

Higher Diploma Programme in Business Studies

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: 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: 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: Intermediate Accounting

Credit : 3

The topics include: Accounting for Partnership; Accounting for Limited Companies; Financial Reporting and Conceptual Accounting Framework in Hong Kong; Published Accounts of companies; Inventories; Construction contracts; Contingent liabilities and assets; Accounting Policies; Changes in accounting estimates and errors; Leasing; Property; Plant and Equipment; and Corporate Governance.

Module: Advanced Financial Accounting

Credit : 3

The topics include: Earnings per share; R&D; Goodwill and intangible asset; Cash flow statements; Accounting for groups at the date of acquisition; Preparation of consolidated balance sheets after the date of acquisition; Preparation of consolidated income statements; Accounting for associated companies; Interpretation and analysis of financial statements; and financial reporting framework in China.

Module: Taxation

Credit : 3

The topics include: General concept of Hong Kong Taxation System; General provisions of Inland Revenue Ordinance; Property tax; Salaries tax; Profits tax; Personal assessment; and administration of taxes.

Module: Financial Management

Credit : 3

The topics include: Fundamentals of fixed income analysis; Risk and return; Asset Pricing Models; Capital budgeting; Agency theory; Capital market efficiency; Capital structure policy; Managing capital structure; Dividend policy; Long term debt; Leasing and other asset-based financing; Derivatives and hedging; and international corporate finance.

Module: Auditing

Credit : 3

The topics include: Nature of auditing and overview of the auditing profession; Role of auditor; Auditing practices and procedures; Internal audit and review; Audit of Computerized Accounting Systems; and contemporary issues in auditing.

Module: Company Law

Credit : 3

The topics include: Nature of a company; Promotion; Incorporation; and overseas companies; the constitution of the company; Share capital; Raising capital; Shares; Maintenance of capital; membership and control; Meetings and resolutions; Officers of the company; Protection of outsiders; dividends and profits; Debentures; Company account; audits and investigations; Winding up by the court; and voluntary winding up.

Module: Computerized Accounting Systems

Credit : 3

The topics include: Knowledge of fundamental computerized accounting operations; Knowledge of handling a computerized accounting system; Creation of master files and general ledger accounts; Skills in recording and processing accounting data; Production of relevant accounting reports and statements.

Module: Marketing Research

Credit : 3

The topics include: Role of marketing research in management decision making;

Marketing research process; Marketing research industry and research ethic; Secondary data; Database; the Internet; and decision support system; Qualitative research; Primary data collection; Concepts of measurement and attitude scales; Questionnaire design; Basic sampling issues; Sample size determination; Data processing; Basic data analysis; and the statistical testing of differences; Correlation and regression analysis; and communicating the research results.

Module: Marketing Management

Credit : 3

The topics include: Building customer satisfaction; Value and retention; Winning markets through market-Oriented strategic planning; Scanning the marketing environment; Gathering information and measuring market demand; Analyzing consumer markets; Competition; Market segmentation and targeting; Positioning and differentiating; Developing new market offerings; Product and branding strategy; Service marketing; Pricing strategies and program; Distribution and marketing channels; Retailing; Wholesaling and market logistics; and Integrated marketing communication.

Module: Marketing Planning and Control

Credit : 3

The topics include: Introduction to marketing planning; Analyzing the current situation; Understanding markets and customers; Planning segmentation; Targeting; and Positioning; Planning direction; objectives; and marketing support; Developing product and brand strategy; Developing channel and logistics strategy; Developing pricing strategy; Developing integrated marketing communication strategy; and planning performance measurement and implementation control.

Module: Consumer Behaviour

Credit : 3

The topics include: Introduction to consumer behaviour and consumer rule; Perception; Learning and memory; Motivation and values; Personality and lifestyles; Attitude change and interactive communications; Individual decision making; Buying and disposing; Group influence and opinion leadership; Organizational and household decision making; Income and social class; Cultural influences on consumer behavior; and the creation and diffusion of global consumer culture.

