

Graduate Courses for students who admitted in 2018:

Accountancy

<i>Required Lecture Courses</i>		Minimum Requirement	
		MPhil	PhD
ACCT7110	Issues in Financial Accounting	2 courses	3 courses
ACCT7120	Issues in Managerial Accounting		
ACCT7190	Research Methodology in Accounting		
ACCT7199	Current Topics in Accounting Research		
ECON5011	Microeconomic Theory	2 courses	4 courses
ECON5021	Macroeconomic Theory		
ECON5121	Econometric Theory and Applications		
FINA6092	Advanced Financial Management		
FINA6040 or FINA6112	Investment Analysis and Portfolio Management Investment and Portfolio Analysis		
FINA6232	Seminar in Asset Pricing		
FINA6242	Seminar in Corporate Finance		
<i>Required Thesis Research Courses</i>			
ACCT8003 or ACCT8006 or ACCT8012	Thesis Research	Must take 1 course every term.	
<i>Elective Lecture Courses</i>			
ACCT6110	Financial Accounting Theory		
ACCT6112	Comparative Financial Reporting		
ACCT6120	Management Control Systems		
ACCT6170	Corporate Governance: A Global Perspective		
<i>Minimum graduation requirement on lecture courses</i>		12 units	21 units

**Business Administration offered by
School of Hotel and Tourism Management**

Real Estate and Finance Stream

Students should complete HTMG6210 Research in Hospitality, Tourism and Real Estate, and a minimum of 18 (MPhil)/27 (PhD) units of lecture courses from the list of required lecture courses and elective lecture courses:

		Minimum Requirement	
		MPhil	PhD
<i>Required Lecture Courses</i>			
ECON5011	Microeconomic Theory	2 courses	All required
ECON5121	Econometric Theory and Applications		
FINA6092	Advanced Financial Management		
FINA6112	Investment and Portfolio Analysis		
FINA6232	Seminar in Asset Pricing	2 courses	
FINA6242	Seminar in Corporate Finance		
FINA6252	Empirical Methods in Asset Pricing		
FINA6272	Empirical Methods in Corporate Finance		
<i>Required Thesis Research Course</i>			
HTMG8003 or HTMG8006 or HTMG8012	Thesis Research	Must take 1 course every term.	
<i>Elective Lecture Courses</i>			
ACCT6170	Corporate Governance: A Global Perspective	2 courses	2 courses
ACCT7190	Research Methodology in Accounting		
ECON5021	Macroeconomic Theory		
FINA6132	Derivatives Markets		
FINA6152	Fixed-Income Securities Analysis		
Students who have no real estate and finance background should take two of following courses as pre-requisites. Units earned would not be counted into the minimum units of lecture courses for graduation.			
HTMG3502 or HTMG5011	Hospitality Real Estate Finance or Real Estate Finance		
HTMG4060 or HTMG5002	Property Investment and Feasibility Study or Property Development and Investment		
HTMG4100 or HTMG5017	Real Estate Valuation		
HTMG4600 or HTMG5018	Hospitality Facilities Planning and Management or Facilities Development and Management		
<i>Minimum graduation requirement on lecture courses</i>		18 units	27 units

Marketing and Tourism Stream

Students should complete HTMG6210 Research in Hospitality, Tourism and Real Estate, and a minimum of 12 (MPhil)/24 (PhD) units of lecture courses from the list of required lecture courses and elective lecture courses:

		Minimum Requirement	
		MPhil	PhD
<i>Required Lecture Courses</i>		3 courses	All required
BASA6001	Research Methodology in Behavioral Studies I		
BASA6002	Research Methodology in Behavioral Studies II		
DSME6532	Multivariate Statistics		
ECON5011 or DSME6522	Microeconomic Theory or Research Methods in Microeconomics		
MKTG6152	Advanced Seminar in Marketing – Behavioral Studies		
MKTG7162	Advanced Seminar in Marketing – Models and Technologies		
<i>Required Thesis Research Courses</i>			
HTMG8003 or HTMG8006 or HTMG8012	Thesis Research	Must take 1 course every term.	
<i>Elective Lecture Courses</i>			
DSME6512	Modeling Methodology in Management Science	1 course	2 courses
ECON5101	Review of Quantitative Method		
ECON5121	Econometric Theory and Applications		
MGNT6242	Advanced Seminar in Strategic Management & International Studies		
PSYC5010	Seminar in Research Methods I		
PSYC7010	Seminar in Cognition		
PSYC7020	Seminar in Social Psychology and Personality		
MPhil or PhD Students without a first degree in Marketing are required to take two Marketing courses. Units earned would not be counted into the minimum units of lecture courses for graduation.			
MKTG2010 or MKTG5011	Marketing Management		
MKTG3020 or MKTG5013	Consumer Behavior or Buyer Behavior		
<i>Minimum graduation requirement on lecture courses</i>		12 units	24 units

Decision Sciences and Managerial Economics

Business Economics Stream

		Minimum Requirement			
		MPhil	PhD		
<i>Required Lecture Courses</i>					
DSME6612	Advanced BE Research Seminar				
<i>Required Thesis Research Courses</i>					
DSME8003 or DSME8006 or DSME8012	Thesis Research	Must take 1 course every term.			
<i>Elective Lecture Courses</i>					
ECON5101	Review of Quantitative Methods	3 courses	All required		
ECON5011	Microeconomic Theory				
ECON5021	Macroeconomic Theory				
ECON5121	Econometric Theory and Applications				
BASA6001	Research Methodology in Behavioral Studies I	2 courses	1 course		
BASA6002	Research Methodology in Behavioral Studies II				
MGNT6122	Structural Equation Modeling				
DSME6512	Modelling Methodology in Management Science				
DSME6522	Research Methods in Microeconomics				
DSME6532	Multivariate Statistics				
DSME6542	Economics of Information Systems				
ECON5130	Applied Time Series Analysis				
ECON5410	Monetary Economics				
ECON5420	Financial Economics				
ECON5430	Public Economics	2 courses			
ECON5440	International Trade				
ECON5460	Development Economics				
ECON5480	Industrial Organization				
ECON6010	Seminar in Economic Theory				
DSME6622	Advanced MIS Research Seminar				
DSME6632	Research Seminar in Operations and Supply Chain Management				
ECON6810	Special Topics in Economics I	/	1 course		
<i>Minimum graduation requirement on lecture courses</i>				18 units	27 units

