DIPLOMA IN
BUSINESS ADMINISTRATION
工商管理學文憑
**Introduction**

This programme is designed for those secondary school leavers who seek either a qualification in order to enhance their employment prospects, or who need a foundation qualification in business studies in order to enable them to progress on to higher business and management programmes.

The course content provides students with a comprehensive overview of business, introduces them to economic theory and also provides knowledge about the manner on which business operate and how they are formed and structured. The functions and activities of the different business department are also covered.

**Course Structure**

- ACC201. Financial Accounting I
- BUS301. Business Organisation and Management
- BUS331. Legal System
- BUS321. English for Business Communications
- BUS305. Principle of Marketing
- BUS302. Economics for Business
- BUS303. Information Analysis

**Programme Objectives**

To provide business students with the following:

a) an introduction to the principles of economic theory in relation to business activity and an understanding of the environment in which all businesses operate

b) a clear understanding of the legal ways in which different businesses are formed and the manner in which they are structured and organised

c) knowledge about the different business departments and their activities and functions

d) information about the ways in which different businesses are
financed, including practical bookkeeping and accounting skills.

e) an understanding of the importance of people in organisations, including the need for motivation, control and communication.

### Minimum Admission Requirements

- Age of 18 years old and 3 GCE ‘O’ level or HKCEE standard; or
- Age of 21 years old and two years of working experience; or
- Equivalent qualifications

### Number of Sessions

Each programme (7 subjects) includes:

- 210 hours of lecture, case studies and discussions, spreading over 70 sessions each of 3 hours’ duration.
- Written examination (3 hours for each subject)

### Medium of Instruction

Both teaching and the teaching materials will be mainly in English and Chinese.

### Assessment

The assessment is a mix of final examination and continuous assessment which may include group projects, case presentations, workshop and course work assignments. The specific assessment mix will be determined by the instructors and the Programme Manager. The final examination constitutes 60% of the final grade. Continuous assessment constitutes 30%. Class participation constitutes 10%.

### Award of Diploma

A Diploma will be awarded to participants who have successfully completed all the course work, the graduation project and passed all the examination.
The Diploma is awarded by the HKIBA. For the award of the diploma, students must
a. attend at least 80% of the face-to-face lecture sessions;
b. pass the relevant examinations;
c. complete the prescribed continuous assessment and satisfy the requirements.

**Grading System**

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<th>Score Range</th>
<th>Grade</th>
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<td>70 - 84</td>
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**Exemption**

Exemption may be granted for a module if the applicant has successfully completed a course of equivalent content and standard at a recognized tertiary institution or through a professional examination. Exemptions may be granted up to a maximum of 2 modules and are at the discretion of HKIBA. Exemption application should be made on the Application form and must be accompanied by supporting document at the time of application.

**Advancement & Recognition**

A number of universities and polytechnics in USA, UK, Canada, Australia and New Zealand recognised our Diploma, Advanced Diploma and Graduate Diploma as entry qualifications to their Bachelor degree and Master degree course. Some universities will also allow our graduates direct entry into 2nd year or final year Bachelor degree course or exemption from some of the 1st year or 2nd year subjects.
Aims & Objectives

1.1 Aims

The aim of the course is to provide participants with an understanding of the fundamental accounting theories and principles, to develop their skills of preparing and presenting financial statements and to enable them to evaluate the financial positions and performance of organisations from the financial statements.

