

COURSE DESCRIPTIONS 科目簡介

COURSE FOR 4-YEAR UNDERGRADUATE PROGRAMMES

BAI3001 Mathematical Foundation for Business (3 credits) (from 2027-28)

This course aims to provide students with the fundamental knowledge and skills for mathematical applications in business. Applications of suitable business analytical approaches in diverse business environment, such as algebra, calculus, financial mathematics, operational research, etc., will be covered. Through case analysis, data analysis and software practice, students will master the quantitative analytical skills needed for discovering new business opportunities and making informed business decisions. The logical thinking ability of students will be cultivated to solve practical problems.

BAI3007 Introduction to Digital Transformation (from 2025-26)/ Introduction to e-Business (in 2024-25 or before) (3 credits)

(recoded from CDS3007 from 2025-26)

Electronic Business (digital transformation) is aimed at enhancing the competitiveness of an organisation by adopting innovative information and communications technology throughout an organisation and beyond, through links to partners and customers. Managers and decision makers need to know not only how to use the new techniques to automate existing business processes, but also how to redesign and transform processes taking advantage of digital transformation. The course introduces the fundamentals and infrastructure of digital transformation to familiarise students with related new technology development. It also discusses how digital transformation differs from traditional business in terms of business processes and activities, and how we can set business strategies with digital transformation. How to implement digital transformation in the current business environment will also be discussed. The tentative topics include but are not limited to the introductory-level knowledge of Internet business models, e-commerce infrastructure, e-procurement, and e-marketing.

BAI3008 Business Analytics for e-Business (3 credits)

(recoded from CDS3008 from 2025-26)

(Prerequisite: BUS1102 Statistics for Business)

E-Business is the conduct of business processes on the Internet. E-Business organisations need a huge amount of information and knowledge from all data sources to give one holistic view of business partners, customers, products, services, and processes. This allows managers to make informed decisions to achieve effective cooperation among partners, customer acquisition and retention, cross selling, up selling, customer lifetime value maximisation, appropriate marketing strategies, products and services optimisation, innovations, and business process reengineering. The rapid accumulation of various kinds of data has prompted managers to use business analytics to extract useful hidden knowledge to assist decision making and gain competitive advantage.

BAI3009 Social Media and Customer Relationship Management for e-Business (3 credits)

(recoded from CDS3009 from 2025-26)

This course introduces the fundamentals of social media and customer relationship management (CRM) and the relevant technologies for e-business. It also covers the strategic use of various social media and CRM applications in e-business.

BAI4009 e-Business Models and Start-ups (3 credits)

(recoded from CDS4009 from 2025-26)

(Prerequisite: BAI3007 Introduction to Digital Transformation (from 2025-26)/ Introduction to e-Business (in 2024-25 or before) (coded as CDS3007 in 2024-25 or before))

With the rise of Big Data, as enabled by the pervasive trend of digitisation almost everywhere around the globe, e-business is becoming one of the core drivers of wealth and economic growth in the 21st century. Increasingly, university students after graduation may venture to start up their own businesses, or get involved in extending the product lines of their employers. These present challenges to students to be well versed in related entrepreneurship and innovation concepts. This course intends to prepare students with such challenges. The course will survey and analyse cases of e-business models and start-ups. Their underlying innovations and the related strategies will be discussed. Students will learn about the process of generating business ideas, formulating a business plan, and presenting to potential investors.

BAI4010 Web Programming for e-Business (3 credits)

(recoded from CDS4010 from 2025-26)

E-Business is the conduct of business processes on the Internet. This course is designed to introduce students about the technologies, tools, and software for designing, developing, and administering fully functioning e-Business websites. The practical steps needed to design and develop professional websites will be discussed. The supporting databases as well as the program codes used to enforce business rules and control transactional processing will be described. Students will learn HTML5, CSS3, JavaScript, PHP, and database management systems and use them to create effective web pages and interactive websites.