"Top-up" Bachelor of Business Administration Course
University of Wollongong, Australia

Full-time Day Course in Hong Kong for Associate Degree Graduates

Starting from September 2003, the School of Continuing Education of the Hong Kong Baptist University, in collaboration with the University of Wollongong (UOW), Australia, will offer a two-year full-time Bachelor of Business Administration “Top-up” Degree Course on campus in Kowloon Tong.

THE UNIVERSITY OF WOLLONGONG

The University of Wollongong (UOW), established in 1951, combines traditional values with innovative teaching and advanced technology. With an international reputation for excellence in education, research and industry linkages, the University is dedicated to providing quality education for all students. Teaching programmes are developed to meet the demands of the world market. This is reflected by the international student enrolment, which represents over 70 countries. The University of Wollongong has consistently been named as one of Australia’s top ten Universities through official quality rating systems.

The University of Wollongong is a two-time winner of the prestigious Good Universities Guides Australia’s University of the Year award, in 2000-2001 for Preparing Graduates for the e-world and 1999-2000 for our Outstanding Research and Development Partnerships, with national and international government and industry bodies. The University also has been recognized as the most successful University in Australia for overall education experience and graduate outcomes - Good Universities Guides 2002.

FACULTY OF COMMERCE

The mission of Faculty of Commerce at the University of Wollongong is to continue a high national standing by producing graduates and research of international distinction. The graduates will have a reputation for critical evaluation and the ability to integrate the diverse disciplines of Commerce at both undergraduates and postgraduate levels which benefit the wider community.

COURSE DELIVERY

The Bachelor of Business Administration (BBA) degree, awarded by the University of Wollongong, Australia is offered in Hong Kong in collaboration with Hong Kong Baptist University (HKBU). Students, with relevant Associate Degree qualifications, will normally complete the course in two years.
COURSE FEATURES

- Offers 100% face-to-face day-time mode of teaching by faculty members of UOW and the College of International Education, HKBU.
- Provides students with full campus facilities and services.
- Enables students to complete the final two years of the undergraduate degree in business administration in Hong Kong.
- Prepares students, on completion of the course, to undertake a variety of careers in the business world, either in the private or public sector.

COURSE STRUCTURE

The BBA is a 144 credit points course which consists of 24 subjects.

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<thead>
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<th>Course Code</th>
<th>Course Name</th>
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<tbody>
<tr>
<td>ACCY 100</td>
<td>Accounting 1A</td>
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<tr>
<td>ACCY 102</td>
<td>Accounting 1B</td>
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<tr>
<td>ACCY 211</td>
<td>Management Accounting II</td>
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<tr>
<td>BUSS 110</td>
<td>Introduction to Business Information Systems</td>
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<tr>
<td>BUSS 211</td>
<td>Requirements Determination and Systems Analysis</td>
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<tr>
<td>BUSS 308</td>
<td>Computer Systems Management</td>
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<tr>
<td>ECON 101</td>
<td>Macroeconomic Essentials for Business</td>
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<tr>
<td>ECON 111</td>
<td>Introductory Microeconomics</td>
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<td>ECON 121</td>
<td>Quantitative Methods I</td>
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<td>ECON 230</td>
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<td>FIN 221</td>
<td>Business Finance I</td>
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<td>LAW 130</td>
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<tr>
<td>MARK 101</td>
<td>Introduction to Marketing</td>
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<tr>
<td>MARK 217</td>
<td>Consumer Behaviour</td>
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<tr>
<td>MARK 270</td>
<td>Services Marketing</td>
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<tr>
<td>MARK 344</td>
<td>Marketing Strategy</td>
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<tr>
<td>MGMT 102</td>
<td>Business Communications</td>
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<td>MGMT 110</td>
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<td>MGMT 142</td>
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<td>MGMT 314</td>
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<tr>
<td>MGMT 398</td>
<td>Human Resource Management</td>
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<td>Two Electives / One Project</td>
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AWARD

Bachelor of Business Administration (BBA) awarded by the University of Wollongong, Australia

ASSESSMENT

Assessment of each subject consists of continuous assessment in the forms of assignments and tests. A written examination contributing to about half of the overall assessment would normally be included in each subject.

ADMISSION REQUIREMENTS

1. Holders of HKBU Associate Degree; OR
2. Holders of Associate Degree from recognized institutions and with IELTS 6.0 to fulfil English Language Requirement of UOW; OR
3. Other equivalent qualifications to be assessed on a case-by-case basis by HKBU and UOW.

ADVANCE STANDING

1. Holders of Associate Degree will receive advance standing subject to the assessment and approval of UOW.
2. Other equivalent qualifications will be assessed and approved by UOW upon admission.

COURSE FEE

AUD $ 240 per credit point
(To be paid in 4 instalments)
* Students are eligible to apply for the Hong Kong Government's Non-means Tested Loan Scheme

DEADLINE FOR APPLICATION

11 August 2003

COMMENCEMENT DATE

22 September 2003
**ACCY 100 Accounting 1A**
Accounting 1A is an introduction to the processes of accounting and financial management and is concerned with money, records of money, calculations of income and wealth; financial decision making; the information that can be provided by an accounting system as a basis for decision making and the techniques of processing such information.

