

Higher Diploma Programme in Corporate Management and Business Information Systems

Course : **English Language I**
Credit Units : **3**
Contact Hours : **45 hours**

Course Syllabus:

1. English Learning and Use of Dictionaries
2. Reading Comprehension and the Role of Co-text and Context in Comprehension
3. Listening Comprehension
4. Effective Writing Skills
5. Oral Communication Skills and Colloquialism in English Expression
6. Word Power: Common Words, Phrasal Words, Idioms, and Prepositions

Course : **English Language II**
Credit Units : **3**
Contact Hours : **45 hours**

Course Syllabus:

1. Advanced Writing Skills
2. Written and Spoken Skills for Business Purpose
3. Oral Presentation and Public Presentation
4. Academic Writing for Further Studies
5. On-line Communication in Cyber world
6. Cultural Knowledge in English Written and Spoken Communication
7. Use of Words: Register, Synonymy, and Collocation

Course : **Business Writing and Communication**
Credit Units : **3**
Contact Hours : **45 hours**

Course Syllabus:

1. How communication works
2. Strategies for effective business communication
3. Principles of effective business communication
4. Report writing process
5. Research methodology
6. Managing data and graphics
7. Communicating for special purpose (such as job, employment, customer services related)
8. Business presentations
9. Managing meetings and interviews

Course : **Chinese Communication for Business**
Credit Units : **2**
Contact Hours : **30 hours**

Course Syllabus:

1. Reading and summarizing
2. Understanding text through contextual clues
3. Analyzing text structure and language style of the text
4. Articulation and Pronunciation
5. Listening Comprehension
6. Public Speech
7. Skills of Oral Presentation and Recitation
8. Practical Writing for Business
9. Style and Format in writing Research Paper

Course : **Putonghua**
Credit Units : **3**
Contact Hours : **45 hours**

Course Syllabus:

1. Syllabic structure of Putonghua
2. The Pinyin system
3. Phonetic symbols
4. Tone variation
5. Commonly used technical / business terms / expressions
6. Comparison between Cantonese and Putonghua in terms of lexical and grammatical differences
7. Practical Skills

Course : **Communication and Problem-solving Skills**
Credit Units : **2**
Contact Hours : **30 hours**

Course Syllabus:

1. Principle of effective communication
2. Psychology of persuasion
3. Negotiation tactics and skills
4. Conducting meetings
5. Telephone skills and manners
6. Dealing with customers, colleagues and supervisors
7. Job-interviewing
8. Inter-cultural communication
9. How to identify problems
10. How to look for ways to tackle problems
11. How to turn creative ideas into action

Course : **Self-Development and Interpersonal Relationships**
Credit Units : **2**
Contact Hours : **30 hours**

Course Syllabus:

1. Knowing yourself
2. Physical and mental health and well-being
3. Relationship with peer groups and friends
4. Dealing with love and sexual relationship
5. Relationship with parents and family members
6. Relationship at work – dealing with colleagues, boss and office romance
7. Developing interest
8. How to cope with changes, stress and failure
9. Creativity and innovation
10. Career planning and life-long education
11. The meaning of Life - lifestyles and attitudes

Course : **Information Technology for Business Applications**
Credit Units : **3**
Contact Hours : **45 hours**

Course Syllabus:

1. Introduction: Internet and basic computer concepts
2. Elements of Computer Hardware
3. Elements of Computer Software
4. Commercial Software Packages
5. Computer Data Processing
6. Security and the Internet

Course : **Business Economics**
Credit Units : **3**
Contact Hours : **45 hours**

Course Syllabus:

1. Preliminaries
2. Demand Analysis
3. Elasticity
4. Production and Cost Analysis
5. Profit-Maximization in Various Market Structures
6. Risk and Uncertainty

Course : **Business Logistics**
Credit Units : **3**
Contact Hours : **45 hours**

Course Syllabus:

1. Logistics' role in the economy and the organisation
2. Supply chain management & Customer service
3. Order processing and information systems
4. Financial impact of inventory and inventory management
5. Managing materials flow
6. Decision strategies in transportation
7. Warehousing & Material handling, computerization and packaging
8. Procurement
9. Global logistics & strategies
10. Organising for effective logistics
11. Logistics performance measurement
12. Measuring and selling the value of logistics
13. Strategic logistics plan

Course : **Corporate Accounting**
Credit Units : **3**
Contact Hours : **45 hours**

