COURSE DESCRIPTIONS 科目簡介

COURSES FOR 4-YEAR UNDERGRADUATE PROGRAMMES

BUS1101 Introduction to Business (3 credits)
This course focuses on an integrated view of business with a regional emphasis. It aims to provide students with a comprehensive and balanced overview of the interwoven nature of basic business disciplines and concepts through action learning or service leadership through service-learning projects. Students will apply their learning to practice by doing real business on their own (action learning) or for a social enterprise (service leadership through service-learning). Topics to be explored include: analysis of Hong Kong's business environment, establishment of a business, creation of competitive advantages, development of a business plan, small business and entrepreneurship, business ethics and social responsibility, management of business functions and processes.

BUS1102 Statistics for Business (3 credits)
This course introduces the basic and relevant statistical concepts and techniques to students. Thereby it enables students to apply these concepts and techniques to practical problems across different business functional areas. The emphasis is on practical applications and real-world problem solving. Areas covered include: descriptive statistics, probability, inferential statistics, regression and correlation, and the use of a statistical software package.

BUS1103 Financial Accounting (3 credits)
Financial accounting is primarily concerned with the reporting of the operational performance and financial condition of a business organisation to external users for investment, credit and other relevant decisions. For comparability purposes, financial reports are prepared based on a set of generally accepted accounting principles and in a general-purpose format.

BUS1104 Managerial Accounting (3 credits)
(Prerequisite: BUS1103 Financial Accounting)
The course introduces the purpose and scope of management accounting. This course emphasizes the development of accounting measurement that is tailored for internal uses for business decision making. Major topics include cost classification, cost behavior and estimation, cost-volume-profit analysis, various costing systems, budgeting, decision making, and ethical issues.

BUS1110 Introduction to Information Literacy (3 credits) (deleted from 2026-27)
This course is designed to foster a student's ability to select the best computing technology to identify, search, and use the information relevant to decision making and problem solving in their daily lives and professions. The course focuses on the abilities necessary to engage in autonomous and collaborative learning which is essential in today's New Economy. The course aims at providing students with concepts and skills relevant to information literacy, as well as promoting a culture of understanding the importance of information and IT literacy in all disciplines.

BUS2105 Microeconomics for Business (3 credits)
(Restriction(s): Students are not allowed to take both this course and ECO2101 Introduction to Economics or ECO2104 Introduction to Microeconomics.)
This course aims to give students a basic understanding of micro-economic concepts and the economic environment within which businesses operate. Microeconomics is the study of the choices that individuals and firms make. It also deals with the ways these choices interact in markets. Students are to become familiar with the characteristics of different market structures.

BUS2107 Legal Aspects of Business (3 credits)
The course introduces students to the basic concepts of law and ethics, the salient features of the Basic Law, characteristics of the Hong Kong legal system, how law is administered, how legal rules emerge in the legal system, general principles of contract law, and the law relating to agency, sale of goods, employment and negotiable instruments.

BUS2108 Global Business Environment (3 credits)
(Restriction(s): Students are not allowed to take both this course and GLA2003 Global Business and Management (coded as GLA1002 in 2019-20), or GDS1004 Global Business and Sustainable Development.)
This course helps students to develop a broader understanding of the business world around them and of the importance of international business to their future business careers in Hong Kong or elsewhere. There are five major component parts in this course.

- Part one defines globalisation, describes its drivers, and debates its merits and drawbacks.
- Part two focuses on national differences in political economy, culture and ethics and the implications of these differences for ethical decision making.
- Part three presents a thorough review of international trade theories and describes the trade and investment environment in which international business occurs.
- Part four introduces the background to foreign exchange and describes the global monetary systems in which international business transactions are conducted.
- Part five explains the promise and pitfalls of exporting, covers the basic steps involved in import/export financing and describes how countertrade can be used to facilitate exports.