1.2 Objectives

At the completion of the course, student should be able to:

- To develop the candidate’s understanding of accounting in business;
- To make the candidate aware of basic accounting methods and concepts and how these relate to satisfying internal and external obligations;
- To ensure that the candidate can apply accounting concepts and principles to the preparation of financial and related information

Syllabus

2.1 Accounting Principles

- Double Entry Book-keeping and Accounting Systems
- Purpose of Accounting Records
- Form and Content of Accounting Records
- Books of Original Entry
- Sales, Purchase and Nominal Ledgers
- Cash and Bank Accounts, Bank Reconciliation Statement and Petty Cash Book
- Trial Balance, Accruals, Prepayment, and Adjustment
2.2 Classification of Revenue and Capital Expenditure
- Depreciation
- Goodwill
- Current Assets and Current Liabilities
- Post Balance Sheet Events
- Bad Debts

2.3 Preparation of Financial Statements
- Sole Trader, Clubs and Society
- Partnership and Limited Companies
- Income and Expenditure Accounts
- Trading & Profit & Loss Accounts
- Balance Sheet
- Accounting for Information and for Decision Making
- Single Entry and Incomplete Records

2.4 Use and Presentation
- Accounting Ratio
- Analysis of Accounting Statements
- Preparation of Statements for Management

Teaching Method

Lectures and workshop will be used to emphasised concepts and theories of the accounting processes.

Students will prepare solutions, manually or using a PC, for exercise and problems before attending workshops at which problems will be discussed and desired.

Assessment

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Booklist

Course Information

Host Course: Diploma in Business Administration
Course Code: BUS301
Module Name: Business Organisation and Management
Module Manager: Margaret Chan MBA BA(Hons)
Pre-requisite: Nil
Lecturer Hours: 30

Aims & Objectives

1.1 Aims

The aim of the course is to provide an in-depth understanding of the nature of management and the management functions involved in developing and operating a business. The emphasis will be placed on the application of business organisation and management theory to real life business situations.

1.2 Objectives

At the completion of the course, student should be able to:

- To enable students to understand the major internal features of a business system and the environment in which it operates;
- Understand the basic principles of management and the role of being a middle-level supervisors;
- Motivate and supervise subordinates effectively;
- Lead and guide subordinate for better performance

Syllabus

2.1 Business Functions

2.1.1 Managing Human Resources
- Role of Personnel Managers
- Job Analysis and Manpower Planning
- Staffing, Appraisal, Training & Development
- Compensation and Working Conditions
- Industrial Relations

Diploma in Business Administration
2.1.2 Marketing
- Marketing as a Concept
- Product Management and Consumer Behaviour
- Pricing Objectives and Strategies
- Promotion and Sales Management
- Marketing Channel and Physical Distribution

2.1.3 Production
- Overview of Production Management
- Production Planning and Scheduling
- Production Control and the Quality Productivity Connection

2.1.4 Financial Management
- Financial Controls and Financial Statements
- Budgetary Control and Responsibility Centres

2.2 Management
2.2.1 Introduction to Management
- Basic of Management
- Definitions of Management and Roles of Managers
- Overview of Major Management Thoughts

2.2.2 Organisation Structure and Process
- Introduction to Organising and Planning
- Concepts of Formal and Informal Organisation
- Authority, Delegation and Co-ordination
- Centralisation and Decentralisation
- Organisational Forms
- Principles of Organisational Structure
- Authority and Responsibility in Organisation
- Behaviour Consideration

2.2.3 External Environment of Organisations
- Elements of the Direct-action/Indirect-action Environment
- The International Dimension
- Theories of Total-organisation Environments
- Managing the Total Environment
2.2.4 Management of International Business

- The Globalisation of Business
- Economics, Social, Political, and Technological Variables
- The International Dimension

Teaching Method

Lecturers will be used to teach the concepts and fundamentals of management. In interactive workshops, cases and management exercises will be used to illustrate various considerations in problem solving. The features of the syllabus will be discussed with reference to varying business sizes, including small businesses, Hong Kong Businesses and those operating in an international context.

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Course Information

Host Course: Diploma in Business Administration
Course Code: BUS331
Module Name: Legal System
Module Manager: Raymond Wong BA(Hon) CPE
Pre-requisite: Nil
Lecturer Hours: 30

Aims & Objectives

1.1 Aims

- To introduce students to the various sources of contract and tort law.
- To introduce students to the basic principles of liability in contract and tort.
- To develop an understanding of the basic principles and laws of contract and tort and their application in Hong Kong.
- To enable students to pursue an in depth study of some of the contract and tort issues which have particular relevance to the students’ major discipline.

