

**City University of Hong Kong
Course Syllabus**

**offered by Department of Accountancy
with effect from Semester A 2024/25**

Part I Course Overview

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| Course Title: | Business Management for Accountants |
| Course Code: | AC5890 |
| Course Duration: | One Semester |
| Credit Units: | 3 |
| Level: | P5 |
| Medium of Instruction: | English |
| Medium of Assessment: | English |
| Prerequisites: <i>(Course Code and Title)</i> | Nil |
| Precursors: <i>(Course Code and Title)</i> | Nil |
| Equivalent Courses: <i>(Course Code and Title)</i> | Generally None |
| Exclusive Courses: <i>(Course Code and Title)</i> | Nil |

Part II Course Details

1. Abstract

The course aims to introduce the fundamental topics of management and marketing to Accounting students which would enrich their knowledge and perspectives in a global context. It provides students with a basic understanding of general business entities and environment, fundamental theories and analytical models in management and marketing, roles of management and marketing in organizations as well as how managers and marketers conduct relevant effective and efficient work. It equips students with the mind-set of active usage of information; how to analyse the collected information utilizing various management and marketing tools and theories; and how to use these information strategically to create competitive advantages for organizations from management and marketing perspectives. In addition, it develops students' ability to apply the learnt theoretical concepts to analyse and resolve real-life management and marketing issues in various business settings, in a global context.

2. Course Intended Learning Outcomes (CILOs)

(CILOs state what the student is expected to be able to do at the end of the course according to a given standard of performance.)

| No. | CILOs | Weighting (if applicable) | Discovery-enriched curriculum related learning outcomes (please tick where appropriate) | | |
|-----|---|------------------------------|---|----|----|
| | | | A1 | A2 | A3 |
| 1. | Describe and outline the types of organizations, key characteristics of international business, features of different organizational structures, the stakeholders of various organizations and the impacts of external factors on an organization; | | √ | √ | |
| 2. | Describe and outline the key elements of management, financial management, business as well as role and functions of human resource management; production and operations management in a manufacturing setting; | | √ | √ | |
| 3. | Explain the importance of effective organizational management to achieve the aims of a business entity, the critical roles of strategic production analysis and human resources management; the significance of management in a service company; | | √ | √ | √ |
| 4. | Describe the characteristics of effective control system, including performance control in entities as well as financial and non-financial methods of control, and risks, such as operating and financial risks; discuss key issues in relation to crisis management; | | √ | √ | |
| 5. | Explain the fundamental concepts, theories and models of marketing and how to develop customer-driven strategy via segmentation, targeting, positioning and marketing mix methodologies as well as how businesses strategically conduct marketing research to analyse and use marketing information to create competitive advantages. | | √ | √ | √ |
| | | 100% | | | |

- A1: *Attitude*
Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.
- A2: *Ability*
Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.
- A3: *Accomplishments*
Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

3. Learning and Teaching Activities (LTAs)

(LTAs designed to facilitate students' achievement of the CILOs.)

| No | LTA | Brief Description | CILO No. | | | | | Hours/week (if applicable) |
|----|------------------------------|--|----------|---|---|---|---|-------------------------------|
| | | | 1 | 2 | 3 | 4 | 5 | |
| 1. | Interactive Seminar | Students will engage in lectures to understand key concepts and models in business management. | √ | √ | √ | √ | √ | 3 |
| 2. | In-class activities* | Students will participate in in-class discussions by forming groups, and also undertake quizzes and exercises. | √ | √ | √ | √ | √ | 0.5 (Part of LTA1) |
| 3. | Readings | Students will engage in self-directed reading with reading materials including reference books, journals, and press articles provided. | √ | √ | √ | √ | √ | No limit |
| 4. | Outside regular class hours* | Students will participate in discussions outside the classroom through Online Discussion Board and Facebook (or Twitter). | √ | √ | √ | √ | √ | No limit |

*DEC LTA element

4. Assessment Tasks/Activities (ATs)

(ATs are designed to assess how well the students achieve the CILOs.)

| Assessment Tasks/Activities | CILO No. | | | | | Weighting | Remarks |
|---|----------|---|---|---|---|-----------|---|
| | 1 | 2 | 3 | 4 | 5 | | |
| Continuous Assessment: 60% | | | | | | | |
| <u>In-Class Activities</u> Participation including in-class quizzes, exercises, and group discussions as well as outside classroom discussions in e-platforms #. | √ | √ | √ | √ | √ | 20% | 10%: week 1 to week 6 10%: week 8 to week 13 |
| <u>Mid-term Test</u> An interim assessment of the topics taught. | √ | √ | √ | √ | √ | 40% | |
| Examination: 40% (duration: 3 hours, open-book) | | | | | | | |
| <u>Final Exam</u> Students will be assessed in the final examination of their understanding of concepts learned in class and to apply these concepts in this assessment. | √ | √ | √ | √ | √ | 40% | |
| <i># DEC AT element</i> | | | | | | 100% | |

Students are required to pass both coursework and examination components to guarantee to pass the course. Failing either component may lead to failure in the course. The passing mark is generally 50.

5. Assessment Rubrics

(Grading of student achievements is based on student performance in assessment tasks/activities with the following rubrics.)

Applicable to students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter

| No. | Assessment Task | Criterion | Excellent (A+, A, A-) | Good (B+, B, B-) | Fair (C+, C, C-) | Marginal (D) | Failure (F) |
|-----|---------------------|---|--------------------------|---------------------|---------------------|-----------------|--------------------|
| 1. | In-Class Activities | Ability to describe and explain the fundamental concepts and theories of management and marketing; capacity in analysing and synthesizing management and marketing concepts and theories in practice. | High | Significant | Moderate | Basic | Below basic levels |
| 2. | Mid-term Test | | High | Significant | Moderate | Basic | Below basic levels |
| 3. | Final Exam | | High | Significant | Moderate | Basic | Below basic levels |

Applicable to students admitted from Semester A 2022/23 to Summer Term 2024

| | Assessment Task | Criterion | Excellent (A+, A, A-) | Good (B+, B) | Marginal (B-, C+, C) | Failure (F) |
|----|---------------------|---|--------------------------|-----------------|-------------------------|-----------------------------------|
| 1. | In-Class Activities | Ability to describe and explain the fundamental concepts and theories of management and marketing; capacity in analysing and synthesizing management and marketing concepts and theories in practice. | High | Significant | Moderate