BUS2201 Financial Management (3 credits)
(Prerequisites: (a) BUS1102 Statistics for Business/ ECO3105 Introduction to Statistics and Econometrics/ other basic statistics courses delivered by other departments, as approved by the Department of Finance; and
(b) BUS1103 Financial Accounting; and
(c) BUS2105 Microeconomics for Business/ ECO2101 Introduction to Economics/ ECO2104 Introduction to Microeconomics and ECO2105 Introduction to Macroeconomics)
The course is an introduction to corporate finance and, in particular, financial decision making by firms and individuals. Financial management has been defined as the acquisition, management and financing of resources for firms. A basic knowledge of finance is important for all students majoring in business and this course is designed to fill that need. The course is also a pre-requisite for students who wish to later enroll in more advanced courses in finance.

BUS2202 Organisational Behaviour (3 credits)
Organisational Behaviour is the study of what people do in an organisation and how their behaviour affects the organisation’s performance. This course helps students understand human behaviour and its impacts with an aim to provide them with the conceptual tools needed to work more effectively in the workplace. Topics to be explored include: work-related behaviour, values, personality, perceptions, job satisfaction, motivation, stress management, team dynamics, leadership, power and influence tactics, conflict management, and cross-cultural dimensions of organisational behaviour. Ethical issues such as discrimination and sexual harassment are discussed throughout the course. In addition, the course will incorporate elements of human-AI collaboration in certain relevant chapters (e.g., Teams, Organisational Change, Leadership, etc.).

BUS2205 Marketing Management (3 credits)
This functional core course introduces the fundamental concepts of marketing to the students. The objectives of the course are to equip students with the foundation knowledge of marketing and to give students an integrated approach to develop a marketing plan. Working along the strategic marketing process, during which the process is divided into planning, implementation, and control phases, a basic marketing framework for developing a marketing strategy will be introduced to the students via such tools as The Connect (the use of e-Book and online assignments to track student performance over time), in-class activities (case studies, in-class group discussions and presentations), and a written assignment (written works to develop suggestions for handling a given business scenario) to integrate what the students have learnt in the class. The course emphasises self-learning and gives students a holistic view of how marketing functions in an organisation as a management philosophy and as an activity.

BUS2206 Information Systems Management (3 credits)
This course is designed for students to gain an understanding of the effective use of information technology (IT) in organizations nowadays. Not only the latest generation of computing, internetworking, decision support, and artificial intelligence (AI) technologies, but also the current industry trends, management concepts and approaches, business applications, social and ethical issues related to information systems, and the current information technology skills are covered in the course.

BUS2207 Management Science (3 credits)
(Prerequisite: BUS1102 Statistics for Business)
With millions of users, computer software is quickly becoming a universal decision making tool in the business world. This course focuses on creating effective and efficient computerised business models. It will use cases and examples extensively to introduce the various techniques in computerised decision making and modelling.

The process of creating computerised models is not a spectator sport — it is like experience — it must be learnt not taught. Every study has shown that creating computerised models is much more fun, effective and less painful if it is based on a strong foundation backed up with numerous “real life” examples.

It is through a series of these examples that students will gain the experience of using computer software to make business decisions.

BUS2211 Operations Management (3 credits)
(Prerequisite: BUS1102 Statistics for Business)
Operations Management is the management of processes or systems that transform inputs into finished goods and/or provide services. Over the past decades, many firms have learned the painful lessons that neglect of the operations function can be extremely hazardous to the health of the organisation. It has been demonstrated that operations management becomes a primary function of a firm, and plays an important role in effectively improving the firm’s performance and competitiveness. This course provides an overview of operations management in both the manufacturing and service industries.

BUS2212 Project Management (3 credits)
This course explores the dimensions and elements of project management, including concepts, methodologies, strategies and structures. Attention is also given to cost controls, teamwork, quality management and contract management. At the end of this course, students should be able to develop, execute, and control a basic project plan capable of supporting business objective linked to measures of success for a single project. Moreover, the Microsoft Project software is introduced for project scheduling and management.

BUS4002 First Bucket of Gold: From Entrepreneurial Ideas to Execution (from 2025-26)/ **Entrepreneurship In Action and Practice** (from 2022-23 to 2024-25)/ **BUS4001 Entrepreneurship Capstone Project** (in 2021-22 or before) **(3 credits)**

(Prerequisite: In Term 1, 2019-20 or before, completion of all the other required and elective courses in Minor in Entrepreneurship
From Term 2, 2019-20 to 2024-25, CLA9019 Entrepreneurial Spirit and Opportunities)

The course provides an opportunity for students to develop an innovative business idea and ideally to implement this idea. Students work in team of size 2 to 3 (preferably from different departments) under the guidance of a faculty member or industry mentor. In this process, students generate an entrepreneurial idea, analyse the feasibility of this idea, craft a plan for implementation, make presentations, write up a comprehensive business plan, and implement the plan if possible. Each group is expected to deliver a business plan that is both feasible and impactful to the society and/or the market.

