Advice on Course Selection

Programme: Bachelor of Business Administration with Honours in Management
Programme Code: BBAHMGTF1
Term: 2010 Spring

This advice contains important information about your choice of courses within your programme of study in the University. After reminding you of the core courses you are required to study this year, this advice lists a number of recommended elective courses and a brief description of each. Your School believes that these courses will complement your core studies and help provide you with a broader tertiary education experience. While you are strongly advised to choose from among these recommended elective courses, you do have the freedom to select other courses which may interest you more. It is your responsibility to ensure that you do not experience time-table clashes with core courses and that the courses you study meet the regulations of the programme you intend to graduate from. Please seek advice from your Programme Leader should you wish to deviate from the recommended courses and select other courses.

The core courses have been assigned to you. You ONLY HAVE to select your ELECTIVE COURSE(S) for the 2010 Spring Term via the Student Portal (MyOUHK for Students), if you are required to take elective course(s) in the above term.

**Academic Level: Year 1 Standing**

**Core Courses:**

<table>
<thead>
<tr>
<th>Subject</th>
<th>Course No.</th>
<th>Course Title</th>
<th>Duration (Term)</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BIS</td>
<td>B121F</td>
<td>BUSINESS COMPUTING WITH INTERNET APPLICATIONS</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>BUS</td>
<td>B031F</td>
<td>INTEGRATED SEMINAR I</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>BUS</td>
<td>B272F</td>
<td>QUANTITATIVE METHODS FOR DECISION MAKING</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>MGT</td>
<td>B240F</td>
<td>PRINCIPLES AND PRACTICES OF MANAGEMENT</td>
<td>1</td>
<td>5</td>
</tr>
</tbody>
</table>
**Elective Courses:**
You are advised to select ONE elective course from the recommended course below. You can choose any other full-time course as your elective course. It is your responsibility to make sure that there is no timetable clash.

<table>
<thead>
<tr>
<th>Subject</th>
<th>Course No</th>
<th>Course Title</th>
<th>Duration (Term)</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS</td>
<td>B101CF</td>
<td>中國商貿普通話 FOUNDATION PUTONGHUA FOR CHINA TRADE</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>ENGL</td>
<td>E102F</td>
<td>EFFECTIVE USE OF ENGLISH II</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>FIN</td>
<td>B167CF</td>
<td>投資知識 INVESTMENT KNOWLEDGE</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>MGT</td>
<td>B160F</td>
<td>BUSINESS MANAGEMENT FUNDAMENTALS</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>SOCI</td>
<td>A222F</td>
<td>UNDERSTANDING HONG KONG SOCIETY</td>
<td>1</td>
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**Academic Level: Year 2 Standing**

**Core Courses:**

<table>
<thead>
<tr>
<th>Subject</th>
<th>Course No.</th>
<th>Course Title</th>
<th>Duration (Term)</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACT</td>
<td>B212F</td>
<td>INTRODUCTION TO ACCOUNTING II</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>BUS</td>
<td>B032F</td>
<td>INTEGRATED SEMINAR II</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>BUS</td>
<td>B104F</td>
<td>BUSINESS COMMUNICATION II</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>ECON</td>
<td>A232F</td>
<td>INTRODUCTION TO MACROECONOMICS</td>
<td>1</td>
<td>5</td>
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</tbody>
</table>

**Elective Courses:**
You are advised to select ONE elective course from the recommended course below. You can choose any other full-time course as your elective course. It is your responsibility to make sure that there is no timetable clash.

<table>
<thead>
<tr>
<th>Subject</th>
<th>Course No</th>
<th>Course Title</th>
<th>Duration (Term)</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS</td>
<td>B101CF</td>
<td>中國商貿普通話 FOUNDATION PUTONGHUA FOR CHINA TRADE</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>BUS</td>
<td>B192CF</td>
<td>商業關係與溝通（二） BUSINESS RELATIONS AND COMMUNICATION II</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>ENGL</td>
<td>E102F</td>
<td>EFFECTIVE USE OF ENGLISH II</td>
<td>1</td>
<td>5</td>
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</table>
Pre-requisite Requirement:
To enroll in the courses listed below, students must have completed at least 20 credits from any courses offered by the University:

<table>
<thead>
<tr>
<th>Subject</th>
<th>Course No.</th>
<th>Course Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>ACT</td>
<td>B212F</td>
<td>INTRODUCTION TO ACCOUNTING II</td>
<td>5</td>
</tr>
<tr>
<td>BUS</td>
<td>B104F</td>
<td>BUSINESS COMMUNICATION II</td>
<td>5</td>
</tr>
<tr>
<td>MGT</td>
<td>B346F</td>
<td>THEORIES AND PRACTICES OF ORGANIZATIONAL BEHAVIOUR</td>
<td>5</td>
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</table>

Academic Level: Year 3 Standing

Core Courses:

<table>
<thead>
<tr>
<th>Subject</th>
<th>Course No.</th>
<th>Course Title</th>
<th>Duration (Term)</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS</td>
<td>B033F</td>
<td>INTEGRATED SEMINAR III</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>MGT</td>
<td>B342F</td>
<td>TRAINING AND DEVELOPMENT</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>MGT</td>
<td>B399F</td>
<td>MANAGEMENT POLICY AND STRATEGY</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>MKT</td>
<td>B363F</td>
<td>CONSUMER BEHAVIOUR</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>MKT</td>
<td>B392F</td>
<td>INTERNATIONAL BUSINESS MANAGEMENT II</td>
<td>1</td>
<td>5</td>
</tr>
</tbody>
</table>

Elective Courses: NIL

Pre-requisite Requirement:
To enroll in the courses listed below, students must have completed at least 60 credits from any courses offered by the University:

<table>
<thead>
<tr>
<th>Subject</th>
<th>Course No.</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT</td>
<td>B342F</td>
<td>TRAINING AND DEVELOPMENT</td>
</tr>
<tr>
<td>MGT</td>
<td>B399F</td>
<td>MANAGEMENT POLICY AND STRATEGY</td>
</tr>
<tr>
<td>MKT</td>
<td>B363F</td>
<td>CONSUMER BEHAVIOUR</td>
</tr>
<tr>
<td>MKT</td>
<td>B392F</td>
<td>INTERNATIONAL BUSINESS MANAGEMENT II</td>
</tr>
</tbody>
</table>
**Academic Level: Year 4 Standing**

**Core Courses:**

<table>
<thead>
<tr>
<th>Subject</th>
<th>Course No.</th>
<th>Course Title</th>
<th>Duration (Term)</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS</td>
<td>B034F</td>
<td>INTEGRATED SEMINAR IV</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>MGT</td>
<td>B397F</td>
<td>GLOBAL ISSUES IN MANAGEMENT</td>
<td>1</td>
<td>5</td>
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<tr>
<td>MGT</td>
<td>B442F</td>
<td>STRATEGIC HUMAN RESOURCE MANAGEMENT II</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>MKT</td>
<td>B362F</td>
<td>MARKETING RESEARCH</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>MKT</td>
<td>B462F</td>
<td>INTERNATIONAL MARKETING AND STRATEGY II</td>
<td>1</td>
<td>5</td>
</tr>
</tbody>
</table>

**Elective Courses:** NIL

**Pre-requisite Requirement:**

To enroll in the courses listed below, students must have completed at least 100 credits from any courses offered by the University:

<table>
<thead>
<tr>
<th>Subject</th>
<th>Course No.</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGT</td>
<td>B397F</td>
<td>GLOBAL ISSUES IN MANAGEMENT</td>
</tr>
<tr>
<td>MGT</td>
<td>B442F</td>
<td>STRATEGIC HUMAN RESOURCE MANAGEMENT II</td>
</tr>
<tr>
<td>MKT</td>
<td>B362F</td>
<td>MARKETING RESEARCH</td>
</tr>
<tr>
<td>MKT</td>
<td>B462F</td>
<td>INTERNATIONAL MARKETING AND STRATEGY II</td>
</tr>
</tbody>
</table>

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*The University reserves the right to cancel any courses or class sections and amend the course contents if necessary. If a course or class section you have chosen is cancelled, you will be informed by email.*
Course Descriptions of the Recommended Elective Courses

BUS B101CF  Foundation Putonghua for China Trade

Credits: 5  Level: Foundation  Medium of instruction: Chinese

(Classes will be conducted in Putonghua)

Aims and Objectives

This course aims to:

- Introduce students to common business vocabulary and expressions in Putonghua.
- Introduce students to Chinese Phonetics (hanyupinyin).
- Improve students’ Putonghua listening and oral skills.
- Enhance students’ ability to communicate in Putonghua in a business environment.