Management Information Systems Stream

<i>Required Lecture Courses</i>		Minimum Requirement			
		MPhil	PhD		
DSME6622	Advanced MIS Research Seminar				
<i>Required Thesis Research Courses</i>					
DSME8003 or DSME8006 or DSME8012	Thesis Research	Must take 1 course every term.			
<i>Elective Lecture Courses</i>					
DSME6680	Selected Topics of Information and Technology Management	3 courses	4 courses		
DSME6940	Enterprise Resources Planning				
DSME6740	Total Quality Management/Business Process Re-engineering				
DSME6751	Database and Big Data Management				
DSME6752	Information Systems Analysis and Auditing				
DSME5210	Strategic Information Systems				
DSME6930	Supply Chain and Logistics Management				
DSME6542	Economics of Information Systems	2 courses	3 courses		
BASA6001	Research Methodology in Behavioral Studies I				
BASA6002	Research Methodology in Behavioral Studies II				
ECON5011	Microeconomic Theory				
ECON5021	Macroeconomic Theory				
MGNT6122	Structural Equation Modeling				
DSME6512	Modelling Methodology in Management Science				
DSME6522	Research Methods in Microeconomics				
DSME6532	Multivariate Statistics				
DSME6612	Advanced BE Research Seminar			/	1 course
DSME6632	Research Seminar in Operations and Supply Chain Management				
MGNT6232	Advanced Seminar in Management Theory				
<i>Minimum graduation requirement on lecture courses</i>		18 units	27 units		

Operations Management Stream

<i>Required Lecture Courses</i>		Minimum Requirement			
		MPhil	PhD		
DSME6632	Research Seminar in Operations and Supply Chain Management				
<i>Required Thesis Research Courses</i>					
DSME8003 or DSME8006 or DSME8012	Thesis Research	Must take 1 course every term.			
<i>Elective Lecture Courses</i>					
DSME6100	Managing Service Operations	3 courses	4 courses		
DSME6740	Total Quality Management/Business Process Re-engineering				
DSME6751	Database and Big Data Management				
DSME5210	Strategic Information Systems				
DSME6930	Supply Chain and Logistics Management				
ENGG5501	Foundations of Optimization				
SEEM5610	Inventory and Supply Chain Management				
SEEM5630	Stochastic Inventory and Revenue Mgt.				
SEEM5580	Advanced Stochastic Models				
SEEM5510	System Simulation	2 courses	3 courses		
BASA6001	Research Methodology in Behavioral Studies I				
BASA6002	Research Methodology in Behavioral Studies II				
ECON5011	Microeconomic Theory				
ECON5021	Macroeconomic Theory				
MGNT6122	Structural Equation Modeling				
DSME6512	Modelling Methodology in Management Science				
DSME6522	Research Methods in Microeconomics				
DSME6532	Multivariate Statistics				
DSME6542	Economics of Information Systems				
DSME6612	Advanced BE Research Seminar			/	1 course
DSME6622	Advanced MIS Research Seminar				
MGNT6232	Advanced Seminar in Management Theory				
MGNT6242	Advanced Seminar in Strategic Management and International Business				
<i>Minimum graduation requirement on lecture courses</i>		18 units	27 units		

Finance

		Minimum Requirement	
		MPhil	PhD
<i>Required Lecture Courses</i>			
FINA6092	Advanced Financial Management	2 courses	4 courses
FINA6112	Investment and Portfolio Analysis		
ECON5011	Microeconomic Theory		
ECON5121	Econometric Theory and Applications		
FINA6232	Seminar in Asset Pricing	3 courses	4 courses
FINA6242	Seminar in Corporate Finance		
FINA6252	Empirical Methods in Asset Pricing		
FINA6272	Empirical Methods in Corporate Finance		
<i>Required Thesis Research Course</i>			
FINA8003 or FINA8006 or FINA8012	Thesis Research	Must take 1 course every term.	
<i>Elective Lecture Courses</i>			
ACCT5111	Corporate Financial Reporting	1 course	1 course
ACCT6170	Corporate Governance: A Global Perspective		
ACCT7190	Research Methodology in Accounting		
ECON5021	Macroeconomic Theory		
FINA6132	Derivatives Markets		
FINA6152	Fixed-Income Securities Analysis		
FINA6222	Selected Topics in Finance		
<i>Minimum graduation requirement on lecture courses</i>		18 units	27 units

Management

		Minimum Requirement	
		MPhil	PhD
<i>Required Lecture Courses</i>			
BASA6001	Research Methodology in Behavioral Studies I	All required	
BASA6002 OR MGNT6252	Research Methodology in Behavioral Studies II OR Research Methods in Strategic Management		
MGNT6022	Advanced Seminar in HRM/OB		
MGNT6232	Advanced Seminar in Management Theory		
<i>Elective Lecture Courses</i>			
MGNT6242	Advanced Seminar in Strategic Management & International Business		
<i>Required Thesis Research Courses</i>			
MGNT8003 or MGNT8006 or MGNT8012	Thesis Research	Must take 1 course every term.	
Students who have not taken the following courses in their undergraduate/master program should take them as additional courses if specified by the department. Units earned would not be counted into the minimum units of lecture courses for graduation.			
MGNT2040 or MGNT5020	Human Resource Management		
MGNT3010 or MGNT6110	Organizational Behavior		
MGNT4010 or MGNT6141	Business Policy & Strateg or Business Strategy		
<i>Minimum graduation requirement on lecture courses</i>		12 units	12 units

Marketing

MPhil

<i>Required Lecture Courses</i>		Minimum Requirement
MKTG6152	Advanced Seminar in Marketing – Behavioral Studies	3 courses
MKTG7162	Advanced Seminar in Marketing – Models and Technologies	
BASA6001	Research Methodology in Behavioral Studies I	
BASA6002	Research Methodology in Behavioral Studies II	
DSME6532	Multivariate Statistics	
DSME6710 or ECON5011	Business Economics (Micro) or Microeconomic Theory	
<i>Required Thesis Research Courses</i>		
MKTG8003 MKTG8006 MKTG8012	Thesis Research	Must take 1 course every term.
<i>Elective Lecture Courses</i>		
PSYC7010	Seminar in Cognition	1 course
PSYC7020	Seminar in Social Psychology and Personality	
PSYC6570	Seminar in Consumer Psychology	
PSYC5010	Seminar in Research Methods I	
PSYC6010	Seminar in Research Methods II	
MGNT6242	Advanced Seminar in Strategic Management & International Business	
MGNT6122	Structural Equation Modeling	
ECON5101	Review of Quantitative Method	
DSME6512	Modeling Methodology in Management Science	
ECON5121	Econometric Theory and Applications	
MPhil or PhD Students without a first degree in Marketing are required to take two Marketing courses. Units earned would not be counted into the minimum units of lecture courses for graduation.		
MKTG2010 or MKTG5011	Marketing Management	
MKTG3020 or MKTG5013	Consumer Behaviour or Buyer Behaviour	
<i>Minimum graduation requirement on lecture courses</i>		12 units

