

## **COURSE DESCRIPTIONS 科目簡介**

### **COURSES FOR TAUGHT POSTGRADUATE PROGRAMMES**

#### **BIE501 Strategic Innovation and Entrepreneurship 創新及創業戰略 (3 credits)**

The course is designed to familiarising students at the postgraduate level with contemporary and essential concepts in strategic innovation management and entrepreneurship. Students are expected to integrate and apply their prior learning to strategic plan development of an innovative or new business venture. This course also provides postgraduate students with principles for understanding, diagnosing and implementing organisational change and innovation. This includes the examination of the strategic role of entrepreneurial leadership in creating business climates suitable for the implementation of business innovation and change strategies.

本課程旨在使研究生熟悉當代創業和創新戰略的基本概念。學生需要整合並應用他們之前學到的知識來制定一個創新或新企業的戰略規劃。本課程還為研究生提供了理解、診斷和實施組織變革和創新的原理。其中包括審查企業家領導力在創造適合實施商業創新和變革戰略的商業氛圍擔任的戰略角色。

#### **BIE502 Innovation and New Product Development 創新與新產品開發 (3 credits)**

This course provides students with an in-depth understanding of innovation and new product development using a management framework. It focuses on how to create value and growth through innovation in new and existing markets. Students will explore the concepts, methods and tools on how to organise and manage innovation process with the objective to better control cost and risk, examine the process of developing new products and many of the new product management issues faced by companies. Plenty of case studies will be discussed to help students to better understand the successes and failures in innovation and new product development, ultimately, to improve the chance of success.

本課程從管理學的角度說明學生深入瞭解企業的創新和新產品開發課題，闡述企業如何通過在新市場和現有市場的創新來創造價值和實現增長。學生將掌握創新和新產品開發過程中出現的概念，方法，和工具，瞭解如何更好地控制成本和風險，檢討開發新產品的過程中公司面臨的許多管理問題。本課程的教學將使用大量的案例研究，以幫助學生更好地瞭解創新和新產品開發過程中的成功經驗與失敗教訓，最終提高創新成功的機會。

#### **BIE503 Global Entrepreneurship 全球企業家精神 (3 credits)**

Global entrepreneurship is a trait or characteristic of a global leader. Global entrepreneurs are professionals who use their global understanding and connections to identify transnational and cross-cultural opportunities and turn them into new value-creating initiative. This 3-credit course helps students understand how global entrepreneurs develop and use their skills and capabilities to identify opportunities that allow them to compete in the global arena.

It covers the core concepts of implementing a global entrepreneurial strategy and managing a global new venture. This is relevant to many new ventures nowadays that harbour international ambitions, as well as the pressing need for many existing corporations to develop new venture in order to go overseas or meet foreign challenges. In this regard, the course is useful for students who seek to gain entrepreneurial knowledge and skills that can be applied to ventures that are born global, small and medium enterprises that intend to grow internationally, or large corporations that seek to make use such knowledge and skills in order to meet new challenges internationally.

全球企業家精神是全球領導者的一種特質或特徵。全球企業家是利用他們對全球的理解和聯繫來識別跨國和跨文化機會，並將其轉化為新的價值創造倡議的專業人士。這個 3 學分的課程幫助學生瞭解全球企業家如何發展和使用他們的技能和能力，以確定機會，讓他們在全球舞臺上競爭。

它涵蓋了實施全球創業戰略和管理全球新企業的核心概念。這與當今許多懷有國際抱負的新企業有關，也與許多現有企業需要發展新企業以走向海外或迎接外國挑戰的迫切需求有關。在這方面，本課程對於想要獲得創業知識和技能的學生很有用。這些創業知識和技能可應用於全球性的企業，致力於國際化發展的中小企，或者試圖利用這些知識和技能以應對國際上的新挑戰的大公司。

#### **BIE504 Venture Capital and Private Equity for Start-ups 風險投資與私募股權 (3 credits)**

This course focuses on the availability and use of venture capital and private equity by small- and medium-sized and growing companies. The course is recommended for students considering careers in the venture capital and private equity industries and merchant and investment banking, as well as those who anticipate careers as entrepreneurs. Topics include issues in the financing of entrepreneurial companies, business assessment and valuation, transaction and negotiation strategies, and exit strategies. This course will cover a range of industries and financing structures.

本課程重點關注中小型和成長型公司的風險投資和私募股權投資的相關實用知識。本課程適合那些考慮從事風險投資和私募股權行業、商業和投資銀行業的學生、以及那些期望創業和成為企業家的學生修讀。本課程探討的題目包括：創業公司融資，業務評估和估值，交易和談判策略，以及投資退出策略等問題。並且本課程將涵蓋一系列行業和相應的融資結構。

#### **BIE505 Legal Aspects and Intellectual Property for Entrepreneurship 創業法律與智慧財產權 (3 credits)**

This course introduces students to the fundamental concepts, principles and rules of legal aspects and intellectual property for entrepreneurship. Topics include the characteristics of modern business associations, namely, sole proprietorship, partnership and companies and the formation of them. It covers the administration and management of entrepreneurs, raising and maintenance of capital, duties of directors and managers, and relevant intellectual property (IP) laws and regulations for entrepreneurship. Throughout this course, students will be expected to actively participate in class discussions including cases analysis.

