Higher Diploma Programme in Business and Corporate Administration

Syllabus

Module : English Reading and Writing
Credit : 3
This module gives students integrated instruction on reading and writing with emphasis on critical reading skills, text analysis and process-writing practice. This module begins with introducing essential reading skills such as skimming, scanning, meaning guessing, followed by critical analyses of texts. Students will learn the essential English writing skills such as topic sentence, cohesion, cohesive markers, effective opening and closing etc. before they produce the drafts of their own essay/articles. The writing process allows students to become critical readers and transfer the reading skills and writing strategies in their writings.

Module : English Listening and Speaking
Credit : 3
This module provides a systematic study of English in the aspect of listening and speaking. The coverage of the module is wide in scope, including the following themes: General knowledge and skills; Fluency and accuracy in pronunciation; Global and gist listening; Situational listening and speaking; Strategies in listening; Critical skills in listening and speaking; Public speaking
This module emphasises the understanding of listening and speaking knowledge and techniques. Students are encouraged to apply the knowledge and skills into practice. Assessments include assignments, group projects and other forms of formative as well as summative assessments.

Module : Business Communication
Credit : 3
This module aims to improve students’ ability to communicate effectively, both written and oral, in
a business related environment. The theory and principles of effective communication will be
introduced to help students develop strategies and skills for better communication and for formal
research. Upon completion of the module, students are able to explain the theory and principles of
written and oral communication, apply the communication skills; to develop their own
communication strategies based on their own needs and personalities. The topics include:
Framework of Business Communication; Written Communication Strategies; Oral Communication
Strategies

Module : 中文閱讀與寫作
Credit : 3
本單元旨在讓同學掌握各種基本的閱讀與寫作能力，並具備搜集與組織相關學科資料的方
法，從而為文化研究與中文傳意的學習打下穩固基礎。單元分“閱讀”與“寫作”兩部分。
閱讀部分：閱讀材料的蒐集、選擇與屬性判斷; 基本閱讀方法：字詞句段篇章閱讀; 組織性閱
讀方法：概述內容、發掘問題、建立提綱、比較異同、章法閱讀
寫作部分：基本寫作能力：撮寫、擴寫、改寫及其應用範圍; 特殊寫作能力：簡介、評論與
提要

Module : Creative and Critical Thinking
Credit : 2
The topics include: Introduction to creative and critical thinking; Identifying problems;
Brainstorming; Planning; Evaluating alternatives; Implementing ideas; Exploring challenges;
Drawing conclusions; Root cause analysis; Process of Plan-Do-Check-Act (PDCA)

Module : Management Information Systems
Credit : 3
The topics include: Introduction to Information Systems; Information Systems in the Enterprise;
Information Systems, Enterprise Application and Business Strategy; Building and Managing Systems; IT Infrastructure; Database, Decision Support and Artificial Intelligence (AI); Systems Security and Control; Telecommunications and Computer Networks; Electronic Business and Electronic Commerce

**Module : Financial Accounting**

**Credit : 3**

The topics include: Accounting and Business Environment; Recording Business Transactions; Business Structure and Accounting Concepts; Preparing Financial Statements; Merchandise Inventory; Managing Cash and Receivables; Accounting for Fixed Assets and Depreciation; Current and Long-Term Liabilities; Calculation and Analysis of Accounting Ratios

**Module : Intermediate Accounting**

**Credit : 3**

The topics include: The Regulatory and Statutory Frameworks of Financial Reporting; The Conceptual Framework of Financial Reporting; Published Financial Statements; Provisions, Contingent Liabilities and Assets; Accounting Policies, Changes in Accounting Estimates and Errors; Events after the Reporting Period; Inventories; Property, Plant and Equipment; Intangible Assets; Impairment of Assets; Accounting for Revenues

