

## **COURSES DESCRIPTIONS 科目簡介**

### **COURSES FOR TAUGHT POSTGRADUATE PROGRAMMES**

#### **BUS501 Applied Research Skills (3 credits)**

This course intends to introduce graduate students to various concepts and skills involved in developing appropriate research strategies for solving problems in a business or an organisation. Students will develop skills and capabilities in identifying business issues for analysis, selecting appropriate research methodology and design, collecting and analysing data, presenting results effectively, and applying the findings to resolve business problems.

#### **BUS502 Business Management in Practice (3 credits)**

The aim of this course is to introduce the principles, practices, issues and debates that are relevant to the management of an organisation. After completing this course, students are expected to demonstrate their ability in effectively managing organisations and people in a global economy. It is designed to build a strong foundation for the development of future organisational leaders who will be able to respond to complex business environments, promote and sustain competitive advantage, ensure ethical and social responsibility in business practice and decision making in an increasingly globalised and diverse workplace.

#### **BUS503 Economics for Business (3 credits)**

This course applies economic concepts and analytical tools to evaluate practical business issues and make sound business decisions to achieve the objectives of an organisation. Students will also develop the related academic skills required for handling more advanced study in the business-related discipline at the Master's level. Main topics include demand and market analyses, production process and costs, organisation of a firm, how to manage a business in competitive, monopolistic, and monopolistically competitive markets, oligopoly models and game theory, pricing strategies with market power, government policy and implications on business decisions, macroeconomic environment, and macro-instability and demand management policy. This is an application-based course, and students will apply the economic concepts and reasoning to analyse and resolve real-world business issues.

#### **BUS504 Quantitative Techniques in Business (3 credits)**

This course is designed as an introduction to basic statistical tools and quantitative methods for graduate students in business. Students review the relevant principles and applications of quantitative methods, and realise them by applying statistical tools (e.g. SPSS, Excel) to solve research and management problems in business. Such training will help students become more critical users of statistical analyses, and use statistical reasoning in making business decisions. It also emphasises developing the necessary skills for expressing statistical ideas in a clear simple language, which is an essential skill for an effective manager.

#### **BUS505 Accounting and Financial Statement Analysis (3 credits)**

This course covers core accounting concepts and principles required in financial reporting. Approaches and techniques in financial statement analysis are introduced for management decision making and other users of financial statements. It covers topics including concepts in financial reporting; ratios; liquidity of short-term assets; long-term debt-paying ability; profitability; analysis from the perspectives of investors; cash flow; financial ratios as perceived by commercial loan departments and corporate controllers; and forecasting financial failure.

**BUS506 Strategic Management (3 credits)**

This course introduces students to the key role and process of strategic management required for achieving business objectives and success of an organisation. Students will learn the core concepts and analytical tools in strategic management and apply them to examine and evaluate business strategies in the real business world. Key topics include conceptual framework and approaches of strategic management to develop organisational mission and objectives, analyse the competitive business environment, incorporate ethical principles and socially responsible management practices, select and develop an appropriate strategy with an implementation plan, and evaluate its effectiveness and apply strategic control. Case discussion and project-learning activities will be adopted for students to apply strategic management concepts and approaches and practice related skills.