Course Syllabus:

1. Financial Objectives
2. Sources of funds
3. Principles of financial accounting & reporting
4. Legal and regulatory framework underlying financial accounting and reporting in Hong Kong — Companies Ordinance, and Statements of Standard Accounting Practice
5. Financial statements preparation for different types of business enterprises
6. Formats for publication of financial statements
7. Interpretation and analysis of financial statements for investment and credit decisions
8. Corporate governance and the role of audit
9. General rules of accounting practice in PRC
10. Accounting for foreign investment enterprises and companies listed in PRC

Course : **Corporate Governance and Ethics**
Credit Units : **3**
Contact Hours : **45 hours**

Course Syllabus:

1. Duties, responsibilities and roles of directors, shareholders, owners and company secretaries
2. Development of stock market regulation
3. Accounting profession and investor protection
4. Business ethics and cultural differences
5. Utilitarianism: weighing social costs and benefits
6. Integrating utility, rights, justice, and caring
7. Free markets, free trade and utility
8. Job discrimination
9. Employee rights and duties
10. Whistle blowing
11. Consumer safety and product liability
12. Environment protection

Course : **Electronic Customer Relationship Management**
Credit Units : **3**
Contact Hours : **45 hours**

Course Syllabus:

1. E-CRM and its Importance
2. Creating an e-CRM System
3. Information storage techniques to maximize information storage capabilities
4. Recognizing customer expectations
5. Mechanisms of a successful e-CRM interface
6. Security concerns of an e-CRM system
7. Case study of successful e-CRM systems
8. Technology used in personalized customer service
9. Techniques for using e-CRM to reach customers
10. Improve the customer transaction process through e-CRM
11. The use of data mining in an e-CRM system
12. Types of data mining and other e-CRM support products

Course : **Management of Organisations**
Credit Units : **3**
Contact Hours : **45 hours**

Course Syllabus:

1. Managing Organisations in Today's Competitive Environment
2. What Managers and Organisations Do?
3. Strategic Management
4. Managing People
5. Managerial Communication and Information Technology
6. Leadership Practices
7. Controlling for Organisational Performance
8. Managing Change and Innovation
9. Self-management at Work

Course : **Marketing Management**
Credit Units : **3**
Contact Hours : **45 hours**

Course Syllabus:

1. Understanding Marketing and the Marketing Process
2. The Marketing Environment
3. Marketing research and Information Systems
4. Consumer Markets and Consumer Buyer Behaviour
5. Business Markets and Business Buyer Behaviour
6. Market Segmentation, Targeting, and Positioning for Competitive Advantage
7. Product and service strategies
8. New-product Development and Life-cycle Strategies
9. Pricing products: Pricing Considerations, Approaches and Strategies
10. Distribution Channels and Logistics Management
11. Retailing and Wholesaling
12. Integrated Marketing Communications Strategy
13. Advertising, Sales Promotion, and Public Relations
14. Personal Selling and Sales Management
15. Direct and Online Marketing
16. Competitive strategies: attracting, retaining and growing customers
17. Promotion
18. Product distribution
19. The global marketplace and international marketing
20. Marketing and society: social responsibility and marketing ethics

Course : **Business Algebra and Calculus**
Credit Units : **3**
Contact Hours : **45 hours**

Course Syllabus:

1. Algebra
2. Sequences and functions
3. Differentiation
4. Integration
5. Curve sketching
6. Transformations of vectors and matrices
7. Complex numbers
8. Probability and statistics
9. Business applications

Course : **Business Statistics**
Credit Units : **3**
Contact Hours : **45 hours**

Course Syllabus:

1. Overview of Probability and Statistics
2. Descriptive Statistics
3. Probability Concepts
4. Combining Event Probabilities
5. Simulating Business Situations
6. Random Variables
7. The Binomial and Poisson Distributions
8. The Normal Distribution
9. Sampling Distributions and Estimators
10. The Central Limit Theorem
11. Confidence Intervals
12. Hypothesis Testing
13. Simple Linear Regression
14. The Validity and Usefulness of a Regression
15. Introduction to Multiple Regression

Course : **Management and Business Information Systems**
Credit Units : **3**
Contact Hours : **45 hours**

Course Syllabus:

