School of Continuing and Professional Education
City University of Hong Kong

Student Handbook (2009 Intake)

1. Introduction

This Student Handbook is designed to provide students registered on the Bachelor of Business Administration (BBA) Top-up Degree Programme with an understanding of the nature of the programme and with details of its content and assessment. Students are therefore advised to read this handbook carefully and in particular to note the programme regulations.

In terms of status, participants are considered to be students of Macquarie University, Australia and extension students of City University of Hong Kong.

Macquarie University will be abbreviated as MQ in the remaining sections of this handbook where appropriate.

2. Programme Title/ Code / Intake

Programme Title: Bachelor of Business Administration
Programme Code: 93910
Intake: 2009

3. Macquarie University

Macquarie University was established in 1964, with the aim to forge a bold new direction in Australian higher education: to explore new possibilities in teaching methods, research and technology to prepare students for success in a rapidly changing world. Over the past 40 years, it has developed a worldwide reputation among universities for the excellence of its teaching and research. For the latest news of MQ, please visit the website: www.mq.edu.au

4. Welcome to the Start of Your Studies at SCOPE!

The School of Continuing and Professional Education (SCOPE) is an extension arm of City University of Hong Kong serving the community. The mission of School is to provide quality continuing education for professional practice, retraining and self-development which anticipates and responds to community needs and the effects of social and technological changes.

SCOPE has offered overseas Bachelor’s degree (top-up) programme since 1992, and is the pioneer of such programmes in Hong Kong. This year, we are providing close to 30 top-up degree programmes in a wide range of disciplines and study modes, we have become the de facto Top-up Central of Hong Kong.

The School retains more than 60 full-time academic staff; over 40% have doctoral degrees. Our substantial experience in offering popular programmes for the community, together with
our strong academic team and our distinguished overseas partners make for a winning combination. We are meeting the bests of international standards to the benefits of those who chose to study with us.

We wish you enjoy your time with us, to learn, to grow and to be successful.

5. **Non-local Higher and Professional Education (Regulation) Ordinance (Chapter 493)**

Bachelor of Business Administration, Macquarie University is an exempted programme under the Non-local Higher and Professional Education (Regulation) Ordinance [Reference No.:411601]. It is a matter of discretion for individual employers to recognize any qualification to which the programme may lead.

6. **Programme Aims**

The programme aims to provide a comprehensive preparation for students wishing to pursue a career in business management, teach students all the business skills upon which modern management relies, help students to develop an analytical and enquiring mind so as to respond creatively to the problems and opportunities facing modern business, and prepare students for pursuing Master’s programmes at Macquarie University or at other overseas or local universities.

7. **Programme Duration and Delivery**

The programme will be delivered over 4 academic terms in around 16 months. Each academic term will last for 4 months approximately.

Lecture and tutorial classes will normally be held within the day-time period from 8:30am to 6:30pm on weekdays and Saturdays at SCOPE Learning Centres or other designated venues. Some lecture and tutorial classes, final written examinations and mid-term tests may be held outside this time period.

The language of instruction and assessment is ENGLISH. The use of Chinese will be restricted to situations where this is essential for effective learning.

8. **Programme Calendar and Key Dates**

<table>
<thead>
<tr>
<th>Term</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>7 Sept – 23 Dec 2009</td>
</tr>
<tr>
<td>2</td>
<td>11 Jan – 30 Apr 2010</td>
</tr>
<tr>
<td>3</td>
<td>17 May – 31 Aug 2010</td>
</tr>
<tr>
<td>4</td>
<td>6 Sept – 23 Dec 2010</td>
</tr>
</tbody>
</table>

Written examinations will be held at the end of each term.
9. Programme Structure

As a general rule, if students have completed an Associate Degree in Business or related field from a recognised local institution, they will receive up to 24 credits points. This is equivalent to completing the first year of the degree. Therefore, students are generally required to complete the remaining two years of the degree by taking 16 MQ courses of a total of 48 credit points. For each course, there will be 39 contact hours including 26 hours of lecture and 13 hours of tutorial. Depending on students’ academic backgrounds, the required combination of the 16 MQ courses for different students may vary as listed in the study plans issued by MQ. Also, some students may be required to take local course(s) approved by MQ as equivalent to the required MQ course(s). Students should note that assessment results of these equivalent course(s) will **NOT** be counted towards the MQ Grade Point Average (GPA).

Below is the list of the typical MQ courses that students are required to take. To progress from 100 level to 200 level and then to 300 level courses, students must have met the prerequisites for each individual course. All course prerequisites can be found on the Macquarie Undergraduate Student Handbook website: www.handbook.mq.edu.au For the full degree structure and course descriptions, please refer to appendix I and II respectively.

