

BNU-HKBU

UNITED INTERNATIONAL COLLEGE

UNDERGRADUATE HANDBOOK

2008

Division of Business and Management

Applied Economics Programme

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1. Introduction

This student handbook provides some general information about the **Applied Economics Programme** in the Division of Business and Management, BNU-HKBU United International College. Students can also find some specific information about the programme structure, degree requirements, grading scheme, and curriculum in this handbook. Students should read this handbook carefully and talk to their mentor, teacher, Programme Coordinator, or the Division Dean for any queries. The content of this handbook is for reference only, and is subject to change without notice.

2. The Division of Business and Management

The primary academic objective of the Division is to provide students with a number of four-year Honours Degree Programmes. Four major programmes are currently offered:

Programme	Degree^①	Years of Study
Accounting 会计学	B.B.A.(Hons)(i) 工商管理学士（荣誉）	4
Applied Economics 应用经济学	B.B.A.(Hons)(ii) 工商管理学士（荣誉）	4
Cultural Industries Management 文化产业管理	B.B.A.(Hons)(iii) 工商管理学士（荣誉）	4
Finance 财务学	B.B.A.(Hons) ^(iv) 工商管理学士（荣誉）	4

2.1 Admission

Equal opportunities: UIC seeks to admit students of high academic ability and potential. All selection for admission takes place irrespective of gender. UIC selects students for admission without regard to race, ethnic origins, colour, religion or social background, and no candidate for admission will be treated less favourably than another on these grounds. Decisions on admission are based solely on the individual merits of each candidate and the application of selection criteria appropriate to the programme of study. Admission procedures will be kept under review to ensure compliance with this policy.

^① The degree will be awarded by the Hong Kong Baptist University: (i) Bachelor of Business Administration (Honours) in Accounting 会计学商学士(荣誉) ; (ii) Bachelor of Business Administration (Honours) in Applied Economics 应用经济学商学士(荣誉); (iii) Bachelor of Business Administration (Honours) in Cultural Industries Management 文化产业管理学商学士(荣誉) ; (iv) Bachelor of Business Administration (Honours) in Finance 财务学商学士(荣誉).

2.1.1 Mainland China Applicants

Mainland Chinese students who have sat the P.R.C. College Entrance Examination of the current year, and have met the college entrance benchmark are eligible to apply.

2.1.2 Hong Kong and Macau Applicants

An applicant from Hong Kong or Macau must **EITHER** –

- (1) have obtained Grade E or above in at least 6 subjects ^{②③} in Hong Kong Certificate of Education Examination including Chinese Language^④ or an alternative language (other than Chinese and English) and English Language (Syllabus B)^⑤ with at least 5 subjects in a single sitting, and have satisfactorily completed Form 6 in Hong Kong;
OR-
- (2) have graduated Form 6 from a Macau secondary school;
OR-
- (3) have obtained an Associate Degree or Higher Diploma/Diploma of a higher education institution recognised by the College;
OR-
- (4) have obtained an acceptable equivalent qualification.

Preference will be given to candidates who possess Hong Kong Advanced Level Examinations results.

2.1.3 Overseas Applicants

An applicant from overseas other than Hong Kong or Macau may apply for admission with qualification acceptable to the College, and will be considered on an individual basis.

2.1.4 Disabled Applicants

The UIC considers applications from students with a disability on an equal basis with other students. There are certain programmes of study with inherent requirements that militate against students with particular physical limitations seeking admission. Applicants with a disability are requested to indicate the nature of their disability on the

^② Five subjects are acceptable if the total of these 5 grades is not less than 8 points (Grade A to E shall be given points 5 to 1 respectively)

^③ Among the 6 subjects, at least one subject must be C or above.

^④ From 2007 onwards, Level II in HKCEE Chinese Language is considered equivalent to a pass (Grade E) in the subject.

^⑤ Grade C in English Language (Syllabus A) is considered equivalent to Grade E in English Language (Syllabus B). From 2007 onwards, Level II in HKCEE English Language is considered equivalent to a pass (Grade E) in the subject.

application forms. It will not affect the chance of their admission, provided that the programmes applied for are those the applicants are physically able to cope with.

3. The Applied Economics Programme

The Applied Economics Programme at UIC is committed to quality, leading-edge education and research. It offers the Bachelor of Business Administration (Hons) in Applied Economics.

3.1 Planned Student Intake

The planned student intake for Year 1 is about 200 students per year, and Year 3 intake for Associate Degree graduates or other qualified students is about 30 students per year.

3.2 Teaching and Medium of Instruction

Teaching will be mainly by formal lectures. Tutorials and laboratory sessions will also be organized to complement formal lectures. The most up-to-date IT tools to aid teaching and learning will be used. English is the medium of instruction for lectures, tutorials.