PhD Behavioral Stream

<i>Required Lecture Courses</i>		Minimum Requirement
MKTG6152	Advanced Seminar in Marketing – Behavioral Studies	6 courses
MKTG7162	Advanced Seminar in Marketing – Models and Technologies	
BASA6001	Research Methodology in Behavioral Studies I	
BASA6002	Research Methodology in Behavioral Studies II	
DSME6532	Multivariate Statistics	
DSME6710 or ECON5011	Business Economics (Micro) or Microeconomic Theory	
<i>Required Thesis Research Courses</i>		
MKTG8003 MKTG8006 MKTG8012	Thesis Research	Must take 1 course every term.
<i>Elective Lecture Courses</i>		
MKTG6162	Consumer Information Processing I	2 courses
MKTG6172	Consumer Information Processing II	
MKTG6182	Advanced Social Psychology for Business Research	
MKTG6192	Advanced Cultural Psychology for Business Research	
PSYC7010	Seminar in Cognition	
PSYC7020	Seminar in Social Psychology and Personality	
PSYC6570	Seminar in Consumer Psychology	
MGNT6122	Structural Equation Modeling	
MPhil or PhD Students without a first degree in Marketing are required to take two Marketing courses. Units earned would not be counted into the minimum units of lecture courses for graduation.		
MKTG5011 or MKTG2010	Marketing Management	
MKTG5013 or MKTG3020	Buyer Behaviour or Consumer Behaviour	
<i>Minimum graduation requirement on lecture courses</i>		24 units

PhD Modeling Stream

<i>Required Lecture Courses</i>		Minimum Requirement
MKTG6152	Advanced Seminar in Marketing – Behavioral Studies	6 courses
MKTG7162	Advanced Seminar in Marketing – Models and Technologies	
BASA6002	Research Methodology in Behavioral Studies II	
ECON5011	Microeconomic Theory	
ECON5021	Macroeconomic Theory	
ECON5121	Econometric Theory and Applications	
<i>Required Thesis Research Courses</i>		
MKTG8003 MKTG8006 MKTG8012	Thesis Research	Must take 1 course every term.
<i>Elective Lecture Courses</i>		
MKTG6162	Consumer Information Processing I	2 courses
MKTG6172	Consumer Information Processing II	
MKTG6182	Advanced Social Psychology for Business Research	
MKTG6192	Advanced Cultural Psychology for Business Research	
ECON5101	Review of Quantitative Method	
ECON5150	Applied Econometrics	
ECON5160	Game Theory	
ECON5410	Monetary Economics	
ECON5480	Industrial Organization	
ECON6810	Special Topics in Economics I	
ECON6820	Special Topics in Economics II	
ECON6830	Special Topics in Economics III	
STAT5020	Topics in Multivariate Analysis	
STAT5030	Linear Models	
STAT5050	Advanced Statistical Computing	
STAT5060	Advanced Modeling and Data Analysis	
CSCI 5030	Machine Learning Theory	
CSCI 5070	Advanced Topics in Social Computing	
MPhil or PhD Students without a first degree in Marketing are required to take two Marketing courses. Units earned would not be counted into the minimum units of lecture courses for graduation.		
MKTG5011 or MKTG2010	Marketing Management	
MKTG5013 or MKTG3020	Buyer Behaviour or Consumer Behaviour	
<i>Minimum graduation requirement on lecture courses</i>		24 units

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.

ACCT6110 Financial Accounting Theory

This course establishes a framework for evaluating accounting choices and categorizing the strength of authority for particular accounting treatments. This is accomplished by exposing the students to empirical accounting research and by creating an awareness of the endogenous factors affecting accounting decisions. Major themes are the integration of cash flow and accrual based measures of income from a theoretical perspective and the synthesis of accounting choice questions based on the asset valuation versus income measurement dichotomy. The end result will be a deeper understanding of both the structure and the process of accounting policy-making.

ACCT6112 Comparative Financial Reporting

This course examines the evolution of accounting under different political and economic systems and explores current theory and research on the impact of local institutional features on financial reporting and disclosure practices. In so doing, it provides participants with a conceptual framework for analyzing the economic causes and consequences of differences in reporting and disclosure practices and their impact on international commerce, finance, and investment. The course includes discussion of recent and proposed changes in reporting standards with a focus on the local and Mainland reporting environment.

ACCT6120 Management Control Systems

Designed properly, management control systems serve to influence and structure employee behavior in ways that increase the likelihood that organizational objectives are achieved or exceeded. This course provides an advanced-level examination of the alternative control mechanisms available to organizations, theories underlying their use, and their intended and often unintended effects on behavior. Particular attention is directed to the critical decisions underlying the design of effective accounting based control systems including choice of responsibility structure, performance measures, performance standards, and incentive systems, and to emerging issues in corporate governance.

ACCT6170 Corporate Governance: A Global Perspective

The OECD Guidelines for Corporate Governance identify four elements namely objectives, transparency, benchmarks and accountability as key factors that transcend both legal and national boundaries. As a concept it delineates the rights and responsibilities of each group of stakeholders in the company by providing for appropriate checks and balance to be incorporated into the process of performance, decision making and monitoring. This course will address issues within in the rubric of corporate governance from an accounting and legal perspective.

ACCT7110 Issues in Financial Accounting

Current research topics in financial accounting. These include accounting information and capital market behaviour, the economic consequences of both mandatory and voluntarily public announcements made by firms, effects of agency costs and debt covenants on the behaviour of firms' reporting choices, fundamental analysis of accounting data, compensation schemes and financial reporting.

ACCT7120 Issues in Managerial Accounting

Current research topics in managerial accounting. These include analysis of information values, theory of syndicates and teams; organization form and hierarchy, advanced topics in cost allocations and transfer pricing, decision models in management accounting, management accounting for multi-national corporations, agency issues in executive contracts, contingency theory and design of management accounting systems, behavioural dimensions of management accounting.

ACCT7190 Research Methodology in Accounting

The course is designed to equip students with skills necessary for advanced research in accounting areas. Topics covered will include identification of research problems, development of research hypotheses, research design, data collection and processing, statistical tests, interpretation of results, and writing of research reports. Selected papers and topical research issues will also be discussed. The emphasis will be on the application of the research methods to solving accounting-related problems.

ACCT7199 Current Topics in Accounting Research

The course explores current topics in a specific area of accounting research. Through a combination of lectures and seminars, students discuss recent literature and academic works to enhance their knowledge and skill to conduct research in accounting utilizing tools and paradigms at the frontier of such technologies.

BASA6001 Research Methodology in Behavioral Studies I

This course is divided into two main parts. The first part is focused on the application of the philosophy of science to behavioral research in business. Basic concepts such as explanation, scientific laws, and theory are introduced and discussed. The second part provides an introduction to the various stages of scientific research which include research design, measurement scale and development, sampling design, data collection and statistical analysis. Even though mathematical proofs and statistical derivations will be reduced to a minimum, having the knowledge of basic statistics and matrix manipulations will be helpful.

BASA6002 Research Methodology in Behavioral Studies II

This course is the continuation of BSA6001. The course covers selected advanced topics associated with the behavioral research process. In particular, students will learn how to apply various types of research design and statistical methods, and how to interpret the results. Sample topics include among others experimental design, measurement theory, cross-cultural research, significance tests and statistical power, interaction and moderating effects, multi-level analysis, confirmatory factor analysis, and structural equation modeling. Even though mathematical proofs and statistical derivations will be reduced to a minimum, having the knowledge of basic statistics and matrix manipulations will be helpful.