<table>
<thead>
<tr>
<th>Term 1</th>
<th>Course Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACST101</td>
<td>Techniques and Elements of Finance (100 Level)</td>
</tr>
<tr>
<td>BBA111</td>
<td>Organisational Behaviour (100 Level)</td>
</tr>
<tr>
<td>BBA216</td>
<td>Business Communication Skills (200 Level)*</td>
</tr>
<tr>
<td>MKTG203</td>
<td>Consumer Behaviour (200 Level)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Term 2</th>
<th>Course Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCG251</td>
<td>Accounting and Information Systems (200 Level)</td>
</tr>
<tr>
<td>ACCG253</td>
<td>Financial Management (200 Level)</td>
</tr>
<tr>
<td>HRM107</td>
<td>Introduction to Human Resources (100 Level)*</td>
</tr>
<tr>
<td>MKTG207</td>
<td>Services Marketing (200 Level)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Term 3</th>
<th>Course Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBA350</td>
<td>Strategic Management I (300 Level)*</td>
</tr>
<tr>
<td>HRM 207</td>
<td>Human Resource Development (200 Level)</td>
</tr>
<tr>
<td>MKTG202</td>
<td>Marketing Research (200 Level)</td>
</tr>
<tr>
<td>MKTG308</td>
<td>Customer Relationship Management (300 Level)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Term 4</th>
<th>Course Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBA315</td>
<td>Business Forecasting (300 Level)</td>
</tr>
<tr>
<td>BBA340</td>
<td>Cross Cultural Management (300 Level)</td>
</tr>
<tr>
<td>BBA360</td>
<td>Business Project (300 Level)*</td>
</tr>
<tr>
<td>MKTG311</td>
<td>Brand Management (300 Level)</td>
</tr>
</tbody>
</table>

*Core Course (students have to complete the core courses to fulfill the degree requirement)*

Macquarie University and SCOPE reserve the right to amend the programme structure, content and graduation requirements from time to time.
10. **Teaching & Learning**

Around 40% of teaching will be delivered by MQ academic staff and the remaining will be conducted by SCOPE academic staff or other local qualified tutors.

To support student’s learning, a variety of teaching approaches including but not limited to lectures, seminars, tutorials, case studies, and projects will be adopted. Depending on the nature of the course, individual teaching staff may modify the teaching methods so as to help students develop their skills and knowledge.

11. **Academic Regulations & University Policy**

Since the programme leads to an award from Macquarie University, MQ bachelor degree rules will be applied. Rules listed below are not comprehensive and are current at the time of preparing this student handbook. For detailed and updated rules, please refer to MQ’s online Undergraduate Handbook at [www.handbook.mq.edu.au](http://www.handbook.mq.edu.au)

a) **Examination**

You are advised that it is Macquarie University policy not to set early examinations for individuals or groups of students. All students are expected to ensure that they are available until the end of the teaching term. (i.e. the final day of the official examination period)

*Illness and other extenuating circumstances*

It is the student’s responsibility to communicate any extenuating circumstances which may affect or may have affected an examination. The student must inform SCOPE in writing with supporting evidence. Claims of extenuating circumstances which are not substantiated by Third Party Evidence will not be considered. The student must communicate the extenuating circumstances and third party evidence as soon as possible as they are known, and in any case not later than 3 days after the examination.

*Supplementary examination*

Supplementary Examination may be granted if the extenuating circumstances are deemed acceptable. The supplementary examination will normally be scheduled within 2 weeks after the main final exam. Absence at the scheduled time for the supplementary exam may lead to failure in the course.

b) **Plagiarism**

Macquarie University defines plagiarism in its rules: "Plagiarism involves using the work of another person and presenting it as one's own." Plagiarism is a serious breach of the University's rules and carries significant penalties which may include a deduction of marks, failure in the course, and/or referral to the University Discipline Committee. You must read the University's practices and procedures on plagiarism. These can be found in the *Undergraduate Handbook* or on the web: [www.student.mq.edu.au/plagiarism](http://www.student.mq.edu.au/plagiarism)
c) **University Policy on Grading**

All marks awarded by local lecturers and tutors are subject to moderation by Macquarie University. Under the Senate guidelines, results may be scaled to ensure that there is a degree of comparability across the university, so that courses with the same past performances of their students should achieve similar results.

Senate has a set of guidelines on the distribution of grades across the range from fail to high distinction. Your final result will include one of these grades plus a standardised numerical grade (SNG).

**Grade description**

**High Distinction (HD):** Denotes performance that meets all course objectives in such an exceptional way and with such marked excellence that it deserves the highest level of recognition;

**Distinction (D):** Denotes performance that clearly deserves a very high level of recognition as an excellent achievement in the course;

**Credit (Cr):** Denotes performance that is substantially better than would normally be expected of competent students in the course;

**Pass (P):** Denotes performance that satisfies course objectives;

**Conceded Pass (PC):** Denotes performance that meets course objectives only marginally;

**Fail (F):** Denotes that a candidate has failed to complete a course satisfactorily.

**Grade conversion table**

<table>
<thead>
<tr>
<th>Letter</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>HD</td>
<td>85-100%</td>
</tr>
<tr>
<td>D</td>
<td>75-84%</td>
</tr>
<tr>
<td>Cr</td>
<td>65-74%</td>
</tr>
<tr>
<td>P</td>
<td>50-64%</td>
</tr>
<tr>
<td>PC</td>
<td>45-49%</td>
</tr>
<tr>
<td>F</td>
<td>0-44%</td>
</tr>
</tbody>
</table>

**GPA computation**

The grade point average (GPA) for grades obtained from 2001 is calculated as follows:

\[
GPA = \frac{(4w + 3x + 2y + 1z + 0f)}{e}
\]

where

- \(w\) is the number of credit points gained at HD and D,
- \(x\) is the number of credit points gained at Cr,
y is the number of credit points gained at P,
z is the number of credit points gained at PC,
e is the total number of credit points for which a student is effectively enrolled (excluding courses with W (withdrawn) or S (satisfactory)),
f is the number of credit points gained with an F grade

