

Higher Diploma Programme in Financial Services

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 : 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 : 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 : The Sources of English and Hong Kong Law; The Hong Kong SAR legal Machinery; The Elements of a Binding Legal Contract; The Terms of a Contract; Types of Clauses in Contracts; Discharge of Contract; Discharge by Frustration; Remedies; Law of Tort; The 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 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; The Time Value of Money; Bond Valuation; Stock Valuation; Capital Budgeting Techniques; The Cost of Capital; Planning the Financing Mix; Dividend Policy; Working Capital Management; Liquid Asset Management.

Module : Banking and Financial Services

Credit : 3

The topics include : Finance and Banking Systems (International capital & investment flows, different roles of retail, commercial, corporate and investment banking); Banking principles and practices (banking services, loan and debt market, currency market); General Bank and Branch Management.

Module : Basic Investment

Credit : 3

The topics include : The Environment of Investing (security markets, tax environment, sources of information); Investing in Common Stock (valuation and return of common stock, dividends, security selection); Investing in fixed-Income Securities and Derivatives.

Module : Foundation of Financial Planning

Credit : 3

The topics include : Basic Framework and Background of Financial Planning; Managing Your Liquidity; Personal Financing; Personal Investing; Protecting Your Wealth; Introduction to Law and Regulation of Hong Kong Financial Markets.

Module : Basic Insurance

Credit : 3

The topics include : Principles and Practice of Insurance; General Insurance (insurance products, claims, customer service); Long Term Insurance (life insurance); Investment-linked Long Term Insurance.

Module : Regulatory Framework for Financial Services

Credit : 3

The topics include : Hong Kong Financial Industry and Regulatory Bodies; Regulatory Framework and Key Principles; Business conduct; operations and relationship; Market misconduct; improper trading practice and compliance; Business and Professional Ethics.

Module : Managing Market Risks

Credit : 3

The topics include : Risks Management Fundamentals (definition and nature of risk); Risks Management Process; Market Risk Measures; Risk and Fraud (definitions, causes, methods to prevent; control and detect)..

Module : Tax and Estate Planning

Credit : 3

The topics include : Hong Kong tax system; Profits Tax; Salaries Tax; Property Tax; Personal assessment; Tax planning and Anti-avoidance rules and Estate Planning.

Module : Retirement Planning

Credit : 3

The topics include : Retirement planning and protection; Insurance and Retirement; Mandatory Provident Fund (MPF); MPF Trustees and MPF Intermediaries.

Module : Securities Investment

Credit : 3

The topics include : Overview of Securities Investment and Markets; Overview of Securities types; Stock Market Administration and Security Analysis.

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.

* Not required in the 2-year programme.