**ACCY 102 Accounting 1B**
Accounting 1B builds on the understanding of accounting developed in Accounting 1A. It examines financial measures of business activities and the systems that enable the measure to be recorded and then reported and communicated to the various stakeholders of entities such as owners (including partners and shareholders), providers of credit (lenders and creditors), management as well as other interested parties.

**ACCY 211 Management Accounting II**
The design, production and use of accounting and other quantitative information in the planning and control of organizations, including management of the production function, decentralized organizations, derivation of cost relationships and statistical control of costs.

**BUSS 110 Introduction to Information Systems**
This subject examines the roles of information systems in a modern organization. Topics covered include: computer hardware, system software and networks, operating systems/productivity tools, standard business systems, file/data management, processes and modelling techniques used in computer systems development, information systems for management and decision support, security and privacy issues. The practical component includes using the internet, word processing, spreadsheets and database systems.

**BUSS 211 Requirements Determination & Systems Analysis**
This subject aims to introduce the student to the techniques and technologies of structured systems analysis in the initial stages of the Systems Development Life Cycle. It examines the complementary roles of system analysts, clients and users of the Systems Development Life Cycle and Object-oriented development methods. Process and Object methods and models are introduced and examined. The student will make use of a Computer Aided Software Engineering (CASE) tool to document solutions to the analysis of typical problems.

**ECON 101 Macroeconomic Essentials for Business**
Macroeconomics develops a student's knowledge of economic theory and the capacity to apply this knowledge to a range of important domestic and international issues. These issues could include taxation reform in Australia, national debt, trade and investment, economic development and growth.

**ECON 111 Introductory Microeconomics**
An introduction to microeconomics and its application to contemporary social and economic problems. Elementary economic theory and the necessary institutional framework will be developed.

**ECON 121 Quantitative Methods I**
An introduction to quantitative techniques and their application to business economics. Emphasis will be on statistics and topics will include descriptive statistics, probability, sampling, confidence intervals and hypothesis testing, elementary correlation and regression analysis and the use of computer programs for estimation and analysis.

**ECON 230 Quantitative Analysis for Decision Making**
The role of quantitative analysis in the decision-making process. Problem-solving techniques will be studied with emphasis on their practical application. Topics may include: linear programming; integer programming; goal programming; network analysis; system simulation; decision theory; and inventory and queuing models.

**FIN 221 Business Finance I**
An introduction to financial markets and corporate valuation, and a critical examination of the theory and practice of corporate financial management, including capital structure decision, the capital acquisition/discharge decision, and investment decision.
FIN 226 Financial Institutions
This subject covers the history and development of financial institutions and their current role in national and global financial markets. A distinction is made between financial intermediaries and financial agents. The subject is presented with an Australian/Asian focus. It emphasizes an analysis of the interaction between financial institutions within the two regions.

LAW 130 The Business of Law
The subject provides a foundation for the legal knowledge and skills required to participate in the business world.

MARK 101 Introduction to Marketing
The subject will include the concepts and tools for analysing marketing strategies; evaluating the marketplace for opportunities; analysing the marketing environment; researching and selecting target markets; determining the consumer’s needs; evaluating the marketing mix in terms of price, product, place and promotion. Aspects of international marketing, services marketing and social responsibility will also be taught.

MARK 270 Services Marketing
This course is designed to provide an in-depth analysis of the problems facing services marketing managers. Through lectures, class discussion, readings and case analysis, students should develop insights concerning the unique characteristics of marketing in the services sector. Each week students will be required to present their solutions to the questions handed out at the end of the previous lecture. These questions will be based on readings from the required text and articles from leading services and marketing journals.

MARK 344 Marketing Strategy
This is the “capstone” unit in the marketing major. As such it is designed to integrate skills and knowledge in a number of other business disciplines. It will draw heavily on the areas of not only marketing theory and market research methods but also economics, finance, managerial accounting and management theory. It is designed to develop analytical skills and diagnostic ability for the proposal, implementation and control of alternative marketing strategies and plans.

MGMT 102 Business Communications
The subject addresses, in turn, learning styles and learning processes; informal networks; ways of finding information in an organization; diffusion of innovative ideas and practices; the context for communication formed by culture, sense of identity, and community membership; status, power, and persuasion strategies, culture and gender differences; communication between technical and non-technical people, framing criticism and interpreting stories to promote learning in the organization; facilitating network and meetings; and integrating aspects of formal and informal communication to obtain a job or make a project work.

MGMT 110 Introduction to Management
The subject examines a range of topics relevant to managers including teams, leadership, decision-making, motivation, strategy, business ethics and interorganisational relations (e.g. networks and strategic alliances). A number of themes are addressed throughout the subject such as diversity (gender and cross-cultural influences), power and control, and organizational learning. Organizational learning is seen as one of the key challenges facing managers in the next millennium.