Students may compute his/her GPA score using the calculator software available on the website: www.reg.mq.edu.au/undergrad/other/gpa.htm

d) Minimum Rate of Progress
From 2006, all Bachelor degree candidates are required to maintain a satisfactory rate of progress during their period of candidature. A candidate’s minimum rate of progress is considered to be unsatisfactory at the end of an academic year if having attempted at least 36 credit points after 1 January 2006, the overall grade point average (GPA) attained is less than 1.00 and in the year under consideration the GPA is less than 1.00. A student who does not meet the minimum rate of progress requirements will be excluded from further enrolment in any Bachelor degree programme. A student who is excluded for failing to maintain a satisfactory minimum rate of progress may appeal to the Academic Appeals Committee for permission to continue their programme.

e) Deferring Study
Students may defer study for up to 12 months, subject to approval by MQ. After this period, students must reapply and meet the prevalent programme requirements. Students who want to defer their studies should write to SCOPE before the commencement of the Term. Deferment after the Term has commenced may attract financial and academic penalty.

f) Re-taking Course
Students who fail a core course(s) have to re-take and pass that course(s), and bear the cost in the next available intake to fulfill the degree requirements. If that course(s) is an elective, students may decide to change to another elective and bear the cost if one is available. Students who have twice had a grade recorded for a MQ course may not enrol in that course, except with the prior permission by the Dean of the Division offering the course.

MQ maintains a policy of allowing students to register for a maximum of FOUR courses in each term under normal circumstances.

A student who is not permitted to re-enrol in a course by the Dean of the Division offering the course may appeal to the Academic Appeals Committee for permission to re-enrol in a course.

g) Enrolment

Changes to enrolment – penalty
If a student decides to change the enrolment two weeks after a course has commenced, the following penalty will be recorded:

Failed Withdraw (FW) will be given to a student if he/she withdraws
two weeks after a course has commenced. An FW will be counted towards the overall GPA.

Failed Absence (FA) will be given to a student if he/she does not officially withdraw and does not attend the final exam of a particular course. An FA will be counted towards overall GPA.

Changes to enrolment – withdrawal without penalty
A student may withdraw from a course two weeks after class commencement without any penalty on the grounds of unavoidable disruption. Please refer to 2008 Undergraduate Handbook page 41 for further information.

12. Attendance

a) Minimum Course Attendance Requirement
Students are required to achieve each course's minimum attendance requirement stipulated in the course outline. Depending on individual courses, an overall minimum course attendance of 70% is required. Individual lecturers/tutors might specify additional punctuality requirement(s). Students who failed to comply with such requirement(s) will be considered to have absent from relevant classes. Those who are not able to satisfy the overall minimum course attendance requirement will be considered to have failed in the course(s) and need to retake that course(s) and pay the tuition fee for that course(s).

b) Leave of Absence
For leave of absence from classes for more than TWO consecutive classes, applications MUST be made to the Programme Leader in writing, giving the reason for absence. Where the absence is due to illness, a medical certificate is required.

13. Assessment

a) Assessment Components
Assessment for the courses is based on a combination of assignments, tests, projects, case studies and examinations. Individual teaching staff may modify the assessment components and/ or the weighting so as to better reflect the learning outcomes. Specific assessment requirements will be stipulated in the course outlines distributed to students before/at the beginning of each course.

b) Submission of Coursework & Penalty
Each course lecturer/tutor will specify the deadline of submitting the written assignment(s) and project(s). All written work should be submitted to SCOPE before 7:00p.m. on the day of the deadline. Failure to meet the submission deadline will be awarded ZERO mark for it.
14. **Release of Examination Results**

Examination results will normally be available at MQ website: https://student1.mq.edu.au/t1tbmain.asp approximately 4 weeks after the conclusion of final examinations.

Students’ right of appeal and procedures (Appeals against grade)
- All appeals must be made in writing, with the reasons for the appeal clearly defined.
- Details of student name, student ID, the course name, date of exam and lecturer in charge of that course must be included in the appeal.
- The appeal should be sent to Transnational Education of Macquarie University within one week after the release of exam results. *(please refer to item 22 for the address)*
- Result of the appeal should be available within 10 working days after the appeal is lodged.
- If difficulties or differences occur the student has the right to lodge a written request to the Academic Programme Director or Head of Division for a review of the grade awarded.

15. **Termination of Study**

Students who have failed to meet the rules as laid down by MQ and SCOPE will be requested to terminate their study. Refund of tuition fee may be allowed on a case-by-case basis.

The Programme Committee will recommend MQ to terminate the study of those who have failed more than 2 MQ courses in Term 1. Final decision will be made by MQ on a case-by-case basis.

16. **Award**

In order to be recommended for the award of Bachelor of Business Administration conferred by Macquarie University, students are required to have passed all the MQ courses (and equivalent courses if applied) as stipulated in the study plan issued by Macquarie University and achieved each course's minimum attendance requirement stipulated in the course outline.

Certificates and transcripts will normally be issued to students at the graduation ceremony held in Hong Kong in July. Students will receive the same degree which is awarded to graduates of MQ campus.

a) **Application for Official Transcript**

Students may request official transcript from MQ after the grades have been finalized and approved by the Macquarie University Senate after successful completion of the whole programme. For application forms and application procedures, please visit the website: www.student.mq.edu.au/ses/academictranscript.htm
b) Completion Letter

Students may make direct application to the Transnational Education of Macquarie University for Completion Letter after the grades have been finalized and approved by the Macquarie University Senate at the conclusion of the programme in around February.

