

COURSE DESCRIPTIONS 科目簡介

COURSES FOR TAUGHT POSTGRADUATE PROGRAMMES

BUS501 Applied Research Skills (3 credits)

This course introduces students to the fundamental theories of quantitative and qualitative research, and explores major methodologies for conducting research in the business discipline. Students will develop a solid understanding of research theories and methods, and the ability to collect, organize and analyse information and report findings appropriately and effectively. Key topics include developing a research theme and formulating a research problem, conducting literature review, selecting the appropriate research methodology and research design, constructing hypotheses and model specification, collecting and analysing data, and writing up and presenting research findings. Students will apply the theories and skills to conduct a research project on a business or economics topic that is of interest to them.

BUS502 Business Management in Practice (3 credits)

This course provides students with a solid understanding of core business management theories and analytical skills, and the opportunity to apply them to examine and evaluate the complex business environment. This is an application-based course and involves case studies and discussions and other practical learning activities for students to develop the analytical, problem-solving and presentation and discussion skills required for academic and career pursuit in business. Students will learn to integrate and apply advanced theories on business environment and key functional areas to make sound business decisions and strategies. Real world examples and case studies will be used to encourage practical discussions and examine the key to business success.

BUS503 Economics for Business (3 credits)

This course applies economic concepts and analytical tools to evaluate practical business issues and make sound business decisions to achieve the objectives of an organisation. Students will also develop the related academic skills required for handling more advanced study in the business-related discipline at the Master's level. Main topics include demand and market analyses, production process and costs, organisation of a firm, how to manage a business in competitive, monopolistic, and monopolistically competitive markets, oligopoly models and game theory, pricing strategies with market power, government policy and implications on business decisions, macroeconomic environment, and macro-instability and demand management policy. This is an application-based course, and students will apply the economic concepts and reasoning to analyse and resolve real-world business issues.

BUS504 Quantitative Techniques in Business (3 credits)

This course is designed as an introduction to basic statistical tools and quantitative methods for graduate students in business. Students review the relevant principles and applications of quantitative methods, and realise them by applying statistical tools (e.g. SPSS, Excel) to solve research and management problems in business. Such training will help students become more critical users of statistical analyses, and use statistical reasoning in making business decisions. It also emphasises developing the necessary skills for expressing statistical ideas in a clear simple language, which is an essential skill for an effective manager.

BUS505 Accounting and Financial Statement Analysis (3 credits)

This course covers core accounting concepts and principles required in financial reporting. Approaches and techniques in financial statement analysis are introduced for management decision making and other users of financial statements. It covers topics including concepts in financial reporting; ratios; liquidity of short-term assets; long-term debt-paying ability; profitability; analysis from the perspectives of investors; cash flow; financial ratios as perceived by commercial loan departments and corporate controllers; and forecasting financial failure.

BUS506 Strategic Management (3 credits)

This course introduces students to the key role and process of strategic management required for achieving business objectives and success of an organisation. Students will learn the core concepts and analytical tools in strategic management and apply them to examine and evaluate business strategies in the real business world. Key topics include conceptual framework and approaches of strategic management to develop organisational mission and objectives, analyse the competitive business environment, incorporate ethical principles and socially responsible management practices, select and develop an appropriate strategy with an implementation plan, and evaluate its effectiveness and apply strategic control. Case discussion and project-learning activities will be adopted for students to apply strategic management concepts and approaches and practice related skills.