COURSE DESCRIPTIONS 科目簡介

COURSES FOR TAUGHT POSTGRADUATE PROGRAMMES

Medium of Instruction: All courses are taught in Cantonese and Putonghua.
教學語言 : 所有科目均以中文授課。

DBA701　Residential Workshop I 專題討論（工作坊）I (3 credits)

This residential workshop prepares students for studying at the doctoral level. It provides an introduction of the DBA in GDEG programme and opportunities for students to become acquainted with their fellow students and relevant faculty members. Moreover, it presents an overview of the recent developments of theory and practice in areas of business, economy, andgovernance as well as the application of digital technology in these areas.
本工作坊為學生攻讀博士學位做好準備。它詳細介紹本工商管理博士項目，並為學生提供了一個與同學及相關授課老師接觸和熟悉的機會。此外，本工作坊概述商業、經濟和治理領域的理論和實踐的最新發展，以及這些領域中數字技術的應用。

DBA702　Residential Workshop II 專題討論（工作坊）II (3 credits)

(Prerequisite(s): (a) DBA 701 Residential Workshop I 專題討論（工作坊）I; (b) DBA 703 Research Methodology in Business Administration I 商業管理研究方法 I; and (c) DBA 704 Research Methodology in Business Administration II 商業管理研究方法 II)

This workshop facilitates students' preparation for the thesis research stage of the DBA in GDEG programme. It also provides opportunities for students to learn through experience sharing with senior executives and fellow students and to develop insights into the practical aspects of doing business by large corporations.
本工作坊協助學生為工商管理博士項目的論文研究階段做好準備。它也為學生提供了一個通過與高級管理人員和同學分享經驗來學習，並深入了解大型公司開展業務的實際運作的機會。

DBA703　Research Methodology in Business Administration I 商業管理研究方法 I (3 credits)

The course covers professional skills and ethics in writing research papers. It would enable students critically review literature, theories, methodologies and debates of the diverse policy areas with reference to research gap identification and research strategies. The course discussesmajor issues and challenges for writing business research proposals and general academic papers. Students will also learn skills in building academic and professional writing vocabulary,managing the writing process, and ensuring cohesive and coherent arguments in academic andprofessional writing. It also consists of workshops on the use of research support facilities andsystems, including the library and reference management software.
本課程介紹學術研究寫作中的專業技能和道德標準。課程亦在使學生能夠批判性的閱覽文獻、理論、方法和並能識別不同政策領域中對研究短板和策略的爭議點。本課程亦探討寫作商業研究計劃和其他廣義研究計劃須注意的事項和挑戰。學生將有機會學習學術寫作中遣詞造句的技巧，如何管理寫作過程，以及如何確保緊密的上下論點連接。課程亦會教會學生使用各類學術研究的支持性資源，例如圖書館和引用管理軟件。

DBA704　Research Methodology in Business Administration II 商業管理研究方法 II (3 credits)

(Prerequisite(s): DBA 703 Research Methodology in Business Administration I 商業管理研究方法 I)

The prerequisite of undertaking this course is the completion of *Research Methodology in Business Administration I*, which is designed to provide students with the necessary skills andknowledge to identify a research problem and develop an actionable research proposal. In thiscourse, *Research Methodology in Business Administration II*, the students will gain an understanding of relevant approaches and elements of undertaking a research enquiry specifically to provide insights to solving a relevant problem. They will develop critical core competencies and skills required to carry out such an enquiry. These competencies and skills include: sampling; secondary and primary data collection and instruments; analysis methods; and effective reporting of results; as well as the importance of ethical conduct in conducting research in both a domestic and in international business contexts.

The overarching aim of this course is to acquire a basic knowledge of research methods. Important building blocks in this process are scientific approaches and methods for data collection and analysis. The possibilities and limitations of quantitative and qualitative methodsare discussed. Methods for sampling and data collection are scrutinised. The course also includes activities that develops the student's ability to find information in databases, to use different types of information in an appropriate manner, and to evaluate this information and the sources according to relevant criteria.