CSCI5030 Machine Learning Theory

This course first introduces fundamentals of machine learning with a large size of samples, including basic principles (maximum likelihood vs least redundancy) and typical structures (linear systems of hidden factors, mixture of local structures, and Markov temporal models), The second part of the course covers learning theories towards small sample size challenge, including major topics (model selection, learning regularization, two stage implementation, sparse learning, and automatic model selection) and three streams of efforts, namely generalization error estimation (CV, AIC, VC theory), shortest coding length (MML vs MDL) or similarly various Bayes (BIC, MAP, Laplace, marginal, and variational) , and BYY learning (BYY system, best harmony theory, Ying-Yang alternation updating, and five action circling implementation).

CSCI5070 Advanced Topics in Social Computing

This course aims to advance computational techniques used for social computing. Specifically, the course will present state-of-the-art methodologies and approaches to mine social data, signals, and behaviours. The course topics include, but are not limited to: social network theory and analysis, graph mining, link-based analysis and algorithms, web intelligence, web data mining, knowledge discovery on the web, web analytics, web information retrieval, learning to rank, ranking algorithms, relevance feedback, collaborative filtering, recommender systems, human/social computation, social games, opinion mining, sentiment analysis, social monetization, security/privacy issues related to web intelligence, question and answering, and other related topics in social computing, etc.

DSME5210 Strategic Information Systems

This course discusses the role of information technology (IT) in corporate strategy, along with its strategic, organizational, and technical issues in management and use. Topics include IT and business strategy alignment, IT-enabled business process reengineering, IT outsourcing, information systems planning and management, e-commerce technology and management, as well as business intelligent and analytics. Emphasis of the course is on how IT can contribute to organizational effectiveness.

DSME6100 Managing Service Operations

This course is designed for students to learn the latest theories, frameworks, concepts, techniques and to apply them in meeting the special challenges of managing service operations. The focus is to develop analytical thinking skills that will enable students contemplating careers in services to develop, evaluate and implement strategies for a wide range of service producing organizations. Topics will include: 1). the importance and economics of customer loyalty and approaches to build customer loyalty; 2). formulation and implementation of service strategies and the strategic service vision for greater business success; 3). management of the operational behavior of customers in service delivery; 4). design of sustainable service models that successfully incorporate a customer's operating role; 5). analyses of customer data to inform managerial decision making; and 6). management of changes in service settings.

DSME6512 Modelling Methodology in Management Science

This course introduces students to some basic issues in the design and completion of a research project in business and economics. These issues include the initial choice of a research problem, the use of quantitative vs. qualitative methods for undertaking that research, potential pitfalls that may be met along the way, and the presentation of results in a scholarly manuscript. Fundamental modelling methodologies will also be covered.

DSME6522 Research Methods in Microeconomics

This course is a combination of two separate mini-courses.

In the first half of the course we take a microeconomic perspective to analyze a number of important resource-allocating systems that are widely used in real life, including auctions, matching mechanisms, and trading platforms for financial assets. For each system we study its objective, structure, and actual performance. We will focus on the theoretical aspects of these systems, but will also examine empirical findings on how well they function.

The second half of course surveys modern methods of applied micro-econometric research. We will begin by reviewing the Rubin Causal Model, its relationship with structural models, and the econometric definition of identification. We will then proceed to consider a number of econometric estimators, research designs, and inferential methods.

DSME6532 Multivariate Statistics

This course provides students with the basic multivariate analysis principles, techniques, and applications based on statistics theory. Major topics include factor analysis, multiple discriminant analysis, multivariate analysis of variance, cluster analysis, principle component analysis, etc. The techniques introduced will be useful in conducting quantitative research in various areas in business and economics including management, marketing, and management information system. Applications of the techniques to real – world economic and business problems will be emphasized. Statistical software will also be introduced to familiarize students with the application of multivariate analysis techniques in their research.

DSME6542 Economics of Information Systems

The use of economics as a reference discipline for IS research has gained significant recognition over the past twenty years. This course is designed to introduce the research stream (as known as Economics of IS) to Ph.D. students with economic theories, models, and methodologies used in IS research. Specifically, this course deals with classical research questions, methods, and findings which form the backbone of Economics of IS. In addition, the course extends its focus and also covers the growing field of behavioral economics and its connection with IS research. Although the course relies primarily on IS literature, it is appropriate for Ph.D. students with a variety of backgrounds including Information Systems, Operations Management, Strategy, Marketing, and Economics.

DSME6612 Advanced BE Research Seminar

This seminar course provides students with a broad exposure to research in Business Economics (BE). It will cover the development of current research topics such as game theory, information economics, firm and contract theory, industrial organization, and other topics related to microeconomics. Students are expected to read assigned papers thoroughly prior to classes and be able to discuss the paper's key assumptions and how those assumptions influence the paper's key findings. The contribution of the papers to the literature will also be discussed.

DSME6622 Advanced MIS Research Seminar

This course provides students with a broad-based exposure to research in MIS and its research methodologies, including survey, case study, experimental design, and field work. Various theories used in MIS research will also be discussed to provide students with background on approaches to theory building and theory testing. Seminal MIS articles will be reviewed to orient students to the emergence of MIS discipline and its research tradition and trend.

DSME6632 Research Seminar in Operations and Supply Chain Management

This seminar is designed to provide students with the latest knowledge on research issues, theories and methodologies in the areas of Operations and Supply Chain Management. Students will be required to read research papers, critique and synthesize other people's research work, and identify areas for future research. They are also required to present and discuss other people's research and their own research proposals. The instructor and scholars from different universities will also be invited to present their latest research. Topical areas will include Operations Supply Chain Strategy, Total Quality Management, Service Operations Management, Innovation and New Product Development, Lean Thinking, Business Process Improvement/Innovation, Relationship Management and Supply Chain Integration, Supply Chain/Logistics Network Design and other topics.

DSME6680 Selected Topics of Information and Technology Management

This course is designed to investigate and to discuss selected topics of current interests in the area of information and technology management.

DSME6740 Total Quality Management/Business Process Re-engineering

This course is designed to integrate the two important methodologies for business improvement, organization management and operations enhancement at the business level: total quality management (TQM) and business process re-engineering (BPR). TQM covers modern concepts, theories and practices in system design, process planning and control for quality. In addition, practices including statistical quality control, six-sigma, quality circles, quality audit and ISO-9000 series are reviewed. Applications in manufacturing, service, and non-profit settings will also be introduced. BPR covers process design concepts & methods, leverage on information technology, critical factors for implementing BPR, re-engineering roadmap, and applications in different sectors and industries.

With an emphasis on real world applications, the course includes both international and local case sharing and studies to enhance learning.

DSME6751 Database and Big Data Management

This course focuses on corporate data and knowledge modeling and management. We will examine the organization of data and knowledge, selection and use of suitable representation methods and tools, as well as access to stored data and knowledge through retrieval and search techniques. Topics such as data integrity, DBMS, data warehousing, big data, knowledge acquisition and sharing, and knowledge management strategy are covered.

DSME6752 Information Systems Analysis and Auditing

This course provides students with knowledge and experience of analyzing the essential aspects of business processes in the real world. Emphases will be placed on the object-oriented analysis techniques using the Unified Modeling Language. Various key business activities will be discussed. This course will also explain the importance of business IS controls in contemporary IT governance. A business framework for the management of enterprise IS will be investigated.

