

## **Higher Diploma Programme in Business and Human Resource Management**

### **Syllabus**

**Module: Business English I**

**Credit: \*3**

The topics include : English learning and use of dictionaries; Reading comprehension and the role of co-text and context in comprehension; Listening comprehension; Effective writing skills; Oral communication skills and colloquialism in English expression; Word Power : common words; phrasal words; Idioms and prepositions.

**Module: Business English II**

**Credit: \*3**

The topics include : Reading and Writing (formal and informal letters, memos, proposals and short reports, trade-related journals, agenda and minutes, business research writing skills); Listening and Speaking (telephone conversations, listening and note-taking, business discussions and meetings, business presentation skills).

**Module: Business Putonghua**

**Credit: \*3**

The topics include : Phonology (Syllabic structure of Putonghua, The Pinyin system, Phonetic symbols, Tone variation); Lexical and Grammatical Foundation (commonly used technical / business terms / expressions, comparison between Cantonese and Putonghua in terms of lexical and grammatical differences); Practical Skills (listening for different purposes and situations, Oral expressions in a variety of contexts and situations, Speaking strategies and conversation management).

**Module: Chinese Communication for Business**

**Credit: \*3**

The topics include : Reading (reading and summarizing skills, understanding text through contextual clues, analyzing text structure and language style of the text); Speaking (Articulation and Pronunciation correct, Listening Comprehension, Public Speech, Skills of Oral Presentation and Recitation); Writing (Memorandum, Minutes, Press Release, Report, Business Correspondence, Proposal, Public Speech, Style and Format in writing Research Paper).

**Module: Business Communication**

**Credit: 3**

The topics include : Strategies for effective business communication; Principles of effective business communication; Report writing process; Research methodology; Managing data and graphics; Communicating for special purpose; Business presentations; Managing meetings and interviews.

**Module: Problem Solving: Creative and Critical Thinking**

**Credit: \*3**

The topics include : Nature of problems; Approaches for problem solving; Thinking as a tool and skill; Introduction to creative thinking; Exploring the challenge; Generating ideas; Introduction to critical thinking; Refining solutions; Drawing conclusions; Thinking and decision making in teams; Management and planning tools; Root cause analysis; Plan-Do-Check-Act (PDCA).

**Module: Personal Development: Action and Service**

**Credit: \*3**

The topics include : Nature of problems; Approaches for problem solving; Thinking as a tool and skill; Introduction to creative thinking; Exploring the challenge; Generating ideas; Introduction to critical thinking; Refining solutions; Drawing conclusions; Thinking and decision making in teams; Management and planning tools; Root cause analysis; Plan-Do-Check-Act (PDCA).

**Module: Chinese and Western Modes of Thought**

**Credit: \*3**

The topics include : Introduction - What is “Mode of Thought”; Methodology of Comparative Culture Analysis; Studies of Chinese and Western Civilization; Modes of Thought in Comparative Perspectives.

**Module: Quantitative Analysis for Business**

**Credit: 3**

The topics include: Sampling methods and Sample design; Survey methods; Descriptive Statistics; Probability theory; Probability distributions (Binormal, Poisson and Normal); Sampling distributions; Confidence intervals and hypothesis tests; Chi-square test; Linear regression & correlation; Time series analysis and Financial mathematics.

**Module: Business Information Systems**

**Credit: \*3**

The topics include : Information technology - principles; practices and opportunities; Essentials of computing; Essentials of Internet and World Wide Web; The Central Processor and Memory; Storage and Input /Output Devices; Personal and PC databases; Enterprise Database and Data Warehouse; Enterprise and Personal Communications Networks; Launching IT Application Projects; Creating Enterprise Applications.

**Module: Management Information Systems**

**Credit: 3**

The topics include : Introduction to Management Information Systems (MIS); Information systems in the Enterprise; IS and Organization Strategy; Building Information System; Managing Computer Assets; Security and Control issue; Telecommunication and network; Internet and information technology infrastructure; Introduction to Electronic business / Electronic commerce.

**Module: Financial Accounting**

**Credit: 3**

The topics include : Financial accounting & business environment; Financial statements; Recording business transactions; Business structure & accounting concepts; Merchandise inventory; Internal control and managing cash; Accounts & notes receivable; Accounting for fixed assets & depreciation; Current & long-term liabilities; Financial statement analysis.

**Module: Cost and Management Accounting**

**Credit: 3**

The topics include : Introduction to Cost and Management Accounting; Principles and practice of cost accounting; Cost classification; accumulation and stock valuation; Various costing methods; Budgeting planning and control; Standard costing and variance analysis; Analyzing Cost-Volume-Profit relationships; Performance analysis and presentation.