MGMT 142 Industrial Relations A
The employment relationship is studied in terms of the influence of social, economic, political and legal environment and the power resources of the actors and others who seek to influence employment. The organization and policies of the major participants in the system are analysed in both historical and contemporary settings.

MGMT 314 Strategic Management
The subject deals with policy formulation and planning functions in the business enterprise. Topics include: Business mission; Consumer and competitor analysis; Industry analysis; Environmental analysis; Strategy and organization; Alternative business strategies. Stress will be laid on the process by which opportunities and threats to the business enterprise are recognised and evaluated, and on the strategies required to meet these.

MGMT 398 Human Resource Management
This subject is concerned with concepts, techniques and activities involved in the managing the flow of human resources through organizations. Emphasis is placed on understanding the techniques of contemporary HRM that can be applied in organizations to facilitate the acquisition and development of staff, to influence positively their job performance, and to manage the processes of staff turnover and retention. The theoretical foundations and practical application of these techniques is emphasized.
APPLICATION PROCEDURES

1. Application form together with the following documents should be put in an envelope marked ‘Application for “Top-up” BBA Course, UOW’:

   • 2 sets of photocopies of credentials including transcript; academic and public examination results; evidence of English Proficiency such as TOEFL, IELTS or other English tests where applicable
   • University’s copy of the paid bank-in-slip for the application fee HK$200 or a cheque payable to “Hong Kong Baptist University”
   • A copy of relevant supporting document i.e. course content / curriculum of previous subjects / course taken at institutions other than HKBU

   * Write your name on the attached bank-in-slip and pay application fee at Hang Seng Bank.

2. Applicants are strongly advised to send in all supporting documents along with their application forms on or before 11 August 2003.

3. Applications must be submitted by post or by hand to:

   Address : College of International Education
c/o School of Continuing Education
5/F., David C. Lam Building
Shaw Campus
Hong Kong Baptist University
Kowloon Tong, Kowloon
Office Hours : 9:00am - 8:00pm (Monday to Friday)

4. Successful applicants will be required to present their original copies of credentials for verification at the time of registration. Places will be offered to qualified applicants on a first-come-first-served basis. Early application is recommended.

ENQUIRIES AND INFORMATION

Telephone : 3411 5440 / 3411 5720
Fax : 3411 2729
Email : sce@hkbu.edu.hk
Website of HKBU : http://www.sce.hkbu.edu.hk
Website of UOW : http://www.uow.edu.au

INFORMATION SEMINARS

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Venue</th>
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<tbody>
<tr>
<td>31 May 2003</td>
<td>2:00pm to 3:00pm</td>
<td>ACC 109, 1/F., SCE Tower, University Road, Hong Kong Baptist University, Kowloon Tong</td>
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<td>21 June 2003</td>
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<td>12 July 2003</td>
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<td>26 July 2003</td>
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<td>2 August 2003</td>
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Exempted course at Non-local Course Registry, Education and Manpower Bureau (Reference Number 411088). It is a matter of discretion for individual employers to recognize any qualifications to which this course may lead. Information in this leaflet is correct at the time of preparation in May 2003 and is subject to change without prior notice.
APPLICATION FOR ADMISSION TO
“Top-up” Bachelor of Business Administration Course, UOW

1. PERSONAL PARTICULARS

Name:
(Surname / Family Name)
(First Name / Other Name)

Address:
(Flat / Floor / Block)
(Building / Street)
(District) (HK / KLN / NT)

HKID / Passport No.: Nationality:

Date of Birth: (YYYY/MM/DD) Sex: (M/F)

Contact No.: (Home) (Office) (Mobile / Pager) (Fax)

Email Address:

2. EDUCATION

<table>
<thead>
<tr>
<th>Name of Institutions</th>
<th>Level</th>
<th>Date From</th>
<th>Date To</th>
<th>Full-time/Part-time</th>
<th>Highest Education Level Achieved</th>
</tr>
</thead>
</table>

(Please attach copies of academic results)
3. ENGLISH LANGUAGE PROFICIENCY (if applicable)

<table>
<thead>
<tr>
<th>HKCEE</th>
<th>Year</th>
<th>Grade</th>
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<tr>
<td>HKAL</td>
<td>Year</td>
<td>Grade</td>
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<td>IELTS</td>
<td>Year</td>
<td>Overall</td>
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<tr>
<td>TO EFL</td>
<td>Year</td>
<td>Overall</td>
</tr>
<tr>
<td>Others: (Please specify)</td>
<td>Year</td>
<td>Score</td>
</tr>
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</table>

4. WORKING EXPERIENCE

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<thead>
<tr>
<th>Organization/ Employer</th>
<th>Part-time/ Full-time</th>
<th>Job Title</th>
<th>Period of Employment</th>
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<td>From</td>
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Notes: When the processing of the application has been completed, all the personal information and related papers will be destroyed.

5. DECLARATION

I declare that the information given on this application form is true and I authorize the University of Wollongong to verify any facts. I understand that if any information is found to be false this application may be cancelled.

Signature: ___________________________________________ Date: _________________