本課程向學生介紹創業法律和智慧財產權方面的基本概念，法律原則和規則等。內容包括現代商業類型（例如獨資企業、合夥企業和公司）的各自特徵及成立程式，企業的經營管理制度，資本的籌集和維護，董事和經理的職責，以及創業智慧財產權方面的法律和法規。在整個課程中，學生需要積極參與課堂討論，特別是參與案例分析。

#### **BIE506 Capstone Project / Capstone 項目 (6 credits)**

This course puts in practice all the students a capstone project to work with companies so that students will enable to think innovatively and critically in business environment. By challenging students to apply what they have learnt to a real-life business situation, it helps them develop entrepreneurial ideas into successful new ventures and prepares them with project management, consulting and client engagement skills. Under the supervision of their assigned project supervisors, students will work in teams of 5-7 members on a

client project to conduct management study and analysis so as to address the client's business needs, and provide informed analyses that guide the client's decision making.

本課程為所有學生提供與公司合作的尖端專案作為實踐，引導學生對於複雜的商業環境能夠有創新性和戰略性的思維。學生將把他們學到的知識應用到現實商業環境中，又能啟發和協助他們開展成功的初創計畫。本課程為參與專案管理，諮詢和客戶溝通技能做好準備。在他們指定的專案導師的監督下，學生將以團隊形式（5-7人）進行管理研究和分析，以滿足客戶的商業計畫和業務需求，並為客戶提供決策的深入分析。

### **BIE601 Big Data Marketing 大數據行銷 (3 credits)**

In the age of Big Data, marketing analytics increasingly plays an important role in business decision making. Big data marketing analytics improves the quality of marketing decision making by helping firms better understand their customers and competitors. This course introduces students to state-of-the-art big data and marketing analytics to generate business insights, demonstrates how to practically apply these analytical skills to real-world business decisions, and provides the skills needed to make intelligent use of marketing data in making recommendations about marketing strategies. These skills are learned through a combination of lectures, assignments, in-class exercises, and project with real data.

在大資料時代，市場分析在商業決策制定中越來越重要。大資料行銷分析說明企業更好地瞭解他們的客戶和競爭對手，提高行銷決策的品質。本課程向學生介紹最先進的大資料和行銷分析方法，示範如何將這些分析技能實際應用於業務決策，並提供行銷資料所需的技巧，以制定有關行銷策略的建議。這些技巧是通過講課、作業、課堂練習，以及小組真實資料項目。

### **BIE602 Entrepreneurship Mindset and Actions 創業意識和行動 (3 credits)**

This course introduces students to the theory of entrepreneurship and its practical implementation emphasising the mindsets and attitudes towards adapting to the fast changing environment. It focuses on different stages related to exploring entrepreneurial opportunities, including entrepreneurial opportunity identification, feasibility exploration, business model innovation. Centred around a mixture of theoretical investigation as well as case studies of real-world examples and guest lectures, students will develop a mindset of successes, opportunities and risks of entrepreneurship. Students will also develop skills in taking actions to explore entrepreneurial opportunities and communicate business ideas and plans that allow students to integrate entrepreneurship concepts and interact with business experts.

本課程向學生介紹創業理論及其實踐，強調應對日新月異變化外部環境的意識和態度。本課程側重於探索創業機會的不同階段，包括創業機會識別、可行性探索、商業模式創新等等。教學方法上將理論學習、現實案例和講座嘉賓相結合，學生將圍繞創業的成功，機遇和風險進行討論與學習。學生還將發展創業實踐技能，建立自己的創業計畫。學生能夠整合創業概念並與有經驗的創業者進行探討學習。

### **BIE603 e-Business Models and Start-ups 電子商務模式和初創企業 (3 credits)**

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 21<sup>st</sup> century. Increasingly, university students venture to start up their own businesses after graduation, 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 for such challenges. The course will survey and analyse cases of e-Business models and start-ups.

Their underlying innovations and related strategies will be discussed. Students will learn about the process of generating business ideas, formulating a business plan, and presenting to potential investors.