**Module: Principles of Marketing**

**Credit: 3**

The topics include : Understanding Marketing and the Marketing Process; Developing Marketing Opportunities and Strategies; Developing the Marketing Mix; Managing Marketing.

**Module: Commercial Law**

**Credit: 3**

The topics include : Sources of English and Hong Kong Law; The Hong Kong SAR legal Machinery; Elements of a binding legal contract; Terms of a contract; Types of clauses in contracts; Discharge of contract; Discharge by frustration; remedies; Law of Tort; Law of Agency; Sale of Goods - consumer protection; Introduction to Employment Law; Introduction to Banking Law; Bankers and the Banking Contract; The Sole Trader and the Partnership.

**Module: Business Economics I**

**Credit: 3**

The topics include : Basic Economic Problems; Demand and Supply; Demand elasticity and effects; Supply elasticity and effects; Utility and demand; Short run and Long run costs; Revenue and profit maximization; Perfect competition; Monopoly; Oligopoly; Monopolistic Competition; Factor markets and factor prices; Externality - private and social costs; and their solutions.

**Module: Business Economics II**

**Credit: 3**

The topics include : Circular flow of income; National income; Aggregate expenditure; Fiscal policy; Money and Banking system; Monetary policy; Economic growth; Business cycle and Unemployment; Inflation; International trade and Balance of payments; Exchange rate and Linked exchange rate; Economy of PRC.

**Module: Business Finance**

**Credit: 3**

The topics include : An overview of Managerial Finance; Understanding financial statements; Taxes and Cash Flow; Evaluating a firm's financial performance; Financial forecasting; Planning and budgeting; Time value of money; Bond valuation; Stock valuation; Capital budgeting techniques; Cost of capital; Planning the financing mix; Dividend policy; Working capital management; Liquid asset management.

**Module: Operations Management**

**Credit: 3**

The topics include: Introduction to production and operations management; Product design and process selection; Capacity planning and forecasting; Facility location and layout; Job design and work systems; Quality control system; Production planning; scheduling and waiting line management; Inventory control and resource requirements planning; and business process improvement

**Module: Introduction to E-Commerce**

**Credit: 3**

The topics include : Overview of e-commerce; B to C; B to B e-commerce; Use of EDI; EPS and Internet security; Business application design and implementation; Infrastructure for e-commerce; Evaluation of e-commerce applications development tools; Public policy and risk management.

**Module: Project**

**Credit: 6**

This is an integrated project which enables students to work as a group to make use of their knowledge and skills acquired from their studies.

**Module: Principles of Management**

**Credit: 3**

The topics include: Introduction (Organization, and Management Theories, Organizational Culture and the Environment, Social Responsibility and Managerial Ethics); Planning (Foundations of Decision Making, Foundations of Planning, Introduction to Strategic Management); Organizing (Organization Structure and Design, Staffing and Human Resource Management, Managing Change, Stress; and Innovation); Leading (Understanding Groups and Teams, Motivating Employees, Leadership) and Controlling.

**Module: Strategic Human Resource Management**

**Credit: 3**

The topics include: Innovative roles of Human Resources; Human Resource functions in organizations; Human Resource strategies in Organizations; Organizational behaviour and individual differences; Effective communication in Human Resources; Motivation and staff morale and quality management in Human Resources.

**Module: Human Resource Planning and Staffing**

**Credit: 3**

The topics include: Manpower planning process; Job design strategies and allocation; Job evaluation and control; Recruitment and selection; Talent management and human capital auditing; Managing a part-time based workforce; and organizational structure and restructuring.

**Module: Performance Management and Compensation & Benefits**

**Credit: 3**

The topics include: From productivity to performance management; Coaching and counselling for better performance; Leadership and team-building for productivity and quality; Compensation and benefits.

**Module: Employment Relations and Legal Aspects**

**Credit: 3**

The topics include: Conflict management at work; Handling grievances; discipline and complaints; Trade union forces; Negotiation and influencing; Quality of work life; Managing cross-cultural workforce and legal aspects relating to employment.

**Module: Training and Development**

**Credit: 3**

The topics include: Overview of training and development functions; Principles of human learning at organizations; Training needs analysis; Training design; Development and implementation; Training delivery; Training evaluation; Staff and executive development; and application of information technology in training and development.

**Module: Human Resource Management Systems**

**Credit: 3**

The topics include: Human Resource Administration Systems; Finance and budgeting relating to human resources; Outsourcing human resource functions; Human resource auditing; Computerized human resource systems (IT in HRM); and human resource information and researches.

**Module:      Managing Human Resources Function in China**

**Credit:       3**

The topics include: Overview of human resource management in China; Employment strategy in China; Legal aspects in China; Compensation and benefits in China; Employment relations in China; Performance management in China; Training and development in China; Human Resource Administration Systems and Human Resource Information Systems in China.

\* Not required in the 2-year programme.