**Module : Cost and Management Accounting**

**Credit : 3**

The topics include: The Nature and Purpose of Cost and Management Accounting; Cost Classification and Accumulation; Cost Accounting Methods; Budgeting and Standard Costing; Analytical Techniques for Decision Making
Module : Quantitative Analysis for Business
Credit : 3
The topics include: Introduction to Statistics; Graphical Presentation and Frequency Distribution; Probability; Sampling Methods and Central Limit Theorem; Confidence Interval Estimation and Hypothesis Testing; Simple Linear Regression and Correlation; Business and Financial Mathematics

Module : Business Economics
Credit : 3
The topics include: Introduction to Basic Concepts; Theory of Market; Theory of Production; Market Structures and Profit Maximization Strategies; National Income; Determination of Income and Output; Money and Banking; Inflation and Unemployment; International Trade and Finance

Module : Principles of Management
Credit : 3
The topics include: Introduction; Understanding Internal and External Environment of an Organisation; Social Responsibility and Business Ethics; Foundations of Planning and Decision Making; Fundamentals of Organising; Managing Human Resource and Change; Managing Groups and Teams; Motivating Employees; Leadership; Controlling the Organization

Module : Operations Management
Credit : 3
The topics include: Introduction to Operations Function; Operations Strategy; Product Design; Process Selection; Service Process Design; Process-flow Analysis; Managing Quality; Quality Control and Improvement; Forecasting; Project Planning and Scheduling; Independent-demand Inventory; Materials Requirement Planning (MRP) and Enterprise Resource Planning (ERP); Lean
Systems

**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: Foundation of Human Resource Management**

**Credit: 3**

Topics include: Overview of Employees’ Behaviours; Introduction to HRM; Managers’ Roles in HRM; Human Resources Planning; Employee Recruitment and Selection; Employee Training and Development; Performance Management in HRM; Employee Compensation and Benefits; Employment Relations and Occupational Health & Safety

**Module : Business Finance**

**Credit : 3**

The topics include: An Overview of Managerial Finance; Review of Accounting; Financial Analysis: Evaluating a Firm’s Financial Performance; Financial Forecasting, Planning and Budgeting; Valuation of Financial Assets; Current Asset and Working Capital Management; Planning for Financial Mix: Sources of Short-term Financing; Planning for Financial Mix: Sources of Long-term Financing; Dividend Policy; Cost of Capital; Capital Budgeting

**Module : Project**

**Credit : 3**

The Project development consists of four distinct phases: Project conception, project proposal, execution, and report writing. The topics include: Project Conception; Project Proposal; Project
Execution; Project Report Writing

**Module: Business Law I**

**Credit: 3:**

Topics include: Hong Kong SAR Legal System; Principles of Contract Law; Principles of the Law of Tort; Bills of Exchange; Introduction to the PRC Legal System

**Module: Business Law II**

**Credit: 3:**

Topics include: Sales of Goods; Contract for Supply of Goods and Services; Agency and Partnership; Legal Personality and Nature of Limited Company; Consumer Protection Laws; Employment Protection Laws; Insolvency Law; Contracts of Guarantee and Indemnity

**Module: Corporate Law & Practice I**

**Credit: 3**

Topics include: Corporate Formation and Constitution; Roles of the Regulatory Bodies; Listing Rules and their Application; Share Capital and Dividends; Share Registration, Transfer and Transmission Procedures; Company Officers and the Auditors; Laws and Procedures of Company Meetings

**Module: Corporate Law & Practice II**

**Credit: 3**

Topics include: Statutory Documents and Registers; Disclosure of Interests and Insider Dealing; Employee Share Option Scheme; Debentures and Loan Capital; Company Amalgamations, Reconstructions and Takeovers; Winding Up, Receivership and Liquidation
Module : Corporate Governance & Professional Ethics

Credit: 3

The topics include: Background and Origins of Corporate Governance; Directors, Officers, Auditors and Corporate Governance; Business and Professional Ethics;

Prevention of Fraud

Module : Corporate Governance: Cases and Issues

Credit: 3

The topics include: Principles of Corporate Governance (CG); Examining Governance and Compliance via Case Studies; Labour and OHS Related Issues; Technology and Ethics; Agency and Executive Pay; Effectiveness of Triple Bottom Reporting; Relationship between Business Ethics and Corporate Fraud