3.3 Programme Aims, Objectives, and Learning Outcomes

The general aim of the Bachelor of Business Administration (Honours) in Applied Economics degree programme is to prepare students for a career in business or management related areas. Students will be equipped to excel in a wide variety of jobs, such as employment in banks, financial institutions, government and major corporations, or pursue postgraduate study in China or abroad. Graduates will learn economic theories and the application of theories to solve practical economic problems in banking, trade and the labour market, and confidence to meet the challenges in the rapidly changing world of economy.

More specific objectives of the Programme are:

- (1) To provide students with the fundamental knowledge required for managing a business;
- (2) To allow students to pursue a specialization through which they can gain deeper knowledge and skills in applied economics;
- (3) To make students aware of how business is influenced by its environment, including economic, social-cultural, legal-political, technological, and other general conditions as well as by the organization's own stakeholders; and

- (4) To educate students' logical, analytical and critical thinking and to develop their ability to apply that thinking to solving real, practical business problems.

In addition to the college-wide Whole Person Education, the specific objectives of the Programme are to equip students with:

- (1) A deep understanding of the increasingly global nature of contemporary business;
- (2) In-depth knowledge in business ethics and good corporate governance;
- (3) Good information technology skills required for today's business world; and
- (4) Excellent oral and written communication, both in Chinese and English, and interpersonal skills that are necessary for effective management.

To achieve the above objectives, the academic curricula of the Applied Economics has been carefully designed to help students acquire a comprehensive knowledge of business and economic principles, management theory, quantitative and computer techniques, language and communication skills, and behavioural science.

Upon successful completion of the Programme, the students should attain the following learning outcomes:

- (1) A thorough and coherent understanding in the theories and applications of economics: microeconomics and macroeconomics theories, money and banking, applied econometrics, mathematical economics, Chinese economy, Asia-Pacific economics, international economics, industrial economics, and economic and business forecasting, and in supporting fields such as management, accounting, finance, and the analytical and problem-solving skills to apply the knowledge gained to a diversity of real world settings;
- (2) Demonstration of comprehensive, coherent and integrated knowledge and skills in multiple disciplines and capability to be a self-motivated and independent lifelong learner;
- (3) A broad-based general education supplemented by a strong supporting business background and a firm grounding of social responsibility, integrity and ethical values as well as the ability to deal with ethical issues and problems;
- (4) Competence in interpersonal, communication, presentation and computer skills;
- (5) Successful entrance to student's respective economics related professional or further studies.

4. Teaching Staff

Full-time teaching staff are recruited from all over the world. Most teachers recruited possess a Ph.D. degree and have research experience. Presently, Mr. Joseph Wan

(until the end of August 2008) is the Acting Dean of Business and Management and the Programme Coordinator is Dr. Kevin Zhen, B.A; MBA; Ph.D. The Dean (designate) is Prof. Stella Cho.

5. Programme Structure

The Applied Economics BBA (Hons) Degree is a four-year full-time degree programme. In addition to the subjects of the main discipline, students are required to take supporting, interdisciplinary and general education subjects of their own choice. In the final year of the study, students have to take individual final year projects, in which they can gain in-depth knowledge, basic research techniques, and training in writing thesis.

Students are normally expected to complete 132-135 subject credits within the curriculum structure below:

Subjects(科目)	Credits (学分)
BBA (Hons) Core Subjects (工商管理必修课)	39
Major Required Subjects (应用经济学专业必修课)	27
Major Electives (应用经济学专业选修课)	12
General Education Required Subjects(通识教育必修课)	30
General Education Elective Subjects (通识教育选修课)	24-27
Total (合计)	132-135

The subjects available each year are subject to minor changes and adjustments depending on staff availability, etc.

5.1 BBA (Hons) Major Core Subjects

Subject	Chinese Title	Code	Credits
Principles of Accounting I	会计学原理I	ACCT2010	3
Principles of Accounting II	会计学原理II	ACCT2020	3
Introduction to Business	商业导论	BUS1010	3
Organizational Behaviour	组织行为学	BUS2010	3
Principles of Law	法律原理	BUS2020	3
Business Communications	商业传讯	BUS3010	3
BBA Project	毕业论文	BUS4020	3
Strategic Management	策略管理	BUS4040	3
Principles of Macroeconomics	宏观经济学原理	ECON2010	3
Principles of Microeconomics	微观经济学原理	ECON2020	3
Financial Management	财务管理	FIN2010	3
Mathematics for Business [®]	商业数学	MATH1010	3
Statistics for Business [®]	商业统计学	STAT1010	3
Total	合计	---	39