Transnational Education
Macquarie International
Building E3A, Level 1
Macquarie University
North Ryde NSW 2109
Australia
Transnational@io.mq.edu.au

17. Fees

a) Tuition Fee

HK$83,500 (payable in 2 installments)

1st installment: HK$41,750 (to be paid upon admission)
2nd installment: HK$41,750 (due on 1 April 2010 tentatively)

Extra fee will be charged for students who need to re-take course(s) and study outside normal study period.

b) Graduation Fee

Macquarie University will hold the graduation ceremony in Hong Kong. Graduation fee is not included in the tuition fee.

c) Other Charges

Please refer to the website:www.cityu.edu.hk/ce/charges for details of other fees and charges, if applicable

- Making certified true copy of transcript/certificate HK$20 per copy
- Re-issue the receipt of payment HK$30 per copy
- Replacement of student ID card HK$200 per card

d) Defer Payment

A student who enrolls in the University incurs a financial obligation to the University. Students will receive a notice of fee statement with specified due date. It is students’ responsibility to observe the due date for fee payment, and to notify SCOPE in case he/she does not receive any statement of account 10 days before the due date. If a student does not wish to continue the study, he/she should normally withdraw from the University before the term starts.

If a student does not pay the tuition fee by the due date, he/she will receive one or more of the following penalties:
• A penalty charge of HK$200 on the outstanding balance will be added to student’s account for every payment reminder issued.
• To be terminated by the University and de-registered from all the courses if failing to settle the tuition fees after the issue of 2 reminders.

e) Refund Policy of Tuition Fee
No refund of tuition fee will be arranged AFTER the commencement of the programme. In any event, tuition fees paid for the subsequent terms/semesters are not refundable, except the following extenuating circumstances (subject to appropriate proof):

- Death of a spouse, child, parent, or legal guardian of the student
- Death of the student
- Verifiable incapacity, illness, or injury which prevents the student from returning to school for at least four weeks of the term/semester.

For details, please refer to the Refund Policy in the admission pack.

18. Financial Assistance

a) Continuing Education Fund (CEF)
This programme is a reimbursable course under the Government’s Continuing Education Fund. Students who are Hong Kong residents aged from 18 to 65 are eligible to apply for CEF. Students should submit a completed application form with the School’s stamp, together with a photocopy of the HK Smart ID card to the Office of the Continuing Education Fund (OCEF) before the commencement date of this programme. No action is required if you have opened a CEF account for other course.

Eligible students can claim reimbursement upon achieving at least 50% in the assessment of each course as well as achieving the minimum attendance of each course (over 70-80%).

For details, please refer to the OCEF’s website: www.sfaa.gov.hk/cef/index.htm

b) Non-means Tested Loan Scheme (NLS Loan)
Students who are admitted to exempted courses under the Non-local Higher and Professional Education (Regulation) Ordinance (Chapter 493) are eligible to apply for the NLS Loan.

Students should complete the NLS application form and submit it to the Office of Student Financial Assistance Agency together with the documented.

For details, please refer to the SFAA’s website at: www.sfaa.gov.hk/eng/schemes/nlss.htm
19. Resources & Supporting Facilities

a) Student ID Card
A SCOPE Student ID Card will be issued by SCOPE. Cardholders can enjoy the access right to specific resources and facilities offered by CityU and SCOPE.

b) Facilities and Resources Offered by CityU
CityU Computing services
- Email service with 50 MB Quota
  Users can access their own email account through e-Portal or URL: http://email.cityu.edu.hk/student.htm
- Access to University e-Portal / Blackboard (a central platform for e-learning)
  URL: http://www.cityu.edu.hk/cityu/student/index.htm
- Access to Student LAN, CSC Terminal Room and Express Terminals
- Printing services at cost
  For details, please refer to the CSC website: www.cityu.edu.hk/csc/

Sir Run Run Shaw Library, CityU services
- Materials loan quota: 10 items (Quota can be used to borrow 1 item of in-house media resources and 3 items of Semi-closed / Closed Access materials)
  Materials loan periods: 30 days
  Materials request quota: 2 items
- Library E-Resources
  Students can access most of the E-Resources in the Library and have remote access right to “ProQuest Databases”.
- In-house audio-visual equipment
- Photocopying services at cost
- Printing services at cost
  For details, please refer to the Library website at: www.cityu.edu.hk/lib/index.htm

c) Facilities & Resources Offered by SCOPE
SCOPE Resources Centre (located at 1/F, Jockey Club Environmental Building)
- Computers
- Printing services at cost
- Reference area
- Self-study and discussion space

Wi-Fi Network
Wireless local area network available at SCOPE’s Main Office and JCEB Learning Centre.

For more details about b and c above, please refer to the website: www.scope.edu/ce/newsite/files/student_support_services.pdf

d) MQ Services
- Access to MQ library E-resources (www.lib.mq.edu.au)
  Some useful information on how to use the E-resources can be found on the website: www.lib.mq.edu.au/about/libpubs/libraryguide.pdf

All information in this handbook is subject to change and periodic review. The information is accurate at the time of updating.
Please note that this is the standard information for Sydney students. Some may not apply to Hong Kong students. (e.g. borrowing books, training and etc.)

