

Hong Kong Shue Yan University

Department of Business Administration Minor Programme Offered: Minor in Business Administration

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 10 (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
BUS303B	Business Communication	3	NIL
BUS304	Marketing Strategy	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 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. 304 Marketing Strategy

1 Term; 3 Credits

Advancing from *Bus. 130 Principles of Marketing*, this course is designed to introduce to the students the frameworks for analysing markets, customers as well as competitors. By equipping the students with the necessary skills and techniques in facing marketing problems, this course covers the major topics in strategic, tactical and administrative marketing. Business cases are frequently used to illustrate how effective marketing strategies and policies are developed and implemented in real life.

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. 307 Management Information Systems

1 Term; 3 Credits

This course is designed to make the students knowledgeable about the fundamentals underlying the design, implementation, control, evaluation and strategic use of modern, computer-based information systems for business data processing, office automation, information reporting, decision-making and electronic commerce. While some of the efforts will be devoted to hands-on work with business softwares, the major emphasis will be on the managerial and strategic aspects of information technology.

Bus. 309 Human Resource Management

1 Term; 3 Credits

This aim of this course is to provide students with a basic framework of personnel management concepts and techniques focusing on the functions and activities of personnel managers. As a result, students are able to critically evaluate personnel management techniques and become problem solvers in the personnel area. They are also capable of undertaking self-appraisal as a manager and appraisal of personnel practices of the 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 learn about 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 learn how to conduct a business research systematically and professionally.

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.