5.2 Major Required Subjects

Subject	Chinese Title	Code	Credits
Intermediate Macroeconomics	中级宏观经济学	ECON3010	3
Applied Econometrics	应用经济计量学	ECON3020	3
Asia-Pacific Economies	亚太经济学	ECON3030	3
Money and Banking	货币银行学	ECON3050	3
Foundations of Chinese Economy	中国经济概论	ECON3060	3
Intermediate Microeconomics	中级微观经济学	ECON3070	3
International Economics	国际经济学	ECON4010	3
Economic and Business Forecasting	经济及商业预测	ECON4020	3
Industrial Organization	产业组织	ECON4030	3
Total	合计	---	27

[®] Since Statistics for Business and Mathematics for Business are BBA core subjects, students take 6 more credits of General Education electives. 通识教育必修课程之实用统计学和高等数学两科, 由于工商管理必修科目中已有商业统计学及商业数学, 所余六个学分拨给通识教育选修课。

5.3 Major Elective Subjects

Subject	Chinese Title	Code	Credits
Business Research Methods	商业研究方法	BUS 3050	3
Business Management in China	中国工商管理	BUS4030	3
Management Information Systems	管理资讯系统	BUS4050	3
Mathematical Economies	数理经济学	ECON2030	3
Hong Kong Economy	香港经济	ECON3040	3
Labour Economics	劳动经济学	ECON4040	3
Money and Finance in China	中国金融及财政	ECON4050	3
Public Finance	财政学	ECON4060	3
Human Resource Management	人力资源管理	HRM3010	3
Financial Mathematics	财务数学	MATH2030	3
Marketing in China	中国市场营销	MKT4010	3
Total	合计	---	12

Overall Programme Strategy

Students must decide whether to choose a focused set or a broad spread of electives. It is normally suggested to have a well-balanced knowledge of the various management functions. However, you can also choose any elective if you find the subject and/or lecturer of particular interest, even though not strongly related to your likely career path. Hence, you should bear in mind when making your choices:

- (1) any prerequisite course,
- (2) any restriction of choice caused by timetable clashes, and
- (3) who is doing the teaching.

If you are uncertain about which course to choose, the Programme Coordinator, the Division Dean or the Mentor will be happy to advise you.

5.4 General Education Required Subjects^⑦

Subject	Chinese Title	Code	Credits
English I	大学英语 I	ENG1011	3
English II	大学英语 II	ENG1012	3
Academic Reading and Writing	学术阅读与写作	ENG1020	3
English III	大学英语 III	ENG2011	3
English IV	大学英语 IV	ENG2012	3
Information Technology	信息科技	I.T.1010	3
Chinese I	大学中文 I	LANG1011	3
Chinese II	大学中文 II	LANG1012	3
Physical Education/Healthy Living	体育和保健	P.E.1010	3

^⑦ The availability of general education required subjects and general education elective subjects are subject to change, see announcements posted on the UIC website.

Applied Ethics	应用伦理学	R.P.2010	3
Total	合计	---	30

5.5 General Education Elective Subjects^⑦

Subject	Chinese Title	Code	Credits
World Ecological Problems and Man	世界生态与人类	BIOL 1010	3
Global Business Environment	全球商业环境	BUS 4060	3
Contemporary Chinese Popular Culture	中国当代流行文化	CHI 4020	3
Web application and development	万维网应用与发展	COMP 3110	3
Re-viewing the Museum	博物馆回顾与前瞻	CTHM 4040	3
Culture and Food	文化与饮食	CTHM 4050	3
Voices without Borders	诗歌无疆界	CW4010	3
An Introduction to Geographic Information Systems	地理信息系统导论	DGC 4010	3
Introduction to Food Science	食品科学概论	FOOD 2010	3
Understanding American Character	美国人性格透视	HUM 4020	3
Sino-Western Cultural Interchange	中西文化交流	HUM4030	3
Japanese I	基础日语 I	LANG 4010	3
French I	法语 I	LANG 4030	3
Latin I	拉丁文 I	LANG 4120	3
Korean I	韩语 I	LANG 4040	3
Spanish I	西班牙语 I	LANG 4070	3
Music History: Film Music	音乐史：电影音乐	MUS 4040	3
European Music of the Baroque Period	巴洛克时期的欧洲音乐	MUS 4050	3
Leading and Communicating across Cultures	跨文化之领导与交流	ORGC 4010	3
Introduction to Psychology	心理学导论	PSY 4030 ^⑧	3
Management, Society and Life	管理、社会与人生	R.P.1010	3
Primitive Religion	原始宗教	REL 4010	3
Sociology of Health and Disease	健康与疾病社会学	SOC 4070	3
Corporate Financial Management and Society	企业财务管理与社会	SOC 4290	3
Design and Analysis of Surveys	问卷设计与分析	STAT 4030	3
Computer-aided Data Analysis	统计软件入门	STAT 4140	3
Introduction to Social Welfare	社会福利学导论	SWSA 1040	3
Introduction to the Study of Language	语言学习导论	TESL 1010	3
Other General Education Electives*	其它选修科目	---	---
Total	合计	---	24-27

*See UIC website.

