; Highlight factors affecting pricing in international marketing.

Entry Strategies and Branding Decisions
Study different possible entry strategies like licensing, joint ventures and strategic alliance; Global brand development, international labelling and testing new global products.

Marketing Channels and Physical Distribution
Learn the realities and logistics of implementing international marketing strategies; Controlling the global marketing effort; Discuss attributes and factors essential to successful global marketing management.

TEACHING AND LEARNING APPROACH

Class meetings are conducted in a combination of lecture, seminar, group discussion, case study and presentation, with an emphasis on student-centred learning.

Lectures will focus on the concepts, techniques and key issues of global marketing. Seminars and group discussion are to promote interactions and participations among students. Case study and presentation are for encouraging students to apply their skills and knowledge to examine critical issues under specific situations and for enhancing their communication skills.

ASSESSMENT APPROACH

Students will be assessed on the basis of continuous assessment and a final examination. The coursework consists of assessment items like class discussion, test, group project and presentation, etc.

Group project is used to help students apply their understanding of key concepts learned in this course to systematically analyze international marketing issues in different contexts of different global economies. The oral presentation and written report will improve students’ reflective thinking. Students are also required to identify the ethical issues arising from various marketing activities.
Constructive participation and in-class discussions are intended to enable students to work in teams when applying knowledge and skills learned from this course.

Mid-term test and examination are used to test students’ ability in understanding and applying the key concepts learnt from the subject.

**INDICATIVE READINGS**

**Recommended Textbook**


**References**


ROLE AND PURPOSE

Nowadays, effective shipping logistics management is crucial for the success of the company especially MNCs. This subject provides an introduction to shipping logistics & international trade and aims at providing students with a full understanding of key elements on shipping & business logistics, and international trade practices. This subject also aims to help students develop analytical and planning skills applicable to a career in the shipping logistics and trading industry. It will also help students communicate effectively and identify ethical issues in different business contexts.

LEARNING OUTCOMES

Upon successful completion of the subject, students will be able to:

- Identify and explain the key concepts and ideas of shipping logistics management and international trade.
- Explain and evaluate the role of shipping logistics management and assess its significance to organizations operating in a global context.
- Apply concepts and theories to assess the importance of different key elements of shipping logistics management to gain sustainable competitive advantage of the company.
- Examine the strategic role of shipping logistics management in developing international business and trade practices.
- Apply knowledge and skills to enhance the operational efficiency of international organizations.
INDICATIVE CONTENTS

Basis of Shipping and Business Logistics
Show the role of shipping and logistics operations in a firm’s marketing strategy. Concepts of logistics management and the types of channel structures. Demonstrate the role of logistics in the international shipping context.

Key Elements of Shipping and Business Logistics
Show the main activities in shipping and business logistics including Procurement; Transportation; Inventory & Warehouse Management; Materials Handling and Customer Service

Global Shipping Business Environment
Identify the importance of shipping logistics in global business context. Topics include: International Trade and Shipping; Role of Shipping Line and NVOCC; Carrier Characteristics and Services; Selection of Carrier

International Trade - Forms and Pattern
The pattern of world trade; product life cycle; intra-industry trade; counter-trade; gainers and losers of trade; tariff and non-tariff trade barriers; trade blocs; international trade agreements; international trade organisations.

International Trade Practices
Analyze the relationship between sales contracts and carriage contracts; the use of Incoterms and the role of banks. Describe the trade terms (Incoterms); payment terms (letters of credit) and international trade organizations (ICC, UCP).

Trade Documentations
Various international trade documents will be introduced i.e. Shipping Order, Bill of Lading, Sea / Air Waybill, Letter of Indemnity, Delivery Order.

TEACHING AND LEARNING APPROACH

Lectures will focus on the introduction and explanation of the concepts, theories, key elements and various issues of shipping logistics and international trade.

Seminars will provide students with the opportunities to investigate the practical issues of shipping logistics and international trade in real-life situations. The activities in seminars will include case study, group discussion and presentation, application of acquired knowledge and skills for investigating and solving real-life problems faced by managers.

A variety of assessment tools will be used, including presentations, case studies, written portfolios, and examination designed to develop critical thinking as well as analytical and communication skills.
ASSESSMENT APPROACH

Students will be assessed on the basis of continuous assessment and a final examination. The coursework consists of assessment items like class discussion, test, group project and presentation, etc.

Constructive participation and in-class discussions are intended to enable students to effectively communicate their ideas.

Group project is used to help students apply their understanding of key concepts learned in this course to systematically analyze different issues and contexts. The oral presentation and written report will improve students’ reflective thinking and effective communication skills. Students are also required to identify the ethical issues arising from various shipping logistics and international trade activities.

Mid term test and examination are used to test students’ ability in understanding and applying the key concepts learnt from the subject.

INDICATIVE READINGS

Recommended Textbook


References


Containerisation International

International Journal of Logistics Management

Lloyd’s List

Maritime Policy and Management

TradeWind

Transport Reviews
ROLE AND PURPOSE

The subject helps students understand the marketing environment in China. It enables students to apply the learned knowledge to the formulation, implementation, and evaluation of marketing strategies in the China market. Students will also improve their decision-making ability in dealing with various marketing practices in China.

LEARNING OUTCOMES

Upon successful completion of this subject, the student will be able to:

- Identify and explore marketing opportunities in China;
- Assess social and cultural influences on Chinese consumer behaviour;
- Analyse practical marketing issues in China;
- Apply acquired skills to formulating effective marketing strategies in the diverse Chinese market contexts.

INDICATIVE CONTENT

Overview of China Marketing
Characteristics of the Chinese market; Marketing potential in China.

Marketing Environment in China
Chinese social and cultural environment; Regional diversity in China; Analysis of different industries in China.
Understanding Chinese Consumer Behaviour
Chinese consumer trend; Buyer behaviour in Chinese consumer and business market; Customer value, satisfaction and loyalty in China; Chinese consumer behaviour towards luxury brands.

Developing and Implementing Marketing Strategies in China
Branding in China; Product development and service management in China; Price reform and price behaviour of Chinese consumers; Promotion in the Chinese marketing context; Distribution and logistics management in China.

Marketing Efforts Control in China
Measuring and improving marketing effectiveness in China; Ethics and socially responsible marketing in China.

TEACHING AND LEARNING APPROACH
The teaching approach of this subject is to give students an understanding of complexities of China marketing. Class meetings are conducted in a mixture of lecture, seminar discussion, group presentation, and case study. Students are expected to play an active role in group discussion for applying their skills to the analysis of Chinese marketing issues and the development of marketing strategies in China.

Lectures will focus on the concepts and key issues of China marketing. Seminars and group discussion are to promote interactions and participations among students. Case study and presentation are for encouraging students to apply their skills in examining specific issues and for enhancing their communication skills.

ASSESSMENT APPROACH
Students will be assessed on the basis of continuous assessment and a final examination. The coursework include assessment items such as group project, mid-term test and participation and in-class work etc.

Group project is used to help students apply their understanding of key concepts learned in this course to systematically analysing marketing issues in China. The oral presentation and written report will improve students’ reflective thinking and effective communication skills. Students are also required to identify the ethical issues arising from various marketing activities in China.

Constructive participation and in-class discussions are intended to enable students to effectively communicate their ideas.

Mid-term test and examination are used to test students’ ability in understanding and applying the key concepts learnt from the subject.
INDICATIVE READINGS

Recommended Textbook


References