1.2 Objectives

On completion of this unit, students should be able to:

- Demonstrate a knowledge of the basic principles of contract and tort.
- Demonstrate an ability to extract legal principles from decided cases.
- Exhibit the basic skills of understanding and interpreting legislation.
- Show an ability to identify and understand relevant legal issues which may arise in the context of the student’s future occupation.
- Apply relevant legal analysis to case study situations thereby developing problem solving and application skills.

Syllabus

2.1 Sources of Law

Introduction to civil obligations; development of law by cases and statutes; contract and tort liability compared.

2.2 The Law of Contract
Introduction to the nature of contract: formation, contents, and vitiating elements; performance and discharge; termination and remedies. Types of business contracts.

2.3 **The Law of Tort**
Introduction to the nature of tortious liability: the interests protected by tort; the conduct giving rise to tortious liability; examination of the application of specific torts to the protection, regulation of relevant interests and activities; and agency and tort.

2.4 **Organisations and Civil Obligations**
An overview of the special issues of contract, tort and agency which affect legal entities such as partnerships and corporate bodies.

2.5 **Case Study**
Case study topics include: sale of goods transactions; bills of exchange and negotiable instruments; agency and employment contracts; guarantee and indemnity; hire-purchasing; professional negligence; negligent acts and statements.

**Teaching Method**

There will be 2-hours of lecturers and one hour of tutorial each week. Teaching staff will assist students in selecting topics for their case study from a list presented at the beginning of the course.

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**Booklist**

Chui and Roebuck, Hong Kong Contract, (HKUP 2nd edition 1990)


Scott, V Business Law in Hong Kong (Butterworths 1994)
Course Information

Host Course: Diploma in Business Administration
Course Code: BUS321
Module Name: English for Business Communications
Module Manager: Irene Chung MBA BA(Hons)
Pre-requisite: Nil
Lecturer Hours: 30

Aims & Objectives

1.1 Aims

- To improve students’ research and report writing skills.
- To develop student’s job search skills and to enable students to make effective job applications.
- To further enhance students’ communication skills in the workplace.

1.2 Objectives

At the completion of the course, student should be able to:

- Understand the importance of communication skills.
- Describe the communication process.
- Explain the elements of interpersonal communication.
- Overcome the barriers to communication and improve its effectiveness.

Syllabus

2.1 Business Report Writing

2.1.1 Develop effective research skills for data collection

- Plan and prepare interviews for information
- Design questionnaires for data collection
- Prepare, analyse and interpret findings

2.1.2 Prepare and compose a formal investigation report in the business context

- Develop writer’s sense of purpose and awareness of audience
- Organise topics and ideas logically
- Revise drafts to refine content, organisation, format, style and tone
2.2 Business Report Writing
2.2.1 Organise information with the awareness of audience and purpose
2.2.2 Choose and design appropriate visual aids
2.2.3 Use computer to aid presentation
2.2.4 Practise pronunciation, intonation and stress
2.2.5 Use pauses, paraphrases and repetitions effectively
2.2.6 Handle questions and comments

2.3 Job Search Skills
2.3.1 Identify job objectives and make self-analysis
2.3.2 Prepare and construct effective resume and cover letter
2.3.3 Understand the structure of employment interviews
2.3.4 Make self-description and handling interviews questions tactfully

2.4 Interaction Skills in the Workplace
2.4.1 Make polite greetings
2.4.2 Seek and give clarifications
2.4.3 Make appointments/bookings
2.4.4 Change arrangement
2.4.5 Place an order

Teaching Method

Input is generated from textbook, authentic documents of professional genres, audio and video teaching materials. Simulation and role-play will be used to stimulate interest and provide practice in context. Specific communication tasks will be given as small group work or individual activities for developing both oral and written skills.