學生在攻讀此課程前需要首先完成商業管理研究方法I。商業管理研究方法I的任務是教會學生定義研究問題並據此設計一份完整的研究計劃。這門課程（即商業管理研究方法II）的主要目的是教會學生如何實施這份研究計劃，解決提出的研究問題。學生將學習相關技巧並能獨立實施研究過程。這些技巧主要包括：如何確立樣本；一手及二手數據的搜集工具和方法；數據與訊息分析方法；報告研究結果的方法；以及國內外商業研究的道德考量。

研究方法是本門課程的核心內容。這個過程中的標準科學流程尤為重要。我們將列舉討論各種可能的定量和定性研究方法和它們的局限性。多樣化的樣本確立思路和數據搜集途徑亦將被檢視。課程將教會學生如何在數據庫中提取信息，如何適當的使用信息，並在一定準則下評估信息和信息源。

DBA705　Globalisation, Changing Governance and Policy Analysis 全球化，管治變革，和政策分析 (3 credits)

This course will be taught through a series of interactive lectures and structured seminar exercises. Lectures are intended to be interactive, with participation by students in discussion on the relevant topic. Students are expected to come to the lectures having read at least the required reading(s) for that week and be ready to engage in discussion on that week's topic. There are a small number of seminars, which generally take the form of structured exercises such as debates and role-plays. In order for these to work properly, students are asked to plan their work in advance and take adequate time to prepare when it is their turn to present.

本課程包含一系列互動式的講座和結構化的輔導課。講座重視學生的參與，討論和互動交流。在出席講座前，學生會被要求閱讀至少一篇和本周討論主題有關的

論文（或書籍章節）。課程亦會安排少量的討論課，在這些課上學生會被邀請參與一些結構化的練習，如辯論和角色扮演。學生會被要求提前進行充分準備，以使展示過程順利進行。

DBA706   Strategic Management and Innovation Development 戰略管理與創新發展 (3 credits)

The integration of strategic management and innovation and new technology developmentbridges the knowledge and practice gap between science, engineering and businessmanagement. Also, innovation and new technology no doubt are strategic intelligence andinstruments contributing directly to the core competence of enterprises and creating wealth andprosperity of nation. Strategic management of innovation and new technology concerns thedevelopment of technological and innovation capacity to build competence for the strategicand continuous success of the enterprises. This course is organised to provide contemporary theories, concepts and frameworks in business strategy, and development of innovation andnew technology. Students are expected to examine, explore, and create their intelligence inpractice for achieving sustainable success of enterprises in new digital economy through aligning the knowledge of innovation and technology development to strategic management.

戰略管理、創新和新技術開發的結合，彌補了科學、工程和商業管理之間的知識與實踐差距。創新和新技術無疑是提升企業核心競爭力和推動國家繁榮富強的戰略智慧與要素。創新與新技術的戰略管理關係到技術和創新能力的發展，建立企業戰略和持續成功的能力。本課程旨在提供前沿商業戰略，創新和新技術開發的理論、概念與框架；通過將創新、新技術發展、戰略管理等領域的知識融合，讓學生在實踐中檢驗、探索和創造智慧，從而在新數字經濟時代實現企業可持續成功。

DBA707   Digital Social Governance 數字社會治理 (3 credits)

The course is designed to familiarising students at the postgraduate level with deep understanding and knowledge of social changes and digital social governance in Mainland China. Beginning with analysis of such dynamic processes as industrialisation, urbanisation, and migration, the course traces and articulates a narrative of transformation and reform that will contextualise students' understanding of China in the present and in the foreseeable future.Lectures and reading first review the structural reforms initiated by Deng Xiaoping since the late 1970s as a turning point in China's trajectory and then further explore and evaluate recentchanges with special focus on education, healthcare, housing, and social welfare policies witha focus on their business implications.