Module: Integrated Marketing Communication

Credit : 3

The topics include: Role of IMC in the marketing process; Organizing for advertising and promotion; Communication process; Creative strategy; Media planning and strategy; Direct marketing; The internet and interactive media; Sales promotion; Public relations; Publicity; and corporate advertising; Personal selling; Measuring the effectiveness of the promotional program; International advertising and promotion; Regulation of advertising and promotion; and evaluating the social, ethical, and economic aspects of advertising and promotion.

Module: Selling & Sales Management

Credit : 3

The topics include: Overview of sales management and the selling environment; Process of buying and selling; Linking strategies and the sales role in the era of Customer Relationship Management; Organizing the sales effort; Strategic role of information in sales management; Salesperson performance; Salesperson performance; Personal characteristics and sales aptitude; Sales training; Designing compensation and incentive programs; Cost analysis; and behavior and other performance analysis.

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: Warehouse & Materials Management

Credit : 3

The topics include: Concepts & function of Warehouse Management and Materials Management; Supply Chain Management; Logistics; Inventory Control Models; Inventory policies; Inventory counting; Valuation of stock; Stock inventory; Stocking to order and forecast; Inventory policy under Trade and Volume Discounts; Warehouse system arrangement; Locations; Layout; Facilities and equipment for warehouse; and Zero Inventory and JIT Philosophy.

Module: Transport Operations Management

Credit : 3

The topics include: Characteristics of different transport modes; Main types of business enterprises in transport; Environmental factors affecting transport operations; Characteristics of transport operations; Customer expectations and services; Regulatory control and deregulation to transport; and information technology applications in transportation.

Module: Legal Environment for Procurement; Import and Export Practice

Credit : 3

The topics include: Legal framework; Battle of the forms; Issues for procurement; Import & export practice; World Trade Organization(WTO); Common tariffs and trade obstacles; Route & major ports; Shipping & air transportation practice; Customs; Licensing & regulatory framework for IE; and dangerous goods license application; and Hong Kong and PRC's customs & regulations.

Module: Principles and Practices of Procurement

Credit : 3

The topics include: Concepts of value chain; Broadening roles and responsibilities of purchasing and procurement; Purchasing activities in the value chain; Criteria; techniques and decisions on sourcing; evaluation and selections of suppliers/vendors; Quality assurance and control techniques; Concepts of stockless purchasing; JIT and TQM in purchasing; Purchasing cost management; Strategic planning for purchasing; and negotiation strategies and techniques.

Module: Business Logistics

Credit : 3

The topics include: Logistics' role in the global economy and technology-enabled organisations; Supply chain management; Customer service; Order processing and information systems; Inventory management; Decision strategies in transportation; Decision strategies in transportation; Material handling; Computerization and packaging; Procurement; Global logistics; and logistics performance measurement and strategic logistics plan.

Module: Global Supply Chain Management

Credit : 3

The topics include: Global network of supply; Manufacturing and distribution; Conceptual and practical integration between logistics and supply chain management; Relationship and integration of total value chain and end customers; Distinctions between functional/innovative products and efficient/responsive supply chains; Influences of stakeholders and stakeholders analysis; Global logistics services providers; and business ethics; Corporate citizenship and social responsibilities.

Module: International Commercial Environment

Credit : 3

The topics include: The roles and purposes of regional / trade Alliances such as EU; NAFTA; ASEAN; WTO etc.; Effects of government political and economic policies on international businesses; Money; Exchange rate and interest rate; Trade barriers and protectionism; Political; Economical; Social-cultural and technological factors of the international environment; Types and services of financial institutions; Various sources of finance; Basic considerations in granting credit facilities to customers by a bank or financial institution; Business documentation and trading / commercial terms; and current issues and trends on international business and commercial services.

* Not required in the 2-year programme.