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Booklist

Himstreet, Baty & Lehman (1993), Business Communications (10th edition)
Course Information

Host Course: Diploma in Business Administration
Course Code: BUS305
Module Name: Principle of Marketing
Module Manager: Lau Kam Cheong  MBA DipM MCIM
Pre-requisite: Nil
Lecturer Hours: 30

Aims & Objectives

1.1 Aims

The aim of the course is to introduce the nature and basic concepts of marketing. The role and importance of marketing in modern business organisations will be discussed. The essentials of marketing mix as well as their relevance and importance in defining business strategies are emphasised.

1.2 Objectives

At the completion of the course, student should be able to:

- To understand the marketing process and its underlying concepts;
- To have sufficient knowledge of the elements of the marketing mix which is incorporated in the firm’s business strategy;
- To appreciate the role of essential environmental and organisational factors in the development of a marketing plan;
- To apply both managerial judgement and analytical approaches to marketing problems.

Syllabus

2.1 Introduction to Marketing
- Nature and Definition of Marketing
- Important Marketing Concepts
- The Marketing Plan: An Overview
- Marketing Applications
2.2 **Marketing Environment**
- Marketing Environment Analysis
- SWOT Analysis
- Marketing Environment

2.3 **Competitor Analysis**
- Competitor Identification
- Competitive Forces
- Competitive Strategies
- Application of Competitive Strategy in Hong Kong

2.4 **Buying Behaviour**
- Factors affecting Consumer and Organisational Buying Behaviour
- Buying Decision Process
- The Differences between Consumer and Organisational Buying
- Buying Behaviour

2.5 **Market Segmentation, Targeting & Positioning**
- Bases for Market Segmentation
- Target Market Selection
- Positioning Strategies

2.6 **Product Strategy**
- Nature and Classification of Product
- Product Mix Decision
- New Product Development
- Product Life Cycle

2.7 **Pricing Strategy**
- Factors Affecting Pricing Decision
- Pricing Strategies
- Price Changes
- Price War

2.8 **Placing Strategy**
- Nature of Distribution
- Channel Design Determination
- Channel Relationship Management
BUS305 Principle of Marketing

- Types and Trends of Retailer

2.9 Promotion Strategy
- Nature of Promotion and Integrated Marketing Communication
- Elements of Promotional Mix
- Promotional Mix Design Determination

2.10 Service Marketing
- Nature and Characteristics of Service
- Marketing Strategies for Service Firms
- Service Quality Management

2.11 Global Marketing
- Motives for Going Abroad
- Whether to go International
- Marketing Entry Strategy
- Global Marketing Programme

Teaching Method

The course is conducted in a seminar format. Much teacher-student interaction and sharing are the main characteristics of the class meeting. You are required to come to class prepared and are encouraged to participate in discussions and ask questions. Indigenous and updated teaching material will be emphasised throughout the course.

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Booklist


Course Information

Host Course: Diploma in Business Administration
Course Code: BUS302
Module Name: Economics for Business
Module Manager: Lawrence Chan  MEcon BEcon PCEd
Pre-requisite: Nil
Lecturer Hours: 30

Aims & Objectives

1.1 Aims

The aim of the course is to provide participants with an awareness and understanding of basic economic theories, concepts and policies, the general economic environment and how to apply them to decision-making in a business environment.

1.2 Objectives

Upon the completion of the course, students should be able to:

- Understand the economic significance to business.
- Explain the effect of government regulations on business.
- Understand the significance of economic and strategic thinking in business.
- Apply economic analysis to the problems of economies in Hong Kong and its region.