^⑧ The previous code for Introduction to Psychology is SWSA 4140.

(Note: For the most updated study plan, please visit the study plan link next to the handbook link on the Academic Registry website. Click on "2006 Cohort", "2007 Cohort" or "2008 Cohort" specialized for your cohort).

6. Four-Year Study Plan

6.1 Year One

Semester 1 上学期	Credits 学分	Semester 2 下学期	Credits 学分
English I (ENG1011) 大学英语 I	3	English II (ENG1012) 大学英语 II	3
Chinese I (LANG1011) 大学中文 I	3	Chinese II (LANG1012) 大学中文 II	3
Information Technology (I.T. 1010) 信息科技	3	Statistics for Business (STAT1010) 商业统计学	3
Physical Education (P.E.1010) 体育和保健	3	Introduction to Business (BUS1010) 商业导论	3
Mathematics for Business (MATH1010) 商业数学	3	Academic Reading and Writing (ENG1020) 学术阅读与写作	3
---	---	General Education Elective Subjects 通识教育选修科目	3
Total 合计	15	Total 合计	18

6.2 Year Two

Semester 1 上学期	Credits 学分	Semester 2 下学期	Credits 学分
English III (ENG2011) 大学英语 III	3	English IV (ENG2012) 大学英语 IV	3
Principles of Microeconomics (ECON2020) 微观经济学原理	3	Principles of Macroeconomics (ECON2010) 宏观经济学原理	3
Principles of Law (BUS2020) 法律原理	3	Organizational Behaviour (BUS2010) 组织行为学	3
Principles of Accounting I (ACCT2010) 会计学原理 I	3	Principles of Accounting II (ACCT2020) 会计学原理 II	3
Applied Ethics(R.P. 2010) 应用伦理学	3	General Education Elective Subjects 通识教育选修科目	6
General Education Elective Subjects 通识教育选修科目	3	---	---
Total 合计	18	Total 合计	18

6.3 Year Three

Semester 1 上学期	Credits 学分	Semester 2 下学期	Credits 学分
Money and Banking (ECON3050) 货币银行学	3	Business Communications (BUS3010) 商业交流技巧	3
Financial Management (FIN2010) 财务管理	3	Foundations of Chinese Economy (ECON3060) 中国经济概论	3
Applied Econometrics (ECON3020) 应用经济计量学	3	Intermediate Macroeconomics (ECON3010) 中级宏观经济学	3
Intermediate Microeconomics (ECON3070) 中级微观经济学	3	Asia-Pacific Economics (ECON3030) 亚太经济学	3
Major Elective Subjects 专业选修科目	3	Major Elective Subjects 专业选修科目	6
General Elective Subjects 通识教育选修科目	3	---	---
Total 合计	18	Total 合计	18

6.4 Year Four

Semester 1 上学期	Credits 学分	Semester 2 下学期	Credits 学分
Strategic Management (BUS4040) 策略管理	3	BBA Project (BUS4020) 毕业论文	3
International Economics (ECON4010) 国际经济学	3	Industrial Organization (ECON4030) 产业组织	3
Economic and Business Forecasting (ECON4020) 经济及商业预测	3	Major Elective Subjects or General Education Elective Subjects 专业选修科目或通识教育选 修科目	9
Major Elective Subjects or General Education Elective Subjects 专业选修科目或通识 教育选修科目	6	---	---
Total 合计	15	Total 合计	15

[Note: Some of the subjects offered in Year Four, Semester 2 may be taught in an earlier semester. The subjects available each year are subject to changes and adjustments depending on staff availability. Students are expected to check with the Academic Registry for subjects available in any one particular year.]

7. Assessment, Progression, and Awards

This programme follows the HKBU undergraduate course regulations approved by the UIC Senate (See Appendix II) in terms of assessment, progression and awards. An abridged extract (with modifications) is shown below:

7.1 Assessment Methods

The assessment guideline for each subject is specified in the subject syllabus. The subject instructors will determine and announce the specific assessment procedures for their subjects. Each final year project will be assessed by: (i) the supervisor and (ii) another examiner.

7.2 Assessment Grading System

The programme will follow the Grade Point Average (GPA) system. Letter grades are given for each subject. The following table shows the grade points gained corresponding to the letter grade.