20. Students Development & Students with Learning Needs

a) Student Development Services and Academic Guidance

Personal growth and development programmes in the form of talks, seminars and workshops are organized regularly to develop the well-being of students.

Students who have learning difficulties should ask the Programme Leader directly for assistance. Students may also seek advice from course instructors and staff of the overseas institution. Contact details are given in this handbook.

b) Students with Disabilities

SCOPE is committed to equal opportunities in education and seeks to provide every possible means to assist students with disabilities to facilitate their learning. Students concerned are invited to write to SCOPE to specify what special assistance is needed. All information collected will be kept confidential.

21. Typhoons, Rainstorms and Other Adverse Weather Arrangement

a) Before Activities Commence

<table>
<thead>
<tr>
<th>Signals</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Typhoon Signal No.8 or Black Rainstorm Warning Signal is issued</td>
<td>No class / examination will be held</td>
</tr>
<tr>
<td>• Typhoon Signal No.8 is replaced by Typhoon Signal No.3 or Typhoon Signal No.1</td>
<td></td>
</tr>
<tr>
<td>• Black Rainstorm Warning Signal is replaced by Red Rainstorm Warning Signal</td>
<td></td>
</tr>
<tr>
<td>(before 7 am in the case of morning classes, before 12 noon in the case of afternoon classes, and before 4 pm in the case of evening classes)</td>
<td>Classes / examinations will be resumed as usual</td>
</tr>
</tbody>
</table>

b) Activities in Progress

<table>
<thead>
<tr>
<th>Signals</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Typhoon Signal No.8 or above is issued</td>
<td>Examinations already in progress should continue unless the Chief Invigilators are advised by the School. All classes being held on campus should be terminated as soon as practicable.</td>
</tr>
<tr>
<td>Black Rainstorm Warning Signal is issued</td>
<td>Classes / examinations will be continued as normal unless otherwise advised by organizers</td>
</tr>
</tbody>
</table>
For information on how adverse weather will affect CityU award bearing programmes, other activities and offices, please refer to Adverse Weather Arrangements at www.cityu.edu.hk/cityu/awa

22. Programme Administration

MQ staff members

Programme Director: Professor Greg Elliott
Professor of Business (Marketing)
Department of Business
Director, International
Faculty of Business and Economics
Macquarie University
NSW 2109
Australia

Programme Manager: Mr. Hendriko Panggabean
Transnational Education
Macquarie International
Building E3A, Level 1
Macquarie University
North Ryde NSW 2109
Australia

Programme Officer: Mr. Dominic Lo
Transnational Education
Macquarie International
Building E3A, Level 1
Macquarie University
North Ryde NSW 2109
Australia

Local staff members

<table>
<thead>
<tr>
<th>Name</th>
<th>Tel</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. Francis Yu (Programme Leader)</td>
<td>2788-7172</td>
<td><a href="mailto:cmfrayue@cityu.edu.hk">cmfrayue@cityu.edu.hk</a></td>
</tr>
<tr>
<td>Ms. Winne Kwok (Deputy Programme Leader)</td>
<td>2788-7673</td>
<td><a href="mailto:cmwinnie@cityu.edu.hk">cmwinnie@cityu.edu.hk</a></td>
</tr>
<tr>
<td>Mr. Daniel Sun (Deputy Programme Leader)</td>
<td>2788-7964</td>
<td><a href="mailto:cmdansun@cityu.edu.hk">cmdansun@cityu.edu.hk</a></td>
</tr>
<tr>
<td>Ms. Iris Cheuk (Programme Manager)</td>
<td>2788-9313</td>
<td><a href="mailto:ceiris@cityu.edu.hk">ceiris@cityu.edu.hk</a></td>
</tr>
<tr>
<td>Ms. Sarah Ng (Programme Officer)</td>
<td>2784-4664</td>
<td><a href="mailto:cesarah@cityu.edu.hk">cesarah@cityu.edu.hk</a></td>
</tr>
</tbody>
</table>

All information in this handbook is subject to change and periodic review. The information is accurate at the time of updating.
Change of personal particulars
Ad-hoc announcements such as class cancellation & venue change will be sent to your mobile phone via SMS.

23. Student Feedback & Communication Channel

a) Student Feedback Questionnaire
We are dedicated to continuous quality enhancement and we do appreciate students’ feedback on the programme. Student feedback will be collected formally by Student Feedback Questionnaire of SCOPE and/or other format of evaluation forms supplied by overseas institution.

b) Communication Officer
SCOPE is committed to providing a responsive, helpful and efficient service. We welcome valuable opinions and comments on matters ranging from programme related issues to our general support services.

Our Communication Officer handles all feedback and will acknowledge your feedback within two working days.

If your feedback is a complaint in nature, the Communication Officer will ensure that it is passed to a responsible person who is not involved with your specific programme for an impartial investigation. Once the investigation is completed, you will be informed of the results.

Please direct all feedback to our Communication Officer at:
Tel: 3442 7423
Fax: 3442 0399
Email: feedback@scope.edu

24. Location of SCOPE Learning Centres

- Main Office
  Address: LG/F, Academic Exchange Building, City University of Hong Kong, Tat Chee Avenue, Kowloon
  Tel: 3442 7423
  Fax: 3442 0399
  Email: scope@cityu.edu.hk
  Website: http://scope.edu
• Admiralty Learning Centre  
Address: 8/F, United Centre, 95 Queensway, Admiralty, Hong Kong  
Tel: 2861 8100  
Fax: 2866 9320

• JCEB Learning Centre  
Address: Jockey Club Environmental Building, 77 Tat Chee Avenue, Kowloon  
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• Shek Kip Mei Learning Centre  
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Tel: 2735 3720  
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• TST Learning Centre  
Address: 3/F, Victoria Mall, 188 Canton Road, Tsim Sha Tsui, Kowloon  
Tel: 3525 1328  
Fax: 3690 1444

• Jordan Learning Centre  
Address: 1/F-2/F, Ocean Building, 80 Shanghai Street, Jordan, Kowloon  
Tel: 2151 8838  
Fax: 2151 9233

24. **Disclaimer**

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Appendix I - Degree Structure

### 100 Level

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Course Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCG105</td>
<td>Introductory Financial Accounting</td>
<td>CORE COURSE</td>
</tr>
<tr>
<td>BBA102</td>
<td>Principles of Management</td>
<td>CORE COURSE</td>
</tr>
<tr>
<td>BBA 103</td>
<td>Business Economics</td>
<td>CORE COURSE</td>
</tr>
<tr>
<td>HRM107</td>
<td>Introduction to Human Resources</td>
<td>CORE COURSE</td>
</tr>
<tr>
<td>ISYS123</td>
<td>Introduction to Information Systems and Technologies</td>
<td>CORE COURSE</td>
</tr>
<tr>
<td>MKTG101</td>
<td>Marketing Fundamentals</td>
<td>CORE COURSE</td>
</tr>
<tr>
<td>STAT170</td>
<td>Introductory Statistics</td>
<td>CORE COURSE</td>
</tr>
</tbody>
</table>

ACST101  Techniques and Elements of Finance  
BBA111  Organisational Behaviour

### 200 Level

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Course Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCG200</td>
<td>Fundamentals of Management Accounting</td>
<td>CORE COURSE</td>
</tr>
<tr>
<td>BUSL250</td>
<td>Business Law</td>
<td>CORE COURSE</td>
</tr>
<tr>
<td>BBA216</td>
<td>Business Communication Skills</td>
<td>CORE COURSE</td>
</tr>
</tbody>
</table>

ACCG251  Accounting and Information Systems  
ACCG253  Financial Management  
HRM207  Human Resource Development  
MKTG202  Marketing Research  
MKTG203  Consumer Behaviour  
MKTG207  Services Marketing

### 300 Level

<table>
<thead>
<tr>
<th>Course Code</th>
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</tr>
</thead>
<tbody>
<tr>
<td>BBA350</td>
<td>Strategic Management I</td>
<td>CORE COURSE</td>
</tr>
<tr>
<td>BBA360</td>
<td>Business Project</td>
<td>CORE COURSE</td>
</tr>
</tbody>
</table>

BBA315  Business Forecasting  
BBA340  Cross Cultural Management  
MKTG308  Customer Relationship Management  
MKTG311  Brand Management

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Appendix II-Course Descriptions

Typical Macquarie Courses that Students are Required to Take.

ACCG251: Accounting and Information Systems

Introduces the study of accounting information systems and the relationship between accounting and information systems more generally. Major topics examined are systems development, controls, and information systems ethics, with additional areas of study emphasising types of information systems in accounting and technologies that are adopted in an accounting context, including accounting software. Students are assumed to have a sound knowledge of manual accounting information systems including the flow of data from source documents to financial statements.

ACCG253: Financial Management

This introductory course in corporate finance focuses on the financing and investing decisions made by the finance manager of an organisation. While the emphasis is on the theory of the firm, students are also given exposure to current issues affecting corporate finance in Australia. Satisfactory completion of the course will equip students with a grasp of the following principals of financial economics: the relation between risk and expected return, the time value of money and valuation of securities via discounted cash flows. The unit also provides an introductory coverage of derivative securities and no arbitrage valuation.

The course provides a standalone introduction to finance for students not planning to continue with study in the area. For students intending to further their study of finance, the course provides a conceptual basis needed for more advanced courses. Analytical, quantitative and generic skills are emphasised.

ACST101: Techniques and Elements of Finance

This course aims to assist students to:
(a) understand the basic concepts of mathematics of finance (present value and accumulated value) and their application to both single payments and annuities;
(b) apply these basic mathematical concepts in valuing a range of financial instruments including savings and investment accounts, promissory notes, mortgage loans, personal loans, bonds and debentures, etc.; and
(c) know the functions of the Australian financial system, and the financial institutions (banks, insurance companies, finance companies, credit unions, etc.), financial instruments (bills, bonds, debentures, shares, etc.) and financial markets which form part of it.

A background of HSC Mathematics or equivalent numerical competency is desirable.

BBA111: Organisational Behaviour

The course provides an overview of major topics in organisational behaviour, including: theories of organisations and their structure and function; the organisation as a socio-technical system and new forms of work organisation; organisational change; social processes and organisation communication; the politics of organisations; power, influence, negotiation; contractual relations between the
individual and the organisation; organisational climate and culture; ethics, work and family/lifestyle issues; work motivation and loyalty to the organisation; and well-being in the workplace.

**BBA216: Business Communication Skills**

This course covers the principles of effective organisation and presentation of ideas in written and oral contexts for a range of administrative applications. The course will be project based, working as far as possible with material from other courses in the programme. Assessment will take into account individual performance as well as group work. In all, students will be encouraged to explore the intricate relationship between text, technology and audience to maximise the impact of their business presentations.

**BBA315: Business Forecasting**

This course introduces students to forecasting techniques with practical applications to business situations. The emphasis is on identifying appropriate forecasting methods to resolve specific problems. The course will also consider the analysis and interpretation of real data using a simple computer statistical package. Qualitative aspects of forecasting will be introduced and techniques such as the Delphi forecasting method and Scenario Planning will be reviewed. Students who complete the course successfully should be able to use their forecasting skills in a business environment to make a useful contribution to an organisation's activities.

**BBA340: Cross Cultural Management**

This course examines the challenges to managing effectively in business environments when diverse cultures interact, both within and between firms. Particular attention will be paid to managing increasingly diverse workforces in the Australian context, as well as to Australian firms that conduct business in Asia and beyond.

**BBA350: Strategic Management I**

The purpose of this course is to equip the student with the ability to approach complex business problems from the cross-functional and multi-dimensional perspective of the general manager. The process of formulating and implementing competitive strategy at the business-level requires the systematic analysis of a firm's internal resources and capabilities in conjunction with a structured examination of the various dimensions of its (external) macro- and industry environments. Once this is achieved, management can develop appropriate strategies with which to pursue sustainable competitive advantage in domestic and international markets.

Students will learn how to use several diagnostic models to evaluate a firm's relative strengths and weaknesses, the threats and opportunities in its external environment, and the key issues that influence how the firm should compete. Case analysis will be used extensively to link concepts and frameworks to real-world examples. Group work will engage students in the challenges of interpersonal communication, task allocation, coordination and control.
BBA360: Business Project

This course provides a platform for students to exercise the knowledge and skills that have been gained in previous courses, particularly BBA350. The major component of the course is a business-based project. Group work will engage students in the challenges of interpersonal communication, task allocation, coordination and control.

HRM107: Introduction to Human Resources

This course examines the broader macro issues related to managing people and managing change. The scope of inquiry extends to the macro-economic environment including the economic, political, social, and institutional specific context for managing people. The course also explores the role of government and agencies that establish various frameworks for industrial awards, systems of conciliation and arbitration, and conflict resolution in the workplace. Students will examine the role of unions, employer associations and employers; the impact of change and reform directions.

HRM207 Human Resource Development

This course examines a range of theories, processes, and techniques for developing social capital in organisations. It also analyses change processes from a number of different framing perspectives such as the political frame and the structural frame. Organisational development techniques are considered in the context of a systems approach; one-off change and development processes are considered to be inappropriate when they fail to account for the contingencies of organisational forces. Thus, the course examines several integrative theories of change management together with a number of intervention strategies. The alert student will note that intervention strategies of themselves may or may not work given the institutional values and organisational forces that flow in and around the organisation. The course also examines ways to apply theory to practice so that real change agent skills are developed.

MKTG202: Marketing Research

This course teaches the student to review the quantitative research techniques acquired in earlier courses and introduces some qualitative methods. The purpose of the course is to concentrate on the application of research techniques to problems confronting marketing managers in strategic and operational situations. While the emphasis is on applications, the student will be expected to be able to appreciate the differences in techniques and to be able to select appropriate methodologies that will produce relevant information sets for decision-making. The focus will be on case studies and exercises in placing research methodology into a decision-making context.

MKTG203 Consumer Behaviour

This course examines the external and internal factors that influence people's behaviour in a buying situation. It provides a conceptual understanding of consumer behaviour, integrating theories from psychology, sociology, and economics. Topics covered include: marketers' and consumer views of consumer behaviour; market segmentation and product positioning; understanding consumer motivation; consumer personality, values, and involvement; consumer perception; consumer

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learning; habit, and brand loyalty; consumer attitudes; cultural, social, situational, household influences on the consumer; the influence of salespersons and advertising on the consumer; pre-purchase, purchase and post-purchase decision processes of the consumer; organisational buying behaviour.

**MKTG207: Services Marketing**

This course has been developed in recognition of the size and growing importance of the services sector and of the distinctive characteristics of "services" (in contrast with tangible "goods"). The course will seek to apply the principles of services marketing to organisations in the private, public and not-for-profit sectors. It will also examine the characteristics and the unique problems caused by the differences between the marketing of tangible goods and the marketing of services. It will endeavour also to communicate the need for a detailed understanding of consumer behaviour as it applies to the purchase of services and to the interaction between customers and service providers. Finally, the course will communicate the fact that the successful marketing of services and the successful delivery of customer service are critical elements in the development of customer satisfaction and the long-term success of an organisation. In this regard, the concept of service quality and its measurement will be discussed, as will the link between service quality and customer satisfaction. In addition to formal lectures, the course will employ case studies and group project work and will examine contemporary business examples and best practice.

**MKTG308 Customer Relationship Management**

Conventional marketing theory and corporate mission statements lead us to believe that today's organisations should understand and serve customers well. The reality of our experiences as customers is often quite different; conflicting goals, the interests of stakeholders and even traditional management theory all conspire to ensure that customers are left wondering why they "can't get no satisfaction" (Mick Jagger, 1965).

Customer Relationship Management (CRM) has grown in fertile soil over the last two decades. Even though the term was first coined in 1991, organisations still wrestle with CRM programmes, and in many cases the returns have not justified the investment. In this course we explore what CRM is really about, and present a proven, managerially-relevant approach to succeeding with CRM programs. CRM normally requires software implementation, but more importantly it involves the alignment of strategy, people, processes and information technology with a strategic focus on customers in order to succeed. Key topics include customer strategies, customer value, loyalty, experience, lifecycle management, sales force automation, marketing automation, service automation, customer profitability, benchmarking and program implementation. The project in this course allows you to conduct some simple research based on your own experience as a customer of various organisations.

**MKTG311 Brand Management**

Firms of nearly all types have come to the realisation that one of the most valuable assets they have is their brand. This course explores branding across goods and services and introduces relevant theory used to design effective branding strategies. Besides discussing appropriate theories and models, the course will also incorporate practical branding cases, so that students should be able to make and evaluate branding decisions in the future. Particular emphasis is placed on understanding the psychological principles at the consumer level that will improve managerial decision-making with respect to brands. The course will cover the importance of brand equity and the application of the marketing mix to brand strategies.
Course Descriptions (Continued)

Macquarie courses that could be exempted on entry to the BBA Programme.

ACCG105: Introductory Financial Accounting

The course covers the theory and practice of the double entry bookkeeping system, the trial balance, adjusting entries, the worksheet and the preparation of financial reports. Students are also introduced to the basics of cash flow and financial statement analysis. Coursework includes weekly assignments as well as a full manual practice set of the complete accounting process. The objective of the practice set is to expose students to the practical aspects of the accounting process, and how this process leads to the end product - the financial reports. There is also an assessable component on generic skills in accounting.

ACCG200: Fundamentals of Management Accounting

This course examines how cost information is generated and used in organisations for decision-making purposes. To this end a number of different costing and budgeting techniques are explained, and demonstrated. In addition the appropriateness of the various techniques is explained, which depends partly on the business situation and partly on the decisions that are made with the information. There are three main parts to the course: (i) costing techniques (job/process costing and cost allocations); (ii) budget setting and evaluating performance against the budget; and (iii) using costs for decision-making.

BBA102: Principles of Management

Beginning with the premise that organisations bring people together to achieve what they could not achieve individually, this course examines organisations and their activities from a number of perspectives. A historical perspective of the management of organisations is developed, including current management approaches and their origins. Structure and strategy are explored from the perspective of their roles as foundations of organisation. Operations and human resource management are examined as major functions in an organisation (other functions such as accounting, marketing, etc. are addressed in other courses). From a contemporary perspective, ethics and globalisation are addressed as significant issues facing organisations. An organisation does not exist in isolation, but is constantly interacting with its environment. The role of the organisation viewed from the perspectives of the society to which it is accountable, and the economy within which it operates, is examined.

BBA103: Business Economics

An introduction to economic analysis and methodology; highlights the relevance of economics to business. In microeconomics the course examines the behaviour of firms, their internal decision-making under alternative market structures and the impact of these decisions on the wider community. The rationale for government involvement in specific markets and the methods available to government for dealing with market imperfections are also discussed. The macroeconomic component of the course examines the key dimensions of the macroeconomic environment including the various measures of economic activity. It also deals with unemployment,
inflation, exchange rates and interest rates as environmental factors impinging on firms. The emphasis is on the relevance to businesses of the performance of the major economic aggregates and the impact of government macroeconomic policies on economic activity in general and on firms in particular.

**BUSL250: Business Law**

This is the foundation business law course for students undertaking professional studies in the accounting and financial management areas. It is also a required course for the Business Law major. The course, through a range of assessment tasks, seeks to develop each student's knowledge of an interest in the Australian legal system. Subject areas include contract, tort, property, and agency law.

**ISYS123: Introduction to Information Systems and Technology**

ISYS123 provides a comprehensive introduction to information technology, including a range of topics from computing and information systems. Topics covered include hardware, software algorithms, productivity software, IS/IT planning, project management and e-commerce. The place of Information Systems within the broader context of Information Technology is examined as is the integration of information systems into modern organisations.

Students are given a thorough grounding in computing environments and productivity tools, with a special concentration on spreadsheets and databases.

**MKTG101: Marketing Fundamentals**

This course explores the proposition that marketing is based on an understanding of consumer value. The course looks at the evolution of marketing thought from a production orientation to its current state. The course covers gathering information on consumer needs and the marketing environment. It then looks at the tools the marketer uses to satisfy those needs -- the marketing mix. Lectures include the latest developments in marketing theory, illustrated with examples of best marketing practice from Australia and major economies overseas.

**STAT170: Introductory Statistics**

This course provides a broad introduction to statistical concepts and data analysis techniques. The course is basically concerned with the development of an understanding of statistical practice and is illustrated by a study of those techniques most commonly used in the sciences, social sciences and humanities.

Whilst this course may be taken as a terminating unit in statistics, it provides only basic statistical knowledge. Students intending to complete a major in statistics, or those wishing to acquaint themselves with the practical application of statistical techniques, are advised to include the courses STAT270 and STAT273 in their program.

Topics covered in STAT170 include data collection methods, data quality, data summarisation and statistical models like the normal distribution followed by sampling distributions and statistical
inferences about means, proportions and quantiles. Also studied are methods of analysis relating to comparisons, counted data and relationships, including regression and correlation. Use is made of statistical computer packages for handling and analysing data along with word processing for reporting the results. However, no prior computing knowledge is assumed.