Course objectives:

Upon completing this course, students should be able to:

- Use common business vocabulary and expressions in Putonghua.
- Understand Putonghua conversations in a business environment.
- Communicate in fluent and accurate Putonghua in a business environment.
- Use Chinese Phonetics (hanyupinyin) to improve their Putonghua proficiency.
- Transliterate Chinese characters into Chinese Phonetics (hanyupinyin).

BUS B192CF  Business Relations and Communication II

Credit: 5  Level: Foundation  Medium of instruction: Chinese

Aims and Objectives

This course aims to:

1. Introduce students to common business vocabulary and expressions in Putonghua.
2. Introduce students to Chinese Phonetics (hanyupinyin).
3. Improve students’ Putonghua listening and oral skills.
4. Enhance students’ ability to communicate in Putonghua in a business environment.

Course objectives:

Upon completing this course, students should be able to:

- Use common business vocabulary and expressions in Putonghua.
- Understand Putonghua conversations in a business environment.
- Communicate in fluent and accurate Putonghua in a business environment.
- Use Chinese Phonetics (hanyupinyin) to improve their Putonghua proficiency.
- Transliterate Chinese characters into Chinese Phonetics (hanyupinyin).
ENGL E102F Effective Use of English II
No. of Credits: 5 credits Level: Foundation Prerequisites: ENGL E101F
Medium of Instruction: English
This course aims to enhance students’ knowledge of the English language in both academic and vocational contexts; to develop students’ language and communication skills in using English for study, social and work purposes and to develop students’ abilities to reflect on their learning and use of English.

FIN B167CF 投資知識 Investment Knowledge
學分: 5 程度：基礎 授課語言: 中文
1. 本科宗旨
本科旨在幫助學員理解投資工具及市場運作，為將來學習和實踐投資理財的策略，打好基礎。
2. 本科目標
學員修畢本科後，應能：
● 說明投資的基本概念、技巧和原則；
● 概述香港各主要投資工具的特色與功能，以及各有關市場的運作；
● 閱讀和闡釋一般的財經報道；
● 設定初步的投資策略；
● 解釋經濟環境的轉變對投資所產生的影響。

MGT B160F Business Management Fundamentals
Credits: 5 Level: Foundation Medium of Instruction: English
Aims and Objectives
This course aims to:
● Introduce students to the knowledge and skills that are needed to manage a business organization effectively.
● Provide students with an overview of management’s key business challenges.
● Provide students with a basic understanding of each core business area, such as marketing, accounting, finance, operations and human resource management.

Course objectives:
Upon completion of the course, students should be able to:
● Describe key elements of the business environment in Hong Kong.
● Discuss the factors contributing to success and failure of small businesses, and identify the characteristics of entrepreneurship.
● Identify the functions and applications of the four Ps (product, price, place and promotion) in marketing.
● Distinguish between management accounting and financial accounting, and discuss the process of financial planning.
● Explain the essence of production planning and control, and the changing roles of technology and
quality control in operations management.

- Outline ways and means of selecting, training, developing and motivating employees.

**MGT B346F Theories and Practices of Organizational Behaviour**

Credits: 5  
Level: Higher  
Medium of Instruction: English

**Aims and Objectives**

This course aims to:

- provide students with a broad range of concepts and theories that help explain organizational behaviour at the individual, group, and organizational levels.
- provide a bridge between theory and practice in organizational behaviour.
- enhance students’ ability to apply the core principles and theories of organizational behaviour in analysing human behaviours and organizations
- equip students with skills to develop their ability to effectively work with others in organizations.

**Course objectives:**

Upon completing this course, students should be able to:

- explain theories and concepts relevant to the management of workplace behaviour at individual, group, and organizational levels.
- apply these theories and concepts when analyzing, explaining, and attempting to modify workplace behaviour.
- explore contemporary issues and challenges in the field of organizational behaviour and articulate their importance in managing human behaviour.
- develop proficiency in systematically examining organizational issues and problems.
- demonstrate an understanding of workplace behaviours, and an ability of critically evaluating the influence of these behaviours on performance and effectiveness.
- develop team skills necessary to improve group effectiveness.

**SOCI A222F Understanding Hong Kong Society**

No. of Credits: 5 credits  
Prerequisites: Nil  
Medium of Instruction: English

This course provides students with an integrated understanding of Hong Kong society. The overall aim of the course is to develop students’ understanding of the development of Hong Kong society through a comprehensive and critical examination of a growing body of research studies.