

COURSE DESCRIPTIONS 科目簡介

COURSES FOR TAUGHT POSTGRADUATE PROGRAMMES

DBS701 Residential Workshops (3 credits)

This course is an integral component of the Doctor of Business Studies (DBS) programme, designed to provide doctoral students with immersive and collaborative learning experiences with their fellow students. These workshops offer a unique opportunity for students to engage in academic and professional development activities, fostering networking and scholarly growth. Throughout the course, students will participate in research seminars, research presentations, group discussions, academic writing workshops, ethical considerations in research, and other learning activities led by experienced faculty members. The purpose of the residential workshops is to facilitate students' preparation for the thesis research stage of the DBS programme. Overall, the Residential Workshops course aims to nurture a vibrant scholarly community within the DBS programme. It fosters the development of critical thinking, research acumen, and scholarly writing skills, supporting students in their journey to become independent researchers in their respective fields.

DBS702 Research Methodology in Business I (3 credits)

This course equips students with the essential skills and ethical considerations necessary for producing high-quality research papers. Students will learn to critically review literature, theories, methodologies, and debates in diverse business topics, enabling them to identify research gaps and employ effective strategies. The course covers major issues and challenges in writing business research proposals and academic papers, while also emphasising the development of academic and professional writing vocabulary, managing the writing process, and ensuring coherent arguments. Workshops on research support facilities and systems, including the library, generative AI tools, and reference management software, enhance students' research capabilities. Throughout the course, ethical practices, citation standards, and academic integrity are emphasised. Overall, this course prepares students to excel in writing research papers with integrity and clarity.

DBS703 Research Methodology in Business II (3 credits)

Research Methodology in Business II builds upon the foundational knowledge gained in Research Methodology in Business I, focusing on advanced research approaches and techniques. This course delves deeper into research design, data collection methods, and data analysis techniques. Students will learn to critically evaluate research literature, develop robust research questions, select appropriate methodologies, and apply advanced statistical analysis. Students will develop critical competencies and skills necessary for conducting research, including sampling, data collection (both primary and secondary), analysis methods, and effective reporting. The course emphasises the importance of ethical conduct in domestic and international business research. Students will explore quantitative and qualitative methods, examine sampling techniques, and enhance their information retrieval and evaluation abilities. By the end of the course, students will have acquired a solid understanding of research methods and the ability to apply them appropriately in solving relevant business problems.

DPS704 Strategic Human Resource Management (3 credits)

Strategic Human Resource Management (SHRM) focuses on ensuring that HR practices are in line with an organisation's strategic goals, therefore making a substantial contribution to the success of the company. SHRM incorporates human resource

management (HRM) systems, promotes collaborations, and takes into account the interests of many stakeholders. It sees companies as intricate systems where HR practices interact with both internal and external surroundings to impact effectiveness and longterm viability. This course offers a thorough comprehension of SHRM, including its development, theoretical foundations, and practical implementations in global settings. Students will participate in high-level research, use analytical methods, and investigate the incorporation of AI and Big Data in HR practices, enabling them to create groundbreaking solutions and demonstrate ethical leadership in the ever-changing area of HRM.

DBS705 Data-driven Marketing (3 credits)

In today's rapidly evolving business landscape, the ability to leverage data effectively is paramount to crafting successful marketing strategies. This course is a cutting-edge course designed specifically for doctoral students seeking to bridge the gap between theoretical concepts and practical applications in the marketing realm. It will equip students with the essential tools and analytical techniques to harness the power of data, enabling students to make informed marketing decisions, optimise campaigns, and drive measurable business results. Through a blend of case studies, hands-on projects, and real-world applications, students will gain a comprehensive understanding of how to transform data into actionable insights, positioning themselves at the forefront of modern marketing practices.

DBS706 Sustainable Accounting and Decision Making (3 credits)

This course offers a comprehensive exploration of the role of accounting in promoting sustainable business practices and informed decision-making. It examines the principles, frameworks, and practices of sustainable accounting and their implications for making strategic business decisions. Students will explore the integration of ESG metrics, such as carbon emissions, social impact indicators, and governance practices, into financial reporting systems. They will learn how to assess and measure the financial implications of sustainability initiatives and identify the potential risks and opportunities associated with sustainable business practices. The course covers topics such as sustainability reporting standards (e.g., Global Reporting Initiative, Sustainability Accounting Standards Board Standards, IFRS Sustainability Disclosure Standards, Task Force on Climate-related Financial Disclosures TCFD, etc.), environmental and social cost accounting, triple bottom line reporting, integrated reporting, accounting for climate and accounting for carbon. The students will also learn the current status of sustainable developments in Hong Kong and Mainland China and many forces in ESG policymaking. They are encouraged to connect the financial and sustainability reporting, focusing on the relevance of sustainability disclosures to financial statements and how such connection impacts the businesses' decision making.

This course assumes a foundational understanding of accounting principles, concepts and practices. A 30- hour Pre-entry Accounting course will be offered to those without prior accounting knowledge.

DBS707 Advanced Financial Management (3 credits)

This doctoral level course delves into the complexities of contemporary financial management, focusing on the integration of traditional financial management principles and practices with cutting-edge Financial Technologies (FinTech), Artificial Intelligence (AI) applications, and Environmental, Social, and Governance (ESG) investing principles. This course aims to equip students with an in-depth understanding of advanced financial theories, the operation of technology in financial markets, and the strategic importance of sustainability and ethical considerations in investment decisions.