DSME6930 Supply Chain and Logistics Management

This course covers the concepts, insights, practical tools, and decision support systems for the effective management of the supply chain. This course will convey both the intuitions behind many key supply chain and logistics management concepts and to provide simple techniques that can be used to analyze various aspects of the supply chain and logistics management. The role of supply chain and logistics management in the age of eBusiness will be addressed. Through readings and case studies, we will identify the current and prospective supply chain practices.

DSME6940 Enterprise Resources Planning

Enterprise Resource Planning (ERP) is an integrated information technology to manage company-wide business processes. The topics include two aspects: enterprise resource planning system and the ERP project implementation issues. This course will also introduce the evolution of ERP, concepts and application of ERP. The topics of enterprise systems will mainly brief on the core modules along the value chain such as product development, order fulfillment, production and others. Finally, the "ERP and beyond" will address how the latest developments of ERP be extended to fulfill the new demand of more enterprise initiatives. Students will be requested to work on a group project.

ECON5011 Microeconomic Theory

This course provides an exposition of advanced microeconomic theory. Topics include preference and utility, consumer demand, production, expected utility theory, normal-form game, extensive-form game, externality, oligopoly, general equilibrium, and social choice.

ECON5021 Macroeconomic Theory

This course emphasizes the application of recent theoretical analyses on macroeconomic fluctuations and growth. It is an advanced course on contemporary macroeconomic theories with the aim to bring students to the frontier of current research.

The main topic of this course is dynamic general equilibrium models and their applications, particularly in relation to explaining consumption/saving, investment, unemployment, business cycles and economic growth. Policy implications are also derived.

ECON5101 Review of Quantitative Methods

This course reviews some of the mathematical methods most widely used in modern economic analysis. We shall cover the following topics: linear algebra, elementary real analysis, multivariable differential calculus, theory of optimization with constraints, dynamical systems in discrete and continuous times, and dynamic optimization. It is assumed that the students are familiar with basic calculus and elementary linear algebra.

ECON5121 Econometric Theory and Applications

Econometrics applies statistical theories to economics. This course is an introductory course in economic theory at the graduate level. It covers large sample theory, estimation methods, and hypotheses testing, with applications to microeconomics, macroeconomics and labour economics.

ECON5130 Applied Time Series Analysis

This is an econometrics course in time series methods. Topics covered include: stationary ARMA processes, dynamic modeling, univariate with unit roots, cointegration and time series models of heteroskedasticity. Empirical analyses and applications of time series method to real world data will also be provided.

ECON5150 Applied Econometrics

This is a graduate level course in applied econometrics. This course is intended to deal with model estimation, specification, and inference with various econometric models. Modelling and estimating appropriate econometric models using given data sets are major characteristics of our class, so we will emphasize the interplay between econometric theory and applications. This course will consider model selection problems, data transformations, heteroskedasticity, serial and spatial dependence, endogeneity, panel data model, binary response model, sample selection, survival analysis, quantile regression, and so on. Students are advised to take ECON5121 before taking this course.

ECON5160 Game Theory

This is an advance course on game theory. We will cover topics in strategic games, extensive games of complete or incomplete information, epistemic foundations of game theory, repeated games, bargaining theory, coalitional games and matching theory. We will also discuss various applications of game theory in economics.

ECON5410 Monetary Economics

This course is a graduate-level survey of monetary and financial economics with an emphasis on macroeconomic elements. The major focus will be on models and theories of money and financial intermediation but relevant empirical literature will be incorporated as well. The topics that will be covered include standard methods of introducing money into the neoclassical growth framework, overlapping generations models, and search theoretical foundations for money.

ECON5420 Financial Economics

The aim of this course is to provide students with a foundation to pursue further research in the theory of financial economics. This course requires a sound understanding of microeconomic theory and an understanding and appreciation of finance problems as prerequisites. It is presumed that students are already familiar with the material at the level of Copeland and Weston (1988). It should be emphasized that research in finance requires a rigorous training in both microeconomic theory and econometrics.

ECON5430 Public Economics

This course discusses the theory and practice of public finance, focusing on the quantitative effects of public policies. There are two parts in this course – government spending and government revenue (taxes). The course emphasizes on the experience of United States public finance; students will be trained to use sophisticated cross-section and panel data and SAS/STATA programming techniques will be taught extensively throughout the course.

ECON5440 International Trade

This course offers theoretical, empirical and current topics in international trade. Attention is given on applications of basic trade theory to real-world economic problems. The major topics include: neoclassical trade theory of pattern of trade and gains from trade, strategic trade theory under imperfectly competitive markets, labour migration and capital mobility, market distortions and commercial policies, dynamic trade theory and economic growth, regionalism and economic integration, international debts, economic crises, etc.

ECON5460 Development Economics

This course explores the framework and analytical methods that are commonly used in applied economic research, drawing most examples from development economics, growth analysis, and labor economics. The main objective is to examine how analytical tools of economics can be applied in studying simple models of individual, household, and market behaviors. Conceptual and empirical research will receive approximately the same class time. Special applications are made to the Chinese and East Asian economies.

ECON5480 Industrial Organization

Topics covered in this course include game theory (dynamic games, games with imperfect and incomplete information, bargaining, coalition, signaling games), contract theory, incentive schemes, business integration and strategic alliances, research and development, intellectual property rights and protection, optimal regulation, deregulation, privatisation, and case studies.

ECON6010 Seminar in Economic Theory

This course is designed to cover selected topics in economic theory. Such topics may include but are not limited to general equilibrium with time and uncertainty, analyses of markets with asymmetric information, contract theory, mechanism design, and social choice theory. We will encourage and guide the students to explore and discuss research topics in these areas.

ECON6810 Special Topics in Economics I

This is a course on special topics in Economics. The topic may change from one year to another. Some recent topics are international trade, and monetary and financial economics.

ECON6820 Special Topics in Economics II

This is a course on special topics in Economics. The topic may change from one year to another. Some recent topics are international trade, and monetary and financial economics.

ECON6830 Special Topics in Economics III

This is a course on special topics in Economics. The topic may change from one year to another. Some recent topics are international trade, and monetary and financial economics.

ENGG5501 Foundations of Optimization

In this course we will develop the basic machineries needed for formulating and analyzing various optimization problems. Topics include convex analysis, linear and conic linear programming, nonlinear programming, optimality conditions, Lagrangian duality theory, and basics of optimization algorithms. Applications from different fields, such as computational economics and finance, combinatorial optimization, and signal and image processing, will be used to complement the theoretical developments. No prior optimization background is required for this class. However, students should have a workable knowledge in multivariable calculus, basic concepts of analysis, linear algebra and matrix theory.

FINA6040 Investment Analysis and Portfolio Management

The purpose of this course is to provide a comprehensive introduction to fundamental analysis of securities. The materials covered will help students to become familiar with a variety of financial instruments traded in the equity and fixed-income markets, to understand the theoretical foundation for, and practical implementation of, widely used asset pricing theories, and to develop essential skills needed to succeed as an investment professional.