Letter Grade	Academic Performance	Grade Point Per Unit
A	Excellent	4.00
A-	Excellent	3.70
B+	Good	3.30
B	Good	3.00
B-	Good	2.70
C+	Satisfactory	2.30
C	Satisfactory	2.00
C-	Satisfactory	1.70
D	Marginal Pass	1.00
E	Conditional Pass	0.00
F	Fail	0.00
I	Incomplete	NA
S	Satisfactory	NA
U	Unsatisfactory	NA
W	Withdrawn	NA
YR	Year Grade	NA
NR	Not Yet Reported	NA
PR	Project to be Resubmitted	NA

7.3 Progression

7.3.1 Normal Progression

The overall performance of students will be presented to the Division Board of Business and Management at the end of each academic year for evaluation and decision. The criterion for normal progression from one year of the programme to the next is to achieve a Year GPA not lower than 2.00.

7.3.2 Students with Low GPA

Students with a year GPA below 1.70 will be warned officially and/or put on academic probation. Students with an extremely low GPA may, at the discretion of the Board of Examiners, be required to repeat the year of study. Those who fail to meet the academic requirements of the repeating year may have to be dismissed from the Programme.

7.3.3 Honours Classification

The BBA (Hons) in Applied Economics will only be awarded to students who successfully complete all the progression requirements of the four-year programme set out by the College. The various classifications are based on the cumulative grade point average. The general guidelines are as follows:

cGPA	Honours Classification
3.40-4.00	First Class
3.00-3.39	Second Class (Division I)
2.50-2.99	Second Class (Division II)
2.20-2.49	Third Class
2.00-2.19	Pass

7.4 Academic Awards

President's Honour Roll

The President's Honour Roll is applicable to students with a GPA of 3.50 or above, and with no grades below C for a given semester.

Dean's List

The Dean's List is applicable to students with a semester GPA between 3.00 and 3.49 and with no grades below C for a given semester.

Scholastic Award

The graduate who has the highest cumulative GPA (cGPA) in the graduating class, and whose cGPA is no less than 3.20, will be awarded the scholastic award for that year. In any one year, if more than one graduate in the same programme has the same highest cGPA, of 3.20 or above, they will all be given the scholastic award.

Scholarships

Scholarships are awarded to students based on academic merit (see the UIC website for details).

8. Subject Descriptions

8.1 BBA Core Subjects

ACCT 2010 PRINCIPLES OF ACCOUNTING I (3 credits)

Pre-requisite(s): None

Subject Description: This subject provides students with a general understanding of basic accounting concepts, accounting cycle (bookkeeping), principles and their applications in some financial accounting topics including cash, current assets, current liabilities, inventory, and non-current assets.

ACCT 2020 PRINCIPLES OF ACCOUNTING II (3 credits)

Pre-requisite(s): ACCT2010 PRINCIPLES OF ACCOUNTING I

Subject Description: This subject provides students with a general understanding of basic accounting concepts, accounting cycle (bookkeeping), principles and their applications in some selected financial and management topics including partnerships, corporations, non-current liabilities, cash flow statement, financial performance analysis, accounting for manufacturing operations, cost behaviour and CVP analysis, budgetary control and performance evaluation, and relevant cost and analysis for management decision making.

BUS1010 INTRODUCTION TO BUSINESS (3 credits)

Pre-requisite(s): None

Subject Description: This is an intergraded subject designed to provide first year students with a fundamental understanding of the business environment, the nature and structure of modern business organizations, and selected business functions. It gives students a macro view of business and provides them with meaningful and real-world-oriented information.

BUS2010 ORGANIZATIONAL BEHAVIOUR (3 credits)

Pre-requisite(s): BUS1010 INTRODUCTION TO BUSINESS

Subject Description: The objective of this subject is to introduce theories and concepts related to understanding people's behaviour in organizations. Students will study the behaviour of individuals and groups within organizations in order to gain both a theoretical understanding as well as practical knowledge that can be applied in a work setting.

BUS2020 PRINCIPLES OF LAW (3 credits)

Pre-requisite(s): None

Subject Description: This subject introduces the basic principles of the Hong Kong legal system and how the various branches of Hong Kong law evolve over time. Special emphasis is also placed on the Law of Tort and Law of Contract, which are most useful to businessmen.

BUS3010 BUSINESS COMMUNICATIONS (3 credits)

Pre-requisite: ENG 1011-2 ENGLISH I-II, ENG 2011-2 ENGLISH III AND IV;
BUS 1010 INTRODUCTION TO BUSINESS

Subject Description: This subject aims to prepare students to handle critical issues in managerial communication and helps them master skills needed to achieve their potential as leaders and executives. The goal is to equip them with the personal, interpersonal and group skills needed to manage their own lives as well as relationships with others. The course teaches strategic approaches to managerial communications that can be applied to a variety of situations including a working understanding of marketing communications.