BUS4301 Strategic Management (3 credits)

(Prerequisite: Completion of all BBA Core Courses or permission of the Director of Undergraduate Business Programmes)

From 2025-26

Strategic Management provides a comprehensive view of the firm from a top executive's perspective, addressing why some organizations succeed and others fail. Through the case method, students will learn strategies to improve success rates and minimize failure. This interdisciplinary course spans marketing, finance, accounting, production, and management. It also integrates contemporary elements of artificial intelligence (AI), highlighting AI's role in automation and human-AI interactions. Students will explore how AI enhances strategic decision-making, understand its complexities and ethical considerations, and develop strategies to adapt to a dynamic business environment. This integration aims to offer a holistic approach to strategic analysis and problem-solving, equipping students to make informed decisions that consider the entire organization and its environment.

In 2024-25 or before

The course introduces students to the concept, theories, principles and techniques associated with Strategic Management. It is the capstone course in the programme that, in addition to familiarising students with new subject matter, requires them to apply their prior learning to various business issues of a strategic nature. Planning issues explored include the importance of the vision, mission and objectives, the nature of effective strategic leadership and decision making, frameworks for external and internal analysis, and functional, business, global and corporate strategies. Implementation addresses topics such as corporate governance and business ethics.

BUS4330 Research Methodology (3 credits)

(Prerequisite: BUS1102 Statistics for Business or by permission of Director of Undergraduate Business Programmes)

This course is designed to introduce the role, importance, and limitations of management research through the development of a research project. In addition to understanding important concepts in research design and implementation, students will develop and test ideas empirically. The emphasis will be on giving students an experience in developing a research plan and testing ideas empirically, not on a complete coverage of research methods.

BUS4331 Business Project (3 credits)

(Prerequisite: Completion of all Foundation and Functional Core courses or by permission of the Director of Undergraduate Business Programmes)

This course enables students, either singly, or in small teams, to conduct an independent study into an actual business issue or management problem existing in Hong Kong. Students are given the opportunity to apply concepts, techniques and skills acquired in the Research Methodology course in order to produce a comprehensive management report in the form of a business project.

BUS4332 Business Practicum (3 credits)
(Prerequisite: Completion of all Foundation and Functional Core courses or by permission of Director of Undergraduate Business Programmes)
The business practicum is a summer break and term course designed for partner companies that are looking for high quality input from specially selected students of the Lingnan BBA programme. A team of elite students will work with companies on projects and job assignments that will be steered through to completion by an in-company supervisor working with an academic counterpart in the university.

From the students' perspective, the practicum is designed to enable them to apply and reflect upon business and management concepts, theories, principles and techniques in the context of an actual organisational environment. In additional to examining the general applicability of their learning to the real world, students are encouraged to give specific attention to current topics in business such as globalisation, e-business, social responsibility and ethics, and intellectual capital. The overriding purpose of the practicum for students is to enable them to engage with a project and see it through to completion utilising their learning and acquiring additional practical skills along the way. Students will engage in a minimum of 400 hours' work that includes both the practical and academic components. This will involve work over the summer period and throughout the First term.

An additional version of the course, entitled *Business Practicum (Service-Learning)*, has been developed with a focus on service-learning. The business based version of *BUS4332* continues to be offered. Both versions are designed to enable students to identify and apply business and management concepts, principles, and/or theories to a real organisational environment.

BUS4399 Special Topics in Management (3 credits)
This course focuses on management issues, which are important to managers in the changing and international environment. Students will explore a variety of topics by utilizing discussion, group project and case analysis. Management issues include managerial competencies, business and Hong Kong society, ethics and social responsibility, management and China, managing globally, fostering entrepreneurship and ethical considerations faced by managers in decision-making.