大資料興起，全球各地普遍存在資料化的趨勢，使電子商務成為21世紀其中一個財富和經濟增長的核心驅動力。越來越多大學生在畢業後冒險地開創自己的企業，或參與擴大雇主的產品線，這些挑戰讓學生熟知相關的創業和創新理念，本課程旨在幫助學生為這些挑戰做好準備。課程將調查和分析電子商務模式和初創企業的案例，討論其基本創新和相關策略。學生學習引發商業創意、制定商業計畫以及向潛在投資者介紹的過程。

### **BIE604 Accounting for Entrepreneurs 企業家會計 (3 credits)**

This course introduces students to the fundamental concepts, techniques, and applications of both financial and management accounting that are essential for the entrepreneurs. The focus of the course will be less on the technicality of accounting but more focus on the application of the accounting concepts and tools to enhance business decision-making. Topics include accounting principles and standards, basic accounting equation and accounting cycle, four essential financial reports, cost concepts and cost systems, cost-volume-profit analysis, relevant cost and decision-making, budgetary planning, tax strategies, and performance evaluation. Throughout the course, the challenges and issues of accounting for start-up companies will be emphasised. Students are expected to actively participate in class discussions and case analysis. They are also expected to apply the subject knowledge learned for a group project involving accounting for entrepreneurs in a team learning environment.

本課程向學生介紹企業創業者必須具備的至關重要的財務和管理會計的基本概念，會計技巧和應用。該課程的重點不在於會計的技術性，而在於更多地關注會計概念和工具的應用，以加強商業決策能力。課程主題包括會計原則和標準，基本會計等式和會計週期，四個基本財務報告，成本條款和概念，本量利分析，相關成本和決策，預算規劃，稅收策略和績效評估。整個課程也會強調創業公司在會計方面面臨的挑戰和問題。學生應該積極參與課堂討論和案例分析，並將學到的學科知識應用於團隊專案的解決方案。

### **BIE605 Environmental, Social and Governance (ESG) for Entrepreneurship 創業的環境，社會及公司治理 (3 credits)**

This is an introductory course on entrepreneur environmental, social responsibilities and their relations with corporate governance. It enables students to identify, analyse, and evaluate ESG issues as an essential factor in corporate decision-making process. Specifically, topics covered include basic corporate governance framework, the stakeholder perspective of corporate strategy, corporate social responsibility, corporate environmental considerations, ESG management techniques, and relevant case studies. The teaching & learning process incorporates the evolving nature of ESG for entrepreneurship, as well as the up-to-date information for ESG practices, regulations, and management. Students are expected to apply subject knowledge to the research of the current ESG issues faced by administrators in their working environment. They are also required to actively participate in class discussions and to share their experiences and learn from each other.

本課程是對創業的環境、社會責任及其同公司治理關係的概論。課程幫助學生發現、分析、並且評估企業決策過程中同ESG相關的核心問題。涵蓋的具體課題包括公司治理基本框架，從利益相關者視角理解公司戰略、企業社會責任（CSR）、企業對環境的考慮、ESG管理方式、及相關案例剖析。教學過程中因應ESG在創業中的不斷發展，融入關於ESG實務、規則和管理的最新資訊。學生應能夠運用本課程的知識對

管理層面臨的實際ESG問題進行分析研討。學生還應積極參與課堂討論，並且分享經驗、相互學習。

### **BIE606 Negotiation and Communication 談判與溝通 (3 credits)**

This postgraduate course examines the wide variety of approaches to the analysis and practice of negotiation and related issues for entrepreneurs. In a changing global business, for entrepreneurs especially, negotiations are essential for the success and survival of their respective enterprises and an unavoidable factor of daily entrepreneur life. Entrepreneurship is essentially a science of negotiation. An entrepreneur stands or falls depending on how successfully he or she is able to negotiate the business deals.

The art of negotiation has grown into a science and a learned discipline. This course explores negotiations in many entrepreneur contexts: simple personal transactions, contract negotiation, deal-making, negotiation with colleagues and co-founders, negotiation with investors and suppliers, resolving conflicting interests within an organisation and across organisations. As communication skills, both at strategic and tactical levels, are essential to the successful negotiation, this course also teaches students how to recognise the communication expectations of various stakeholders, and how to effectively utilise essential communication strategy and techniques to improve the overall outcome of the negotiation. This course will also explore ethical issues in negotiation.

該研究生課程考察了各種各樣的方法，用於分析和實踐談判以及創業者的相關問題。在不斷變化的全球業務中，特別是對於創業者而言，談判對於各自初創企業的成功和生存至關重要，也是創業者日常生活中不可避免的因素。創業精神本質上是一種談判科學。一個創業者的成功與否取決於他或她能夠成功談判商業交易。

談判的藝術已經發展成為一門科學和一門學科領域。本課程探討了許多創業背景下的談判：比如簡單的個人交易，合同談判，交易，與同事和聯合創始人的談判，與投資者和供應商的談判，解決初創企業組織內部和組織之間的利益衝突。作為戰略和戰術層面的溝通技巧，對於成功的談判至關重要，本課程還教導學生如何認識各利益相關方的溝通期望，以及如何有效利用基本的溝通策略和技術來改善總體結果。本課程還將探談談判中的道德問題。