Through a blend of theoretical frameworks, case studies, and practical projects, students will explore the latest advancements in financial instruments, market dynamics, risk management strategies, and investment philosophies. The course emphasises the transformative impact of digital technologies and AI on financial analysis, portfolio management, and decision-making processes. Additionally, it critically examines the growing influence of ESG criteria on investment strategies, corporate finance, and global markets, encouraging students to consider the broader implications of financial decisions on society and the environment.

DBS708 Operations and Supply Chain Management (3 credits)

In the contemporary business landscape, the mastery of effective operations and supply chain management is indispensable for organisational success. This course provides students with an in-depth understanding of the processes and systems that transform raw material sourcing into product delivery. It underscores the strategic significance of integrating operational efficiency with supply chain coordination to bolster competitiveness. The curriculum is designed to equip students with the expertise to harmonise internal processes with external supply chain networks, ensuring operational resilience and agility in the digital age.

DBS709 Frontiers in Business Research (3 credits)

(Prerequisite(s): DBS702 Business Research Methodology I)

This course is designed to support DBS students in selecting a research topic. It aims to provide insights into contemporary issues across various business disciplines, including accounting, finance, management, marketing, operations, and Corporate Social Responsibility (CSR)/Environmental, Social and Governance (ESG). Students will gain analytical tools used within each subject area. The course covers a range of focus areas in business disciplines, discussed through selected readings and illustrated by faculty-led research papers.

DBS710 Digital Transformation in Business (3 credits)

In today's rapidly evolving marketplace, the world's most successful companies are leveraging digital transformation to revolutionise customer experiences, develop captivating products and services, and forge dynamic business ecosystems. Embracing digital innovation necessitates significant shifts in strategy, operations, and organisational structure. This course empowers students with the knowledge to maximise the potential of cutting-edge tools and technologies, fostering innovations that unlock thrilling new commercial prospects. Participants will delve into how to navigate and lead digital transformation efforts effectively, ensuring they are well-positioned to capitalise on the opportunities presented by the digital age.

DBS711 Dialogue with Business Leaders (3 credits)

This course takes an interdisciplinary approach to the field of business leadership and its influence on the development of individuals and society. By offering a unique opportunity for students to engage in meaningful conversations with accomplished business leaders and focusing on current management problems through diverse course-related activities, students will gain valuable insights into the real-world challenges, strategies, and experiences of successful business leaders and cultivate their business acumen and skills. In addition, the course not only offers a unique experiential learning component and provides a platform for students to interact with and learn from successful business leaders, but also contributes to the development of their critical thinking and analytical skills through reflective exercises and group discussions. Furthermore, the course

provides the students with the knowledge of the megatrends in the business environment and prepares them to select their research area and formulate potential research topics for their doctoral thesis.

DBS712 Governance and Risk Management (3 credits)

This course aims to equip students with essential knowledge about governance and risk management practices in corporations and organisations. Topics covered include corporate governance, enterprise risk management, principles of risk management, insurance considerations, emerging risks in digital world, regulatory compliance, and ethical issues. Students will explore the risk appetite, corporate culture, and practices related to governance and risk management, including risk assessment, mitigation strategies, risk transfer, and compliance. The course will examine best practices in governance and enterprise risk management, including the use of governance and risk management frameworks and data analytics. Students will also develop critical thinking and problem-solving skills through real-life cases and group discussions.

DBS713 Environmental, Social and Governance (ESG) Topics in Business (3 credits)

This course focuses on the essential topics relating to Environmental, Social and Governance (ESG), a critical component of doing business with heightened importance in recent years. ESG encompasses business' environmental impact, social responsibilities, and their relations with corporate governance. This course enables students to identify, analyse, and evaluate ESG issues as an essential factor in corporate decision-making process; it also assists students to conduct innovative research from which the generic function of ESG in business can be more deeply understood. The course contents involve theoretical foundations, current practices, and emerging trends in ESG. 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. Cutting-edge knowledge in the academic literature of ESG and state-of-the-art research approaches are the core. The teaching & learning process incorporates the evolving nature of ESG for business activities, 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 regulators, administrators, and academics. They are also required to actively participate in class discussions and to share their experiences and thoughts and learn from each other.

DBS714 Business in the Artificial Intelligence (AI) Era (3 credits)

The course aims to equip doctoral students with the knowledge and skills to integrate AI into strategic business planning and operations. By engaging with the latest economics, management and marketing theories and principles, students will learn to identify and exploit new market opportunities, fostering innovation and sustainable growth. The course will also enhance students' ability to think critically and strategically about the role of AI in reshaping industries and creating value.

DBS715 Doctoral Thesis (30 credits)

(Prerequisite(s): completion of all 12 taught courses)

The Doctoral Thesis, also known as a dissertation, is the culmination of years of research and study conducted under the guidance of a supervisor or supervisors. It is a formal academic document that presents the research questions, research findings and original contributions of the doctoral candidate to his/her fields of study. The Doctoral Thesis provides students with an opportunity to perform independent research in their chosen

business fields after completing the taught part of the doctoral study. Throughout the process of doctoral study, students will be able to identify research topics they wish to study and apply the knowledge, skills, and capacities they have gained to executive high-quality research projects within the given timeframe. Upon completion and successful defense of the doctoral thesis, the candidate is awarded a Doctoral of Business Studies degree.

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