

Higher Diploma Programme in Business and Service 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: 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: Foundation of Human Resource Management

Credit: 3

The topics include : Operations and Value Chain Management; Managing Entrepreneurial Organizations; Managing in a Global Environment; Foundations of Behavior - Understanding People and Group; The Strategic Role of Human Resource Management; Employee Recruitment and Selection; Employee Training and

Development; Performance Management and Appraisal; Employee Compensation and Benefits; Employee Relations; Safety and Health.

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: 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: Design of Service and Service Delivery Systems

Credit: 3

The topics include: Introduction to service management; Service strategy; New service development; service process planning; Managing the service encounter; work system design and technology management; Service facility location; and designing the supporting facility.

Module: Managing Service Operations

Credit: 3

The topics include: An overview of Service Operations Management System; Forecasting customer demand for services; Manpower planning and labour scheduling; Managing queues; Yield management; Managing facilitating goods in services; Managing service supply relationships; and managing growth and expansion in services.

Module: Services Marketing

Credit: 3

The topics include: Introduction to services marketing; Trends and development; Consumer behavior in service encounters & positioning services; Service product; Designing the communications mix for services; Pricing services and revenue management; Distributing services; Customer service processes & demand management; Planning the service environment; Managing people for service advantage; Managing customer loyalty; Customer feedback and service recovery; Improving service quality and productivity and organizing for service leadership.

Module: Service Quality Management

Credit: 3

The topics include: Fundamental concepts of quality; Approaches and tools; Tools and techniques for improving service quality; Concepts and models of service quality; Service recovery; Service guarantees and customer loyalty management.

Module: Customer Relationship Management

Credit: 3

The topics include: Introduction to CRM; Strategic framework for CRM; Auditing the CRM system; New CRM system; CRM selection and implementation; CRM project team; Requirements definitions; Shopping and buying CRM systems; Implementing CRM systems; Measuring success; and data mining and database marketing.

Module: Project Management

Credit: 3

The topics include: Overview of project management; Project management process; Project integration management; Project scope management; Project time management and PERT/CPM; Project cost management; Project human resources management; Project quality management; Project risk management; applications and case studies

Module: Service Process Improvement and Innovation

Credit: 3

The topics include: Introduction to process improvement and innovation; Understanding your business; Assess technology and industry factors; Defining the new business process; Develop your improvement implementation strategy; Develop your improvement implementation plan; Implement and Sustain Process Improvement; Concept; ideas and cases in business process reengineering (BPR).

* Not required in the 2-year programme.