FINA6092 Advanced Financial Management

This course provides an in-depth analysis of the financial management decisions of the corporation entity. Specific topics include: theories of agency costs and asymmetric information that underlie financial decisions, capital structure, dividend policy, equity capital and long-term debt funding; warrants and convertibles, and corporate risk management.

FINA6112 Investment and Portfolio Analysis

The foundations underpinning investment decisions are examined alongside portfolio management in this course. Topics include the risk-return tradeoff, the capital asset pricing model, the arbitrage pricing model, security analysis, portfolio selection, performance evaluation, hedging strategies, bond analysis, and an introduction of the uses of derivative securities in portfolio management. A delicate balance will be maintained between theory and practical applications.

FINA6132 Derivatives Markets

This course examines the valuation and market structure of derivative securities. Topics include the role of derivative securities, the determination of forward and futures prices, hedging strategies using futures, trading strategies with futures, properties of options, the pricing of stock options, options on indices, currencies and futures contracts, risk analysis, applications of option pricing models, biases in the Black-Scholes model, interest rate options, exotic options, risk management with options, and trading strategies with options. The course involves extensive and intensive use of computer and relevant software packages.

FINA6152 Fixed-Income Securities Analysis

The focus of this course is on the valuation of fixed-income securities and investment techniques in managing fixed income portfolios. Topics include the term structures of interest rates and forward rates; bond pricing, interest rate and reinvestment risks; risk and hedging in bond portfolio management; duration, convexity and portfolio immunization; corporate bonds, emerging-market bonds and default risks; fixed-income securities with embedded options; callable and convertible bonds, mortgage-backed securities; interest rate derivatives; and interest rate futures, swaps, caps and floors.

FINA6222 Selected Topics in Finance

Topics and issues in subfields in finance, to be selected by the finance faculty, are addressed in this course. Students are advised to contact the department for current offerings and prerequisites.

FINA6232 Seminar in Asset Pricing

This course covers advanced topics in financial economics such as: individual investment decisions under uncertainty with complete markets and under constraints. Viability and state-price densities, equivalent martingale measures, general equilibrium and rational expectations, foundations of the theory of information.

FINA6242 Seminar in Corporate Finance

It focuses on financial decisions of the firm. It provides advanced theory and empirical investigations of dividends, capital structure, mergers and takeovers.

FINA6252 Empirical Methods in Asset Pricing

It provides rigorous treatment of current empirical research in finance. It covers issues in testing intertemporal and multifactor pricing models, dealing with temporal dependence in asset returns, events study analysis, numerical analysis of derivative securities, nonlinearities in financial data.

FINA6272 Empirical Methods in Corporate Finance

This course provides rigorous treatment of current empirical research in applied corporate finance. It introduces three approaches to empirical analysis: reduced form regression, structural estimation, and experimental design. It teaches the students how to use methods like event study, differences-in-differences estimation, regression discontinuity design to empirically test important topics in contract theory, corporate governance, capital structure.

HTMG3010 Management of Lodging Facilities

This course introduces students to the principles of hotel management. It contains an overview of organization, function, and management of lodging operation. The discussion will focus on the inter-relationships among stakeholders of a lodging facility - guests, managers, owners and employees. Special emphasis will be on the integration of the various departments of a hotel facility, i.e. Rooms, Front Desk, Sales, Food and Beverage (F&B), Purchasing, Housekeeping, Engineering and Maintenance, etc., to ensure customer satisfaction while maximizing the return on investment. Students will be exposed to computing applications specific to the hotel industry. Hotel security, guest safety as well as total quality issues will also be discussed.

HTMG3502 Hospitality Real Estate Finance

This course is a continuation course of HTMG3030 Hospitality Real Estate, but concentrates on the real estate asset market, which is the market of the ownership of real estate assets. It is the branch that studies capital markets and the financial service industry. In other words, the financial economic aspects of real estate will be the focus of this course. Specific objectives are to recognize the importance of real estate as an investment vehicle, present value for real estate, the concept of returns, real estate valuation and investment, mortgages, and real estate investment issues from the macro level.

HTMG4060 Property Investment and Feasibility Study

This course analyses the impact of the legal, political, and sociological dimensions of an urban area on the demand for and ability to provide space. It studies real estate markets (with an emphasis on hotel property market) at macro, city, neighbourhood, and property-specific levels. Students might need to conduct a feasibility study of a hotel (or other types of project) development.

HTMG4100/HTMG5017 Real Estate Valuation

This course deals with the valuation of property that is typically purchased as an income-producing investment. It covers both the theory and techniques involved in estimating the valuation of the property. The topics include the highest and best use analysis, cost approach, market approach, income approach, Hedonic Pricing Model, leased fee and leasehold valuation, and valuation of proposed projects. Special emphasis will be placed on hospitality property valuation.

HTMG4600 Hospitality Facilities Planning and Management

Planning and management of hospitality facilities affect the success of an organization's core business in two basic ways -- by influencing operational costs and by creating an environment which meets, or fails to meet, the needs and expectations of end-users, who are individuals/groups that will experience the impact of facility management, including customers, hotel guests, office workers, shopping mall tenants, etc. Facilities planning and management is thus needed to support an organization to perform at its most efficient level. This course introduces concepts and practices of facilities planning and management. Topics include strategic facilities planning, space planning and management, facility management strategy, workplace productivity, health, safety and security, outsourcing, service delivery, performance management, maintenance management and sustainable facilities.

HTMG5002 Property Development and Investment

This course provides fundamental knowledge of and analytical tools for property development and investment. The course links space market and asset market in a dynamic real estate system and focuses on topics such as principles of commercial property investment analysis, cash flow analysis, real estate project investment analysis, etc. We will also discuss issues related to development project investment analysis, including definition and measurement of risk and return, valuation of land and multiple-phase development projects based on real option theory, financial modelling for real estate investment, feasibility studies, financial evaluation procedure based on net present value (NPV), and estimation of operational leverage and opportunity capital cost (OCC) for development investment. Various global case studies will be used to guide theoretical learning and class discussion.

HTMG5011 Travel and Tourism Management

This course focuses on the management of travel and tourism businesses and the impact of the industry to the society, particularly to the developing nations. Reference will be made to the booming tourism industry in Hong Kong, China and Asia/Pacific. Topics include historical evolution and the changing nature of the industry, international and regional tourism organizations, competitiveness of tourism destinations, global trends, opportunities and challenges, the economic, socio-cultural and environmental impact of the industry. Global Code of Ethics for Tourism will also be examined.

HTMG5012 Food and Beverage Management

This course is designed to provide students with skills and knowledge to lead a food service related business efficiently and effectively. Topics include market research and positioning, concept development, ownership structure, entrepreneurial and service mindset, menu design and engineering, global sourcing and ethical procurement practices, food and beverage cost control, yield management, staffing, and physical facilities planning. Contemporary challenges and trends in the food and beverage industry will be addressed.