BUS4020 BBA PROJECT (3 credits)

Pre-requisite(s): None

Subject Description: This is an important element in the final year of the BBA (Hons) Degree Programme. The objectives are to provide an opportunity for students: (1) to develop their individual analytical and intellectual abilities; (2) to apply the knowledge and skills gained on the degree programme to a real, practical business problem; and (3) to prepare themselves for the transition from the academic to the work situation.

BUS4040 STRATEGIC MANAGEMENT (3 credits)

Pre-requisite(s): BUS1010 INTRODUCTION TO BUSINESS

Subject Description: This subject aims to prepare the student for a successful business career with a broad understanding of the importance and complexity of strategic decisions, and the way they integrate other aspects of business operations. It deals with decisions which determine the future direction and effectiveness of an organization. It uses the perspective of a general manager, not that of a functional area manager, and emphasizes the organization as a whole, not a sub-unit. It integrates the knowledge gained in previous subjects and develops an awareness of the impact of external forces and of actions by the firm and its rivals on the firm's strategies. It focuses on the skills required of the general manager in diagnosing and finding solutions for critical problems in complex business situations, and implementing them.

ECON2010 PRINCIPLES OF MACROECONOMICS (3 credits)

Pre-requisite(s): None

Subject Description: This is a core subject for all BBA students. It provides a comprehensive introduction to the nature and functioning of a market economy, and includes materials on comparative economic systems. Concentrating on both private and public economics, the subject attempts to equip students with fundamental economic principles for the analysis of business and economic problems. Wherever appropriate the subject relates economics in Hong Kong.

ECON2020 PRINCIPLES OF MICROECONOMICS (3 credits)

Pre-requisite(s): None

Subject Description: This is a core subject for all BBA students. It provides a comprehensive introduction to the nature and functioning of a market economy, and includes materials on comparative economic systems. Concentrating on both private and public economics, the subject equips students with fundamental economic principles for the analysis of business and economic problems. Wherever appropriate the subject relates to the economics in Hong Kong.

FIN2010 FINANCIAL MANAGEMENT (3 credits)

Pre-requisite(s): ACCT2010 PRINCIPLES OF ACCOUNTING I, and
ACCT2020 PRINCIPLES OF ACCOUNTING II, or
BUS1010 INTRODUCTION TO BUSINESS

Subject Description: This subject enables students to (1) understand the fundamental concepts in finance; (2) assess alternative investment possibilities; and (3) evaluate different sources of financing projects.

MATH1010 MATHEMATICS FOR BUSINESS (3 credits)

Pre-requisite(s): None

Subject Description: This subject provides students with an understanding of fundamental mathematical techniques commonly used in business today. Particular attention is given to the application of these techniques in management decision analysis.

STAT1010 STATISTICS FOR BUSINESS (3 credits)

Pre-requisite(s): None

Subject Description: This subject provides students with an understanding of fundamental statistical techniques commonly used in business today. Particular attention is given to the application of these techniques in management decision analysis.

8.2 Major Required Subjects

ECON3010 INTERMEDIATE MACROECONOMICS (3 credits)

Pre-requisite(s): ECON2010 PRINCIPLES OF MACROECONOMICS

Subject Description: Built on the foundation of the subject Principles of macroeconomics, this subject provides a comprehensive treatment of macroeconomics from the viewpoints of policy as well as theory. It aims at achieving, in a balanced manner, two equally important objectives: (1) serving as a satisfactory input to other more specialized subjects within the programme and (2) providing appropriate training to students taking the programme, many of whom are expected to become executives in large enterprises and teachers, and who will therefore need a concrete understanding of as wide a range of theoretical and policy topics as possible. This subject will probe future into the rationality behind some standard theories and introduce recent development in economic theory.

ECON3020 APPLIED ECONOMETRICS (3 credits)

Pre-requisite(s): STAT 1010 STATISTICS FOR BUSINESS

Subject Description: This subject aims to give students a basic understanding of econometrics and regression analysis. Numerous examples will be examined in order to achieve this goal. Emphasis placed on the classical linear regression model, least squares estimation, hypothesis testing, and model building, then finally applying to practical economic problems on forecasting and analysis. In addition, this subject will train students to use computer statistical software.

ECON3030 ASIA-PACIFIC ECONOMICS (3 credits)

Pre-requisite(s): None

Subject Description: This subject aims to introduce students a general survey of economic development in the Asia Pacific region. It is designed to help students to be familiarized with economic affairs in the region and equip themselves with basic analytical tools for tackling economic issues in the region. Socioeconomic factors and changes in the global environment that have given rise to the East Asian miracle and the subsequent financial crisis in 1997 will be carefully analyzed. Emphasis will be placed on the understanding of economic problems in the real world. Interested students from business, social science and journalism should find no difficulty in understanding the reference materials.