1. "The Real World", Inter-relatedness, Data, Information and Knowledge
2. The Knowledge Based Economy, Globalisation, Rate of Change
3. Organizational Processes and Structure
4. Strategy, Risk and Benefit, Control and Collaboration
5. Strategy and Tactics, Linear Models, Integrationist Models
6. Information Management Systems: Databases, Processing Power and Storage
7. Knowledge Management Systems: Organizational Memories, Expert Systems, Communications and Mobile Computing
8. Managerial solution: Methods of Control: Operating Procedures, Policies, Working Practices and Software
-Distributed Teamwork, Responsiveness and Flexibility
9. The Virtual organization, Teleworking
10. Distributed team working, Mobile Computing
11. Knowledge repositories, Capture, Codify, Store; Organizational Memories
12. Groupware
13. Review and Conclusions

Course : **Systems Analysis and Design**
Credit Units : **3**
Contact Hours : **45 hours**

Course Syllabus:

1. Information System Development Overview (role / impact / characteristics)
2. System Analysis
3. Needs and Requirements determination and investigation
4. System Design
5. Post-design activities
6. Project Management

Course : **Corporate Information Systems Audit and Control**
Credit Units : **3**
Contact Hours : **45 hours**

Course Syllabus:

1. Importance and role of systems audit
2. Systems audit approach and process
3. Auditing information technology using computer-assisted audit tools and techniques
4. Information systems operations
5. Planning and controlling of information systems
6. Project & quality management
7. Auditing IT acquisition and implementation
8. Audit methods and techniques for operations
9. Security and privacy of information technology
10. Other contemporary information systems auditing challenges
11. Career planning and development in systems auditing

Course : **Introduction to Computer Programming**
Credit Units : **3**
Contact Hours : **45 hours**

Course Syllabus:

1. Hardware and software
2. Components of a Java program
3. Primitive data types and manipulation variables
4. Logical and arithmetic expressions
5. Input and output
6. Classes and objects
7. Design of object oriented programs
8. Selection
9. Iteration
10. Methods and parameter passing
11. Graphics

Course : **Introduction to System Development and Programming**
Credit Units : **3**
Contact Hours : **45 hours**

Course Syllabus:

1. Introduction to System Development;
2. Data Types and Operations in C language;
3. Expression and Statements in C language
4. Program flow and Control in C language; and
5. Testing and Implementation.

Course : **Website Design and Development**
Credit Units : **3**
Contact Hours : **45 hours**

Course Syllabus:

1. Structure of Networks – Internet, Client-Server, etc.
2. Web Server and Web Browser (Architecture and Connection)
3. Web Server Technologies
4. Hypertext Markup Language (HTML) Introduction
5. Hypertext Markup Language (HTML) Elements
6. Define JavaScript Functions
7. Built-in basic JavaScript Objects for Mathematical Calculations
8. Dynamic HTML Definition
9. Cascading Style Sheets (CSS)
10. Position HTML with CSS Elements
11. Manipulate Webpage Elements with Dynamic HTML & JavaScript Programming
12. User Interactions with Dynamic HTML
13. Introduction to Webpage Composers

Course : **Internet Technology and Applications**
Credit Units : **2**
Contact Hours : **30 hours**

Course Syllabus:

1. Web Utilities, Information and Services
2. World Wide Web Browsing
3. Website Organization and Navigation
4. Page Design
5. Style Sheets
6. JavaScript
7. CGI and Perl
8. Forms Processing
9. Java Applets Programming
10. XML, Web Searching, and Database Processing
11. Web Servers
12. Servlets, JSP, and ASP
13. JDBC

Course : **E-Commerce**
Credit Units : **3**
Contact Hours : **45 hours**

Course Syllabus:

1. Foundation Concepts of E-commerce
2. An Overview of Information Technologies
3. Basic cryptography for E-commerce Technologies
4. Business Applications
5. Development Processes

Course : **Database Management**
Credit Units : **3**
Contact Hours : **45 hours**

Course Syllabus:

1. Fundamental Database Concept
2. Entity-Relationship model
3. Further-step on ER Modeling
4. Structured Query Language - SQL
5. Concurrency Control
6. Advanced Technologies in DBMS

Course : **Computer Networks**
Credit Units : **3**
Contact Hours : **45 hours**

Course Syllabus:

1. Overview of Computer networks and Transmission Media
2. LAN Technologies
3. Hardware Interface and Physical Components
4. WAN Technologies
5. Network Layer Architecture
6. Routing
7. Internet Architecture and Backbone Technology
8. IP and Datagrams
9. TCP/IP
10. Network Design
11. Network Management
12. Introduction to Wireless Network
13. Network Security

Course : **The Human-Computer Interface Design**
Credit Units : **3**
Contact Hours : **45 hours**

Course Syllabus:

1. Introduction to HCI
2. Human Aspects
3. Technology Aspects
4. Windowing System Development Considerations
5. Interaction Design Methods and Techniques
6. Support for Designers
7. Testing and Evaluation

Course : **Project**
Credit Units : **3**
Contact Hours : **45 hours**

The project is intended to focus on the application development on the “awarded” area with an appropriate level on the organizational and management aspects of software projects. This course provides a supervised and managed context in which the student can demonstrate the ability to undertake and produce a substantial piece of work to a professional standard.

On successful completion of the Course, a student should be able to have acquired:

1. Problem solving;
2. Analytical and decision making skills;
3. Synthesizing material from other modules;
4. Work in a team;
5. Contribute to the planning and managing of a project;
6. Analyze and design an integrated part of the application;
7. Implement, test and evaluate the design; and
8. Document the overall solution according to professional guidelines.

Course : **Corporate Law and Practice**
Credit Units : **3**
Contact Hours : **45 hours**

Course Syllabus:

1. Corporate formation and constitution
2. Roles of the regulatory bodies: Company Registry, Stock Exchange & Clearing, Securities & Futures Commission, etc.
3. Listing rules and their application
4. Share capital and dividends
5. Share registration practice and transfer and transmission procedures
6. Duties and responsibilities of the company officers and the auditors
7. The laws and procedures of company meetings

Course : **Advanced Computer Programming**
Credit Units : **3**
Contact Hours : **45 hours**

Course Syllabus:

1. Some general syntax comparisons between Java and C++
2. Arrays
3. Object oriented design
4. Event driven programming
5. Inheritance and polymorphism (Java, C++)
6. Software engineering
7. Sorting techniques
8. Recursion
9. Linked list (Java, C++)

Course : **Software Engineering**
Credit Units : **3**
Contact Hours : **45 hours**

Course Syllabus:

1. Overview of Modeling and Methodologies
2. Object Oriented Analysis and Design
3. Software Requirements Analysis and Specification with UML
4. Design Activities
5. Software Reliability, Quality and Testing
6. Software Project Management

Course : **Multimedia Technologies and Applications**
Credit Units : **3**
Contact Hours : **45 hours**

Course Syllabus:

1. Image and video file formats and compression technologies
2. 3D graphics systems
3. Multimedia communications (architecture, synchronization, etc.)
4. Multimedia Database Systems - Characteristics and architecture, Logical design, Physical design, Enabling technologies and tools
5. Multimedia Indexing and Retrieval - Computer vision and image processing techniques (specifically for indexing), Text, image and video indexing techniques, Text, image and video retrieval techniques
6. Hybrid applications
7. Multimedia application environment (Director)
8. Creating linear movies
9. Creating interactive movies and adding navigation
10. Controlling Playback
11. Shockwave animation production
12. Distribution preparation and procedures

Course : **Network and Server Security**
Credit Units : **3**
Contact Hours : **45 hours**

Course Syllabus:

1. Understanding Security
2. Attacker / Cracker / Hacker
3. Treat of attacks
4. Viruses, Trojans, and Worms
5. Basic security terminologies
6. Degree of desired security
7. Security holes in network systems
8. Firewalls
9. Proxies
10. Authentication and Encryption
11. Encode and Decode
12. Private Key and Public key
13. Digital Signature
14. DES / RSA Encryption
15. Kerberos
16. Introduction to VPN

Course : **Mobile Computing Technologies and Mobile Commerce**
Credit Units : **3**
Contact Hours : **45 hours**

Course Syllabus:

1. History of Mobile Computing
2. Mobile Operating Systems:
Palm OS
Pocket PC and Windows CE
Embedded Linux and Other Mobile Operating Systems
3. Common Mobile Applications
4. Mobile Internet Access using WAP (Wireless Application Protocol)
5. WAP Application Development
6. Emerging Technology – Wearable Computing
7. Features of Mobile Commerce
8. Value-Added Applications
9. Business Implications, Market and Value Chain
10. Wireless Marketing
11. Challenges and Concerns