HTMG5018 Facilities Development and Management

Facilities management is the total management of all services that support the core business of an organization. It is a process of providing and coordinating effective and efficient services that can be applied holistically to enhance the performance of an organization. Good facilities management does not only benefit an organization, but also its stakeholders such as, among others, staff, clients, and tenants. Strategic facilities development and management emphasizes providing safe, healthy, reliable and productive work environment in a strategic manner to ensure the core business to achieve organizational objectives.

This course is designed with a focus on Hong Kong's real estate market. As Hong Kong has an increasing demand for both facilities management and property management professionals, many facilities managers become involved with property management issues or are responsible for managing an organization's property portfolio. Thus, this course will introduce real estate knowledge, business analysis skills and special techniques on both facilities management and property management professionalism.

The course aims to ensure students to 1) understand the role of strategic facilities management in the real estate life cycle; 2) to develop critical thinking about all facets of facilities management services; 3) master the knowledge of operational level management, including real estate leasing, liabilities and legal issues, maintenance, landlord and tenant relationships, service charges, etc.

HTMG6210 Research in Hospitality, Tourism and Real Estate

This course is designed to acquaint students with research and writings regarding the current issues in service industries. Students are made aware of the contemporary issues and are willing to think about his/her solutions in a logical sequence. Seminars will cover a wide variety of subjects related to issues and opportunities in the organization, administration and evaluation of existing and challenging practices, concepts and theories in the management distinctive to that of hospitality, tourism and service. Emphasis will place on the identification of relevant interdisciplinary paradigms and theory and the evaluation of social science research. Seminar will also cover topics related to methodologies and techniques for analysis, reporting and critiquing hospitality issues using advanced concepts and quantitative methods in the scientific investigation of problems related to hospitality.

MGNT2040 Human Resource Management

This course deals with the study of optimum utilization of human resource within a working organization. The primary focus is on the application of behavioural science concepts to analyse the human resource problems which affect organizational performance. Major topics include manpower planning, job analysis, recruitment, training and development, motivation and maintenance of work force, communication, performance evaluation, compensation, employee relations, quality of work life and career management.

MGNT3010 Organizational Behavior

This course provides an in-depth study in the understanding and modification of human behaviour in organizations. Major topics include framework of organizational behaviour, concepts of human behaviour, group dynamics, techniques of behavioural sciences as applied to organizational behaviour and future perspectives of organizational behaviour within the context of management.

MGNT4010 Business Policy & Strategy/Business Strategy

This integrating course is concerned with the formulation, implementation and evaluation of business strategies. Topics include: selection of objectives, analysis and diagnosis of business environment, evaluation of strengths and weaknesses, selection of strategies, the creation of corporate identity and structure, the acquisition and development of resource, and strategy review, evaluation and control. By bringing together a number of business disciplines and functions, this course enables students to come to grip with building and maintaining a consistent and effective policy framework for a business enterprise.

MGNT5020 Human Resource Management

This course deals with the fundamental techniques and procedures used by organizations to develop, motivate, and maintain the human resource, with specific focus on the greater China region. Topics include the key components of the human resource management system such as human resource planning, staffing and selection, training and development, performance management, employee relations, and compensation management. The concepts and theory discussed in this course are relevant to organizations at every stage of development from start-ups to mature firms.

MGNT6022 Advanced Seminar in HRM/OB

This course is an introduction to theories and research pertaining to individuals and teams in organizations. Topics covered include prosocial and deviant behaviors, creativity and motivation, decision making, affect, trust, justice, leadership, diversity, team dynamics and cross-cultural research.

MGNT6122 Structural Equation Modeling

This course provides an introduction to general linear structural equation models (SEMs). The topics treated include confirmatory factor analysis, path analysis, full SEMs, assessment of model fit, modification, multiple-group analysis, and applications in cross-cultural research. The goal is to provide a firm basis for continued study and research with SEMs.

MGNT6141 Business Policy & Strategy/Business Strategy

This is a capstone course. Topics to be discussed include: programme strategy versus grand strategy, formulating business strategies, strategic choice, relations between business strategy and structure, strategic management of human resources, strategy evaluation and control, and the management of change. The course is conducted in an interactive and seminar style.

MGNT6232 Advanced Seminar in Management Theory

This seminar course introduces students to the foundations and applications of major management theories used in organizations and management. The course will begin with an overview of the theoretical paradigms in management and trace the development of influential management theories such as transaction cost theory, agency theory, institutional theory, resource based view, resource dependence theory, and organizational learning theory. The course covers seminal articles of each theory as well as its applications in the fields of management. The focus is on theory development, theorization of management phenomena, and theory extension.

MGNT6242 Advanced Seminar in Strategic Management and International Business

This course is designed primarily for doctoral students to further their knowledge of theory and research of strategic management (SM) and international business (IB). In addition, the course is to help the participants enhance their capabilities for empirical studies in SM and IB and to facilitate the development of their personal research interests that will be incorporated into their research proposals. The course provides the participants an opportunity to be exposed to classic readings and the latest developments of theory and research issues in areas of SM and IB. In each class session participants are required to read a set of articles that are selected around a given topic and engage in discussions on the evaluation of respective theory and research methods. The course takes a seminar style and participants are required to read the articles assigned by the instructor prior to each class session and to actively participate in class discussions.

MGNT6252 Research Methods in Strategic Management

This course is meant for M.Phil and PhD students in the department of management. The purpose of this course is to introduce students to a variety of empirical approaches that are employed to investigate questions of interest in strategic management discipline as well as enable students learn about the relevance of the several methodologies that are widely used in the field. In this regard, the course will mainly discuss about the links between research questions and designs, and will also lay emphasis on how to review empirical research in strategic management.

MKTG2010 Marketing Management

This course is devoted to the study of the management of marketing functions, the analysis of external forces affecting marketing decision making, the implementation and control of marketing activities, and an examination of the global impact of marketing. Course objectives include the development of students' understanding of the fundamental concepts underlying the selection and assessment of markets and the development and delivery of products, an investigation of the role and contribution of marketing to the conduct of successful business operation and to society, and to develop student abilities in identifying marketing opportunities and viable marketing strategies.

MKTG3020 Consumer Behaviour

This course is focused on the behavioural concepts and theories that have been found useful for understanding consumer behaviour and their potential applications in the development of marketing strategy. Concepts and theories in the social sciences, particularly social psychology, cognitive psychology, sociology and cultural anthropology will be emphasized throughout this course with special reference to selected consumer topics. These topics include attitude formation and change, information processing, learning, group influences, choice behaviour and cross-cultural consumer behaviour.

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.).

MKTG5013 Buyer Behaviour

Integrated selected topics in buyer behaviour with marketing applications. Topics include: the sociological and psychological aspects of buyer behaviour, product adoption and diffusion, and the process of buyer behaviour, including search, motivation, influence, and interaction, and examination of normative behaviour models.

MKTG6152 Advanced Seminar in Marketing – Behavioral Studies

This seminar covers major behavioral research areas in marketing. It is focused on the selected current theory and research in areas of contemporary importance and relevance to consumer behavior. Topics will vary over course offerings but may include affect and subjective reactions, cross-cultural consumer psychology, pricing and brand management, services marketing, etc.