本課程旨在使研究生熟悉並產生對中國大陸社會變遷和數字社會治理的深刻理解和認識。從分析工業化、城市化和移民等動態過程開始，本課程追溯並闡明了轉型和改革的過程，使學生對目前和可預見未來的商業社會的理解提供框架。本課首先回顧了作為中國發展軌跡的轉折點的鄧小平自上世紀 70 年代末以來開始的結構性改革，然後進一步探索和評估近期的變化，特別注重教育、醫療、住房和社會福利政策的變化，探討其中所包含的商業機會。

DBA708   Digital Economy and Innovation Ecosystems 數字經濟與創新生態 (3 credits)

Digital economy has experienced fast development along with the advancement of digital technologies, and has become an important trend in global context. How to embrace the digitalisation, nurture the surrounding business ecosystems and conduct digital innovation become essential capabilities for companies. Hence, this course "Digital Economy and

Innovation Ecosystem" will cover core concepts such as platform economy, business ecosystem, sharing economy, and introduce the evolution and practice of various emerging business models under digitalisation. This course will incorporate cutting-edge industrial cases,leading students to focus on the phenomenon of digital economy with global scale, helping them to understand the changes, opportunities and challenges under digital economy.

快速發展的數字經濟是全球經濟發展的重要趨勢，如何面對數字經濟的變化、培育生態、實現數字創新發展是極其重要的理論和實踐問題。數字經濟與創新生態這一課程將涵蓋平台經濟、商業生態、共享經濟等核心概念，介紹數字經濟下各類新興經濟模式的發展歷程和相關研究成果，同時融入前沿的產業實踐案例，帶領學生關注全球範圍內的數字創新現象，幫助學生了解數字經濟下面臨的變革、機遇與挑戰。

DBA709　Digital Government and Governance Modernisation 數字政府與治理現代化 (3 credits)

Digital government is an important dimension for government transformation, and then improving governance modernisation in the Digital Era. In the Era of Big Data, governments around the world employ big data, artificial intelligence, blockchain and other ICTs technologies to innovate the government system such as developing smart cities, government big data centers and even digital governments to improve the quality of governance. This 3- credits course will help students comprehensively understand the principles, targets, technologies and effects of digital and AI technologies enabling government capacity, and cultivate students' ability to independently design, operate and manage digital government applications.

This course will cover both the theoretical and practical progress of digital government in the global scope. The course will focus on the digital transformation of government during China'snational strategy on big data, artificial intelligence, and digital China. In addition, the course will explore the core issues of digital government, such as digital government planning, the relationship between digital government and digital economy, and digital Infrastructure and new infrastructure, technology empowerment and government reform, data governance and regulation, platform government and public services, data decision-making and other importantissues. These contents can be applied to the government cooperation strategy of the science and technological enterprises, as well as the development of government big data and digital government industry, so as to better promote the national strategy.

數字政府是數字時代政府治理轉型的重要方向，也是國家治理現代化的重要構成。進入大數據時代，全球各國政府利用大數據、人工智能、區塊鏈等技術革新改革政府管理體系，譬如建設智慧城市、政府大數據中心乃至數字政府以提升治理能力、優化治理結構。這個 3 學分的課程將幫助學生全方位了解數字與智能技術賦能政府治理的原理、目標、技術和效果，培養學生具備獨立設計、運行和管理數字政府應用的能力。本課程將涵蓋全球範圍內數字政府與治理現代化的理論與實踐進展，重點結合當今中國開展國家大數據戰略、人工智能戰略、數字中國戰略等背景下政府治理的數字化轉型，探討數字政府建設的若干核心問題，如數字政府規劃、數字政府與數字經濟的關係、數字基礎設施與新基建、技術賦能與政府機構改革、數據治理與規制、平台政府與公共服務、數據決策等重要議題。這些內容可應用於各類企業的政府戰略設計，以及政務大數據、數字政府產業發展，更好地推進國家戰略。

DBA710   Policy Dissemination and Strategic Communication 政策傳播與策略性交流 (3 credits)

This course enables students to present their policy analysis and research findings generated from their policy-related research through participating in workshops organised in the form of Public Policy Forum. Engaging students in role playing of different stakeholders (including government officials, politicians, business executives, investors, interest groups and media), students would experience the pressure and learn how to present their policy proposal / policy evaluation in public forum. Where practicable, students would be asked to conduct a brief fieldstudy (in groups) of one policy institution with interest in specific policy issues and present their findings in a non-technical way.

