

Hong Kong Shue Yan University
Minor Programme

Department of Business Administration

Minor Programme Offered: Minor in Business Administration

(Available for Year 1 Entry: 2016 cohort - 2017 cohort; Year 2 Entry: 2017 cohort - 2018 cohort)

Students are required to complete a minimum of 15 credits by studying 2 compulsory courses and choosing 3 courses out of the 10 courses offered (with at least one course at Level 300):

Course Code	Course Title	Credits	Pre-requisite(s)
<i>Compulsory</i>			
BUS120	Principles & Practice of Management	3	NIL
BUS130	Principles of Marketing	3	NIL
<i>Choose 3 courses out of 6 (with at least one course at Level 300)</i>			
BUS210	Legal Environment of Business	3	NIL
BUS220	Quantitative Methods for Business	3	NIL
BUS250	Organizational Behaviour	3	BUS120
BUS360	Consumer Behaviour	3	BUS130/233
BUS303B	Business Communication	3	NIL
BUS305	Operations Management	3	NIL

Note: The course list is subject to change without prior notice.

DESCRIPTION OF COURSES (MINOR IN BUSINESS ADMINISTRATION)

Bus. 120 Principles and Practice of Management

1 Term; 3 Credits

This course is designed to give students an understanding of the role and functions of a manager and to explain the principles, concepts and techniques used by managers in performing their jobs to achieve the objectives of an organization in an efficient and effective way. There are factors that limit the discretion managers may have in discharging their responsibilities. Students will analyse these issues and problems and apply management principles to resolve them.

Bus. 130 Principles of Marketing

1 Term; 3 Credits

This course is designed to introduce students to fundamental marketing concepts as well as to marketing practices in the business world. The orientation is primarily at managerial level, and real life examples will be drawn upon whenever applicable. Students will learn about the role of a marketer and evaluate the related marketing strategies.

Bus. 210 Legal Environment of Business

1 Term; 3 Credits

The course aims to provide an essential understanding of the legal environment of businesses to students, and make them aware how legal environments of Hong Kong influence the risk, effectiveness and the profitability of running a business. Through this course, students would develop an understanding on the fundamental legal concepts and issues of business law, and be able to consider business decisions legally. They would be able to address legal problems when they do arise and know how to participate in the solution.

Bus. 220 Quantitative Methods for Business

1 Term; 3 Credits

The overall purpose of this course is to change students' "view of the world" to incorporate statistical thinking. Specifically, this course aims to build up students' ability to apply quantitative methods to areas in business, and to solve business problem by data collection, analysis, description and interpretation. Students will also review the relevant principles and applications of quantitative methods, and their implementation by necessary statistical tools (e.g. SPSS, Excel) for future research in the work place.

Bus. 250 Organizational Behaviour

1 Term; 3 Credits

This course aims to enhance students' abilities to use a conceptual and a pragmatic approach of understanding employees' behaviour in the organization. Moreover, this course also enriches students' knowledge and skills in diagnosing problems related to organizational behaviours and develops their skills in managing work behaviour of employees at the individual, team and organizational levels.

Bus. 303B Business Communication

1 Term; 3 Credits

The course aims to introduce the basic concepts of corporate correspondence, presentations, dialogues, verbal discussions and meetings in a business environment; to appreciate the theories of effective communication and major business communication issues; and to develop the strategies and skills in applying communication theories and concepts to business-related situations. There is an emphasis on using English communication in group decision-making to determine optimal solutions and to drive collaborative outcomes.

Bus. 305 Operations Management

1 Term; 3 Credits

This course aims to provide students with a clear, well-structured and comprehensive understanding of basic concepts and principles of operations management. The course will highlight the very important role of operations management in both service and manufacturing industries, and the role it plays in today's global business world. Through the illustration of the current issues in business fields related to operations management, students will understand how to apply what they have learn.

Bus. 360 Consumer Behaviour

1 Term; 3 Credits

The course aims to equip students with the knowledge of the underlying consumer behavioural concepts and guiding principles. Through this course, students will learn the knowledge and skills required to diagnose consumers' behaviours and gain an appreciation of the practical issues on how consumer behaviour concepts are applied in formulating different marketing strategies.