MKTG6162 Consumer Information Processing I

Review of basic processes underlying consumer judgements and decisions. Topics include knowledge accessibility, comprehension memory, inference and evaluation, and decision-making.

MKTG6172 Consumer Information Processing II

Review of processes underlying consumer judgements and decisions. Topics include motivation, affect, attitude, communication and persuasion, and culture.

MKTG7162 Advanced Seminar in Marketing – Models and Technologies

This seminar course emphasizes on analytical and technical aspects of marketing studies. It will cover a wide range of topics including consumer choice modeling, marketing-mix models, competitive marketing strategies, data mining, and research advances in e-marketing. The course will also introduce some basic analytical tools from areas of decision science, economics, and statistics.

MKTG5013 Buyer Behavior

Integrated selected topics in buyer behaviour with marketing applications. Topics include: the sociological and psychological aspects of buyer behaviour, product adoption and diffusion, and the process of buyer behaviour, including search, motivation, influence, and interaction, and examination of normative behaviour models.

MKTG6182 Advanced Social Psychology for Business Research

This course is designed to survey the major theories and research in understanding human behaviors in social contexts. In the first two weeks, students will be required to learn about or re-familiarize themselves with classic theories and research in social psychology. In the remainder of the course, students will learn major theories that guide contemporary research in social psychology and how the theories can be used to generate novel hypotheses in business studies.

MKTG6192 Advanced Cultural Psychology for Business Research

This course focuses on cultural influences on behaviors in business settings (marketing, management, financial decision making, and business ethics). We will first survey major cultural theories, and then discuss major cross-cultural differences revealed in self, attribution and social inferences, thinking and perceptual styles, emotion, and motivation. The aim is to understand how culture impacts business behaviors and how Asians may differ from individuals from other cultural background. This knowledge will lay a strong foundation for students to formulate business research in an emerging Asian Century.

PSYC5010 Seminar in Research Methods I

This course helps students to understand the concepts and methods of data analysis in social research. In particular, students will learn how to apply appropriate statistical methods in various research scenarios and how to interpret the results. The usage of statistical packages such as SPSS will be covered. Even though mathematical proofs and statistical derivations will be reduced to a minimum, having the knowledge of basic mathematics and matrix manipulations will be helpful.

PSYC6010 Seminar in Research Methods II

This course is the continuation of Research Methods I (PSYC5010). The course objective is to understand the concepts and methods of data analysis in social science research. In particular, students will learn how to apply appropriate statistical methods in various research scenarios and how to interpret the results. Even though mathematical proofs and statistical derivations will be reduced to a minimum, having the knowledge of basic mathematics and matrix manipulations will be helpful. Various statistical software programs (such as EQS, HLM) in addition to SPSS will be introduced and the ability to use these programmes for data analysis is important.

PSYC6570 Seminar in Consumer Psychology

This course covers fundamental issues in the psychology of consumer behaviour and advertising. Topics covered include: consumer information processing, consumer decision-making, customer satisfaction, psychology of customer service, attitudes and consumer behaviour, personality and consumer behaviour, social processes in consumer psychology, and psychology of advertising.

PSYC7010 Seminar in Cognition

This seminar focuses on contemporary theories and research in human cognition. Sample topics include attention, memory, language processing and acquisition, problem solving, computer simulation and connectionism.

PSYC7020 Seminar in Social Psychology and Personality

The focus of this seminar is to critically examine current issues and controversies in the areas of personality and social psychology. Recent theoretical developments and emerging viewpoints are emphasized.

SEEM5510 System Simulation

Principles of discrete event simulation. Random number generators. Simulation model validation. Input and output analysis. Optimization via simulation. Variance reduction techniques. Introduction of simulation packages and applications to finance, logistics and service systems.

SEEM5580 Advanced Stochastic Models

Poisson process. Birth-and-death process, Markov chain. Martingale. Brownian motion. Renewal and stationary processes. Stochastic integration and Ito's formula. Applications to queueing models, inventory models, and financial investment/hedging models.

SEEM5610 Inventory and Supply Chain Management

Strategic importance of inventory management. Inventory model for constant demand: economic order quantity. Time varying demand models. Co-ordinated replenishment for multiple items. Enterprise resources planning. Multi-echelon inventory management: constant and time-varying demand models. Push and pull systems. Coordination and incentive issues in a supply chain. The value of information. Strategic partnering and product design for supply chain management.

SEEM5630 Stochastic Inventory and Revenue Mgt.

This course is to equip students with the skills that enable them to formulate and analyse stochastic inventory and revenue management models. The fundamental concepts, methods, and results are presented, with an emphasis on the foundation of dynamic optimisation. The topics in inventory management include the classical $(r,Q)/(s,S)$ models, and multi-echelon systems, and those in revenue management include dynamic pricing and booking controls and choice models.

STAT5020 Topics in Multivariate Analysis

This is an advanced course on multivariate analysis. Topics may include: multivariate central limit theorem, factor analysis, basic and advanced structural equation models, other latent variable models, and their applications in social, behavioral, and medical sciences.

STAT5030 Linear Models

This course introduces important and fundamental elements related to the area of linear statistical models. A brief review of linear algebra will be given to the students. The major substance of this course covers: 1) distribution theory: multivariate normal and related distributions, distribution of quadratic forms; 2) full-rank linear models: least squares estimation, maximum likelihood estimation, simultaneous confidence intervals, tests of linear hypotheses, generalized least squares; 3) non-full-rank linear models: estimability, parameter estimation, testable hypotheses, estimability conditions; and 4) applications of linear models: regression analysis, analysis of variance, analysis of covariance.

STAT5050 Advanced Statistical Computing

This course covers the theory and application of advanced statistical computer algorithms for solving analytically intractable problems. Typical problems include root finding, numerical integration, optimization,

model selection, density estimation, and variance estimation. Specific algorithms discussed may include Newton-Raphson, Monte Carlo integration, EM, importance sampling, Markov chain Monte Carlo algorithms, simulated annealing, and bootstrap. Application fields may include bioinformatics, econometrics, and social science.

STAT5060 Advanced Modeling and Data Analysis

This course covers the theory and application of advanced statistical computer algorithms for solving analytically intractable problems. Typical problems include root finding, numerical integration, optimization, model selection, density estimation, and variance estimation. Specific algorithms discussed may include Newton-Raphson, Monte Carlo integration, EM, importance sampling, Markov chain Monte Carlo algorithms, simulated annealing, and bootstrap. Application fields may include bioinformatics, econometrics, and social science.

This course covers recent developments in statistical modeling and data analysis. Topics may include generalized linear models (GLM), mixed effects models, hierarchical models, mixture models, generalized additive models, hidden Markov model, Bayesian network, and other advanced statistical models. Statistical analysis for different types of data, such as discrete data, non-normal continuous data, hierarchical/heterogeneous data, longitudinal data, and incomplete data, will be discussed.

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