

The Chinese University of Hong Kong
MBA Programs
Course Description

ACCT5111 Corporate Financial Reporting

This course provides a graduate-level overview of the principles and concepts that underlie corporate financial reporting and the economic consequences of accounting choices. The course focus is on developing the skills required to interpret the information contained in financial statements and its use in decision-making rather than on the skills required to prepare financial statements. Topics include the use of accounting information in evaluating firm performance, and corporate reporting policies.

ACCT5620 Contemporary Management Accounting

This course examines the use of contemporary accounting systems for cost measurement, control, performance evaluation, and as a source of sustainable competitive advantage. The course begins with discussion of cost concepts and traditional accounting control and costing systems and then proceeds to examination of contemporary accounting systems including activity-based systems for product pricing, cost control and customer profitability management, and EVA and Balanced Scorecard systems for strategic control and performance evaluation. Practical exposure to the use of these systems in decision-making and the issues involved in their design and implementation is provided through the use of case analysis, current research and student projects.

ACCT6111 Business Valuation and Analysis

This course introduces a framework for business valuation analysis using corporate disclosure and financial statement data. The framework identifies four key components of valuation: business strategy analysis, accounting analysis, financial analysis, and prospective analysis. Employing a case methodology, applications of this framework in a variety of decision-making contexts including securities analysis, credit analysis, and merger and acquisition decisions are examined.

DSME5110 Statistical Analysis

This course is intended to equip students with the basic statistical tools required for the quantitative analysis of business problems. Topics include basic sampling and analysis of data, probability distribution functions, estimation of parameters and hypothesis testing, goodness-of-fit tests, analysis of variance, simple regression, correlation, and basic non-parametric statistical methods.

DSME6932 Managing Supply Chains in China

This course is designed to expose students to the challenges and opportunities of managing supply chains in the dynamic environment of China. Students will be required to analyze and discuss a number of cases of companies operating in China. Through these case discussions and the summaries by the instructor, students will learn how to make strategic and operational decisions in supply chains related to China. They will also learn how Chinese culture, traditions, political, legal systems and logistics infrastructure influence supply chain decisions. More specifically, the objectives for the course are for students to:

1. Understand the business environment in China and roles that China plays in global supply chains.
2. Comprehend Chinese Culture and Traditions and how they influence supply chain operations and decisions

3. Make important decisions related to the choice of supply chain strategies, design and improvements of supply chain processes
4. Learn how to select supply chain partners and manage supply chain relationships in the dynamic business environment of china

FINA5010 Financial Management

This offering provides an overview and analysis of financial decision-making within the corporate setting. Various facets of financial management are tackled from both theoretical and applied perspectives. Key topic areas include capital budgeting, the concept of risk and expected returns, valuation of stocks and bonds, capital structure theory and its applications, cost of capital, corporate dividend policy, working capital management and equity fund-raising methods.

FINA6065 Corporate Risk Management

This course will explore key issues in corporate risk management including techniques for identifying, measuring, and monitoring risk and holistic strategies for managing risk.

FINA6222E Selected Topics in Finance: China in Transition: Growth Model Change and Innovation

China is enjoying remarkable development and the status as the world's second largest economy. However, China needs new drivers of growth to replace old ones and change in its growth models in almost all its walks of life. A combination of an over-reliance upon fixed asset investment and exports, failing to move up the value chain and the slow development of the service industry present substantial challenges for its sustainable development, labour supply and growth of returns.

China aims at addressing these issues through shifting its strategic focus on growth model changes and innovation.

This six weeks course explores the evolving business models in major China industries including manufacturing and banking, and brings together the roles played by the government and the markets.

A policy maker from the government/industry side or a manager needs to know what to be concerned with four years after the global financial crisis from a global perspective and, in particular, an Asian perspective. By working on this course, they will 1/ be able to understand, in terms of the economic environment, how the world economic structure has changed and hence the changes of the corporate and financial sector as well; 2/ be able to anticipate how the Chinese corporate and financial sector would evolve, hence to make right strategies; 3/ be able to understand how would the government and the market respond to the current financial crisis as well as the roles played by the government and the market would evolve correspondingly, thus can enable them to execute these strategies in a building-block approach and in a well-sequenced way.

(Students who have enrolled to this course are required to have a valid entry visa to Mainland China by mid-October for Field Study in Shenzhen)

MGNT6140 Strategic Management

Encountering an increasingly competitive business environment, how managers interpreting and responding to it is crucial to the success of a business. This course is designed to provide students with a concept of competition and an understanding of the role of managers in the process of strategy formulation, implementation, and evaluation. Major topics include organizational mission, analysis of business environment, strategic planning, formulation and implementation of strategies at both business and corporate level, strategic change, and strategic evaluation and control. Cases, in-depth readings, and contemporary issues will be discussed in the class.

MGNT6821 Management for the Creative Industries

The purpose of this course is to equip students with conceptual knowledge and tools to explore and capture the business and career opportunities arisen from the emerging creative industries with the creative economy and city branding as the backdrop. To exploit these opportunities requires integration of divergent and convergent thinking, the core of the creative process, with cultural content production and reception. The creative process and cultural content circulation make research and development, operation, marketing, servicing, human resources management, and financing of companies in the creative industries very different from conventional manufacturing and servicing industries. Intellectual property, sustainability and scalability issues are also addressed differently in creative industry ventures as compared with those from the high-growth technology sectors. There is a great demand for business people who can connect creative and cultural talents to the market place. The abilities to identify, cultivate, and grow the talents, contents, and audiences will drive the creative enterprises. These are the abilities that the students taking this class would develop through the course.

MKTG5011 Marketing Management

This course is designed to illustrate how marketing management varies the marketing mix (product, price, promotion, and place) to achieve maximum consumer satisfaction. Emphasis is placed on the basic marketing concept that a firm's long-run market position is enhanced by creation of a differential advantage while meeting consumer desires. Also discussed are marketing strategy (formulation and implementation) and the role of the firm vis-à-vis its various environments (e.g., social, political, economic, etc.).

MKTG5016 Marketing in China

The purpose of this course is to provide students with the basic understanding of marketing practice and issues in China. The course will introduce some non-traditional and innovative approaches of marketing strategies in China. It will help develop students' marketing and management skills for doing business in China. Topics include: changing environment of the China market; the impact of WTO accession on China; market entry strategies and key success factors; Chinese consumer characteristics and behavior patterns; marketing mix management in China; competition between international firms and the local ones; and adaptation and the relationship building process in China.