ECON3050 MONEY AND BANKING (3 credits)

Pre-requisite(s): ECON2010 PRINCIPLES OF MACROECONOMICS

Subject Description: This subject provides a general survey of financial institutions and markets, bank management, monetary theory and policy, and helps students understand why the financial system is organized as it is and how the financial system and economy are interconnected. Students are expected to devote significant time to application of the theory. Two main issues will be addressed through the subject: (1) the structure of financial markets and institutions and their roles in the economy; (2) the conduct of monetary policy and its impact on the economy. Current topics in Hong Kong's financial system and monetary arrangement will also be discussed.

ECON3060 FOUNDATIONS OF CHINESE ECONOMY (3 credits)

Pre-requisite(s): ECON2010 PRINCIPLES OF MACROECONOMICS

Subject Description: This subject aims to introduce students with the basic features of the Chinese economic system and its performance since 1949, with emphasis on its post-1978 reform period. The institutional reforms in various sectors and the gradual open-up of the economy will be analyzed in detail. After taking this subject, the students are expected to understand why China was successful in maintaining a high economic growth in the past two decades and what challenges it will be facing in the future.

ECON3070 INTERMEDIATE MICROECONOMICS (3 credits)

Pre-requisite(s): ECON2020 PRINCIPLES OF MICROECONOMICS

Subject Description: Built on the foundation of Principles of Microeconomics, this subject provides a comprehensive treatment of microeconomics from the viewpoints of policy as well as theory. It aims at achieving, in a balanced manner, two equally important objectives: (1) serving as a satisfactory input to other more specialized subjects within the programme, and (2) providing appropriate training to students taking the programme, many of whom are expected to become executives in large enterprisers and teachers, and who will therefore need a concrete understanding of as wide a range of theoretical and policy topics as possible.

ECON4010 INTERNATIONAL ECONOMICS (3 credits)

Pre-requisite(s): ECON2020 PRINCIPLES OF MICROECONOMICS, and
ECON2010 PRINCIPLES OF MACROECONOMICS

Subject Description: This subject aims to provide an up-to-date and understandable analytical framework for illustrating current events of international trade and finance and bringing the web excitement of international economics into the classroom. The first half will be devoted to understand the classical as well as modern theories of international trade, trade policy and international economic integration. The second half of this subject will be focused on international finance and open economy, understanding the difference between fixed and flexible exchange rate system, balance of payments and international monetary problems.

ECON4020 ECONOMIC AND BUSINESS FORECASTING (3 credits)

Pre-requisite(s): ECON3020 APPLIED ECONOMETRICS

Subject Description: this subject aims to introduce quantitative methods and techniques for time series modeling, analysis and forecasting of economic and business data. Topics include time series properties of fluctuation, cycle, seasonality, trend, unit roots tests for stationary. Models such as autoregressive and distribution lags, moving average and exponential smoothing, ARIMA, VAR and Error Correction (EC), ARCH and GRACH, Logit and Probit models will be discussed with both statistical theory and practical methods of model building and analysis. Emphasis will also be put on the applications in economic and business related areas. Computing is an integral part of this subject; all students are required to do data analysis, modeling and forecasting with computer statistics software.

ECON4030 INDUSTRIAL ORGANIZATION (3 credits)

Pre-requisite(s): ECON3070 INTERMEDIATE MICROECONOMICS

Subject Description: This subject aims to help students the nature of competition between firms. The subject will discuss how to analyze the pricing, output and competitive behaviours of firms in markets that are not perfectly competitive. While the subject is based mainly on the application of economic theories to study firms' competitive behaviour generally, particular emphasis is put on making the discussion relevant to the industrial organization problems of Hong Kong.

8.3 Major Elective Subjects

BUS 3050 BUSINESS RESEARCH METHODS (3 credits)

Prerequisite: STAT 1010 STATISTICS FOR BUSINESS

Subject Description: This subject will take a practical, skill-building approach to examining the nature of research, the formulation of research questions, research design and methods, and the analysis, interpretation, and presentation of research data and results. The subject will enable the student to become competent in finding, evaluating, and applying research findings to the wide range of business problems. It will also provide a solid methodological foundation for students to undertake their final year projects. At the end of the subject, each student should decide on a topic for his/her final year project and develop a preliminary research project proposal. This proposal would form part of the course assessment.

BUS4030 BUSINESS MANAGEMENT IN CHINA (3 credits)

Pre-requisite(s): BUS1010 INTRODUCTION TO BUSINESS

Subject Description: This subject provides students with an overview of the environment, the nature and the structure of business management in China. The management styles and other behavioural aspects will also be examined.

BUS4050 MANAGEMENT INFORMATION SYSTEMS (3 credits)

Pre-requisite(s): BUS1010 INTRODUCTION TO BUSINESS

Subject Description: The purpose of this subject is to provide an introduction to the field of management information systems (MIS). MIS is a field dedicated to the study of the use of information technology in organization. Topics covered include organizational foundations of information systems, technical foundation for understanding information systems, system development methodologies, and the management of information systems.

ECON2030 MATHEMATICAL ECONOMICS (3 credits)

Pre-requisite(s): MATH1010 MATHEMATICS FOR BUSINESS

Subject Description: This subject aims to provide a comprehensive exposition of basic mathematical instruments that are commonly used in the literature. Major emphasis is placed on illustrating how these mathematical instruments can be used to analyse practical economic problems including consumer demand theory and theory of firm.

ECON3040 HONG KONG ECONOMY (3 credits)

Pre-requisite(s): ECON2010 PRINCIPLES OF MACROECONOMICS

Subject Description: This subject examines the main features of the economics system in Hong Kong and the economic policy of the government. It aims to provide students with a systematic understanding of the post-war development of the Hong Kong economy. A comprehensive analysis of the economy integrating various aspects such as trade and industry,

money and exchange rate regime, public finance, land policy, housing, education, population, income distribution, etc. will be attempted. The prospects and strategies for sustainable growth of the domestic economy, especially after the 1997 Asian financial turmoil and China's accession into the WTO in 2001, and the signing of the closer Economic partnership Agreement (CEPA) between Hong Kong and the Mainland will also be examined. It is expected that after reading this subject students will understand the fundamental characteristics and issues of the domestic economy upon which informed decision could be made in business and other areas.

ECON4040 LABOUR ECONOMICS (3 credits)

Pre-requisite(s): ECON2020 PRINCIPLES OF MICROECONOMICS

Subject Description: This subject aims to provide an understanding of the working of the labor market in an economy. It seeks to describe, theorize and analyze the behaviour of the labor market. Issues of investment in human capital (education and on-the-job training), wage, differentials and discrimination are discussed. Applications of concepts and theories in the area of human resources and personnel economics (labour turnover, labour mobility and incentive pay schemes) are also presented. To enhance the understanding and the application of labour economics theories, training on data analysis and knowledge of analytical tools are provided.

ECON4050 MONEY AND FINANCE IN CHINA (3 credits)

Pre-requisite(s): ECON3050 MONEY AND BANKING, or
ECON3060 FOUNDATIONS OF CHINESE ECONOMY

Subject Description: This subject aims at fostering an understanding of the functions and the administration of money and finance in Mainland China, and their impact on the economy at both the micro and the macro levels. Fiscal, monetary and exchange rate systems will be analyzed from optimality as well as policy viewpoints. The developments of the post-1979 and post-1949 financial reforms and their policy implications will be emphasized. Financial relations between the Mainland and Hong Kong will also be investigated.

ECON4060 PUBLIC FINANCE (3 credits)

Pre-requisite(s): ECON2020 PRINCIPLES OF MICROECONOMICS

Subject Description: This subject aims at analyzing the economies of public sector. Fiscal objectives, instruments and constraints, as well as concepts and theories of public finance will be discussed, mainly from a positive perspective. Considerations will also be given to the economic impacts due to political interactions of interest groups. The analytical tools, models and applications to the real world public sector problems are emphasized.

HRM3010 HUMAN RESOURCES MANAGEMENT (3 credits)

Pre-requisite(s): BUS1010 INTRODUCTION TO BUSINESS

Subject Description: This subject is designed to provide students with an applied knowledge and understanding of Human Resources Management. The compatibility of the productive

utilization of people in achieving an organization's objectives and the satisfaction of employee needs will be emphasized. The subject will focus on current issues and trends as they relate to Hong Kong and the Asia Pacific region.

MATH2030 FINANCIAL MATHEMATICS (3 credits)

Pre-requisite(s): MATH1010 MATHEMATICS FOR BUSINESS, and
STAT1010 STATISTICS FOR BUSINESS

Subject Description: Fundamental methods for formulating and solving financial models will be developed. Emphasis will be on defining the mathematical structure of problems and on practical computer methods for obtaining model solutions.

MKT4010 MARKETING IN CHINA (3 credits)

Pre-requisite(s): MAKT3010 MARKETING MANAGEMENT

Subject Description: This subject aims at providing students with an understanding of the marketing environment and practices in China. Emphasis will be placed on the socio-cultural environment and marketing mix elements in China. Problems and prospects of doing marketing in China will also be examined.

8.4 General Education Required Subjects

See Appendix 1.

8.5 General Education Elective Subjects

See Appendix 1.

9. Internship, Placement, and Overseas Visits

In order to provide students with practical experiences and broaden their minds and horizons, UIC will try to arrange internships, placements in industries, companies and enterprises, and overseas visits for students (for details, see the UIC website).