

**Hong Kong Shue Yan University  
Minor Programme**

**Department of Business Administration**

**Minor Programme Offered: Minor in Business Administration**

**(Available for Year 1 entry: 2018 cohort onwards; Year 2 entry: 2019 cohort onwards; Year 3 entry: 2020 cohort onwards)**

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)
<b><i>Compulsory</i></b>			
BUS120	Principles & Practice of Management	3	NIL
BUS130	Principles of Marketing	3	NIL
<b><i>Choose 3 courses out of 10 (with at least one course at Level 300)</i></b>			
BUS210	Legal Environment of Business	3	NIL
BUS220	Statistical Analysis for Business Decision	3	NIL
BUS250	Organizational Behaviour	3	BUS120
BUS303	Business Communication	3	NIL
BUS304	Marketing Strategy and Sustainability	3	BUS130/233
BUS305	Operations Management	3	NIL
BUS307	Management Information Systems	3	NIL
BUS309	Human Resource Management	3	BUS120
BUS320	Business Research	3	BUS220
BUS360	Consumer Behaviour	3	BUS130/233

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 introduce the roles and functions of managers, to explain the principles, concepts and techniques used by managers in doing their jobs, and achieving the objectives/goals of an organization in an efficient and effective way. There are factors that limit the discretion managers have in doing their jobs. Students will analyse those issues and problems and apply management principles to resolve them.

**Bus. 130 Principles of Marketing**

**1 Term; 3 Credits**

This course aims to introduce students with basic concepts and principles of marketing. The course will highlight the role of marketing in today's global business world and how it enables various organizations to better understand their customers and create higher customer values. Realistic examples and practices will be used throughout the course to illustrate the application of related concepts and principles.

**Bus. 210 Legal Environment of Business**

**1 Term; 3 Credits**

The course aims to provide an essential understanding of legal environment of business 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 Statistical Analysis for Business Decision**

**1 Term; 3 Credits**

The primary objective of this course is to broaden students' perspectives by instilling a statistical mindset. More specifically, the course aims to enhance students' capacity to employ quantitative techniques in business contexts and to resolve business issues through the acquisition, analysis, depiction, and interpretation of data. Students will learn fundamental concepts of quantitative methods and their practical applications, and gain hands-on experience by utilizing statistical tools such as SPSS and Excel, which will equip them to conduct research and address real-world business problems in the future. Application of statistical methods to problems in business will be highlighted throughout the course.

### **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 the 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. 303 Business Communication**

**1 Term; 3 Credits**

The course aims to develop students' skills in effective business communication through introducing the basic communication theories influencing corporate correspondence, presentations, dialogues, discussions, meetings and social media in a business environment. Students will learn, develop and practise essential communication skills in simulated real-life business-related situations. This course emphasizes the use of English communication, employing both written and spoken means, in group decision making to present viable solutions for business issues raised.

### **Bus. 304 Marketing Strategy and Sustainability**

**1 Term; 3 Credits**

This course aims to equip students with the knowledge and skills to develop effective marketing strategies that integrate sustainability principles. Focusing on marketing strategy and sustainability, students will gain an understanding of consumer behavior within the context of sustainability and learn how to develop strategies and plans that prioritize sustainable practices. Through practical exercises and case studies, students will learn to implement a sustainable marketing mix and create strategies that drive positive environmental and social impacts. By the end of the course, students will be well-prepared to navigate the intersection of marketing strategy and sustainability, positioning themselves for successful careers in marketing within a sustainable business landscape.

### **Bus. 305 Operations Management**

**1 Term; 3 Credits**

This course aims to provide students with basic concepts and principles of operations management. The course will highlight the role of operations management in both service and manufacturing industries, and how it plays in today's global business world. Through the illustration of the current issues in the business fields related to operations management, students will be able to apply what they learn in reality.

### **Bus. 307 Management Information Systems**

**1 Term; 3 Credits**

The aim of this course is designed to provide students with a real-world understanding of information systems for business with an emphasis on strategic use of information technology, web-enabled commerce, decision support and business intelligence and systems planning and development.

### **Bus. 309 Human Resource Management**

**1 Term; 3 Credits**

Human resource management (HRM) refers to how organizations strategically allocate their most valuable resources – their employees – to areas of the company where they will become most productive. The aim of this course is to provide students with key concepts, theories, and practices within the field of human resource management. Students should then be able to critically evaluate people management techniques and to become problem solvers in the HRM area. They should also be capable of critically evaluate the people management framework and practices of an organization as a whole.

**Bus. 320 Business Research****1 Term; 3 Credits**

This course investigates the techniques of the research process as applied to business. The study of business research provides students with the knowledge and skills needed to solve the problems and meet the challenges of a fast-paced decision-making environment. Students would identify the role business research plays in providing decision makers with timely and objective information to help them make informed decisions in different areas. They would also justify how to conduct a business research systematically and professionally.

**Bus. 360 Consumer Behaviour****1 Term; 3 Credits**

The course aims to equip students with knowledge of the underlying consumer behavioral concepts and guiding principles. Through this course, students will learn the knowledge and skills required to diagnose consumers' behaviors, formulate different marketing strategies, and practically apply consumer behavior concepts. Students would review the key personal, social, and cultural factors influencing consumer decisions and develop the basic techniques for understanding consumers' behavior.