Professional commentators from the media, academics, politicians, businesses, and industry practitioners from the policy and business studies field will be invited to interact with studentsand share their experiences in managing the policy dissemination process in the highlypoliticised environment. Through this experiential learning, students would be required to make careful and innovative preparations for the articulation of policy agendas, policy proposals, and policy evaluation.

通過參與課程安排的政策討論，學生可獨立分析政策研究論文並分析相關政策發現。透過鼓勵學生參與持份者角色扮演遊戲（包括政府官員，政治家，商業領袖，投資者，利益集團，和媒體），學生可親身體驗壓力並學習如何在政策論壇上呈報政策企劃和政策評估結果。在可行的情況下，學生會被要求參加一個以小組為單位的政策研究項目；此項目須與政策單位合作並涉及一個具體的政策領域；結項時學生須以非技術形式呈報政策發現。

我們會邀請來自媒體，學術界，政策界，商界，和產業界的專業評論員與學生進行交流並分享他們在複雜政治環境下的政策傳播管理經驗。體驗式的學習可幫助學生準備詳盡且富有創新性的政策議題，政策計劃和政策評估項目。

DBA711   Financial Markets in Mainland China and Hong Kong 中國內地與香港金融市場 (3 credits)

This course introduces how financial markets and institutions work in mainland China and Hong Kong. It will cover the theories and practices of financial markets for bonds, stocks, foreign exchanges, etc., financial institutions such as banks and brokerage firms, and financialregulations. It will describe the developments of China's financial system, the role of digital economy, and analyse the prospects and challenges faced by mainland China and Hong Kong.

本課程旨在介紹金融市場和金融機構在中國內地和香港的運作方式。本課程會涵蓋各類金融市場運作的理論和實踐，包括債券市場、股票市場、外匯市場、銀行和證券機構、以及金融監管。其中包括中國金融體系的發展歷程，數字經濟的作用，以及分析中國大陸和香港所面對的機遇和挑戰。

DBA712   Digital Marketing and Supply Chain Management 數字時代的營銷和供應鏈管理 (3 credits)

The Internet has changed our lives and how people and firms participate in business today. Theuse of Internet as a global communication medium has been the recent trend in business communications and transactions. This course introduces the topics such as e-business models, consumer behaviors in digital communities, mobile and social networking marketing, e- applications in supply chain management, supply chain

contracts, and measuring the impact ofdigital marketing and supply chain management. The primary focus of the course is to understand how these marketing and supply chain activities can be implemented via Internet to reach their target customers and strategic objectives.

互聯網時代的到來改變了人類的生活，也改變了企業參與商業運營的方式。數字已經入侵和融入到不同行業不同層級的消費者，數字和移動互聯網已經從一種商業工具，一種渠道革命，變成了商業的"水與電"，成為商業通信和交易的最新趨勢。本課程介紹數字時代的營銷和供應鏈管理，內容包括電子商務模型，數字社區中的消費者行為，移動和社交網絡營銷，數字在供應鏈管理中的應用，供應鏈合同，以及衡量數字技術對營銷和供應鏈管理的影響等主題。本課程的主要重點是幫助學生更好地了解企業如何通過互聯網實施營銷和供應鏈活動，更好地服務其目標客戶和實現企業的戰略目標。

DBA713　Doctoral Thesis 博士論文 (27 credits)
(Prerequisite(s): Completion of all core courses)

The Doctoral Thesis provides students with an opportunity to perform independent research atthe doctoral level. The research is generally on an important applied problem in the students' professional practice or in an emerging area related to business, economy, and governance, particularly with the application of digital technology.

博士論文為學生提供了一個進行博士級別的獨立研究的機會。研究課題通常為本人的專業領域中或某個新興的與商業、經濟和治理相關（含數字技術應用）領域中的重要應用問題。

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