Syllabus

2.1 Basic Concepts of Economics

- Introduction to Basic Economics Concepts
- Distinguish between Microeconomics & Macroeconomics
- Organisation of an Economics System Markets

2.2 Demand, Supply and Price Determination

- Introduce the Notions of Demand & Supply
- Demand, Demand Factors, Schedule & Curve
- Elasticity of Demand & their Derivations
• Utility Functions, Budget Ling & Indifference Preference Theory
• Supply, Supply Functions, Schedule, Curve
• Price Determination
• The Effects and Damage of Price Control

2.3 National Income & Its Determinants
• Economic Growth
• National Income Measurements
• Signposts for Economic Conditions
• Determination of National Income
• Fluctuations in National Income
• Sources of Economics Information

2.4 Economic Policies
• Fiscal Policy
• Monetary Policy
• Stabilisation Policy

2.5 Money Market Equilibrium & Banking System
• The Money Market
• Mechanics of the Money Supply Process
• Demand for Money
• Interest Rates, Income Level and Money Market Equilibrium
• The Involvement of Government in Availability of Credit

2.6 International Trade
• Opportunity Cost and Comparative Advantage
• Patterns and Trends in International Trade
• Factors Affecting International Trade
• Trade Barriers, Free Trade vs Protectionism

2.7 Exchange Rate and Current Accounts
• Balance of Payments
• Exchange Rate Determination
• Factors Causing Changes in Exchange Rates
• Exchange Rate Regimes
• Government Intervention in the Foreign Exchange
Teaching Method

Students receive two hours of lecturers and one hour of tutorial class per week. Lecturers review the technical materials that relate them to the Hong Kong economy. Tutorial classes include workshops and pre-assigned questions that provide application of techniques to real world problems. Tutorials also provide an opportunity to present relevant economic data to students.

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Booklist


Peebles Gavin, Hong Kong’s Economy: An Introductory Macroeconomic Analysis (Latest edition, Oxford University Press)

Course Information

Host Course: Diploma in Business Administration
Course Code: BUS303
Module Name: Information Analysis
Module Manager: Yip Tin Chi  MSc BSc HDip
Pre-requisite: Nil
Lecturer Hours: 30

Aims & Objectives

The aim of the course is to provide students with an understanding of the basic concepts which underlie organisational information systems, together with a knowledge of the basic concepts of information technologies which underpin organisational information systems. In particular, the course aims to provide an understanding of the systems characteristics (cost, speed, capacity etc.) of information technology relevant to information systems common in Hong Kong.

On completion of this unit, students should be able to:

1.1 Understand the basic concepts of systems, and their application to business organisations and management.
1.2 Understand the nature of information and its use in organisational decision-making, leading to the role of IS in effective management of organisations, including the strategic value of IS.
1.3 Appreciate the nature of computer hardware for business information systems, how computer systems communicate, and how hardware is selected and acquired.
1.4 Appreciate the nature and types of computer software used in business information systems, and how software is selected, and be able to use selected software tools for business activity.
1.5 Appreciate the need for and forms of data storage, and the ways in which data are manipulated to provide information for operations and decision making and be able to apply this to the development of simple business information systems.
Syllabus

2.1 **Organisations and Information Systems**
Introduction to Information Systems. A Managerial view of I.S. Strategic Uses of Information Systems

2.2 **Computer Hardware**
Computer systems; CPU, memory, computer power. Processing methods: batch, on-line, real-time; transaction processing v task oriented (e.g. word processing, decision modeling). Secondary storage media and their systems characteristics (speed, capacity etc.). Input and Output devices and their systems characteristics. Hardware standards. Hardware acquisition.

2.3 **Computer Software**
Systems software. General Purpose Software (e.g. DBMS, Application Generators). Applications software. Programming Languages and Development Tools. Characteristics of good software. Selecting software. The role of the programmer.

2.4 **Data Storage & Retrieval Systems**

2.5 **Computer Communications**

**Teaching Method**

Although the primary teaching method will be in the form of lectures, learning will be appropriately supplemented by tutorials, as well as group work. Local and overseas cases will be used to illustrated specific issues and to develop analytical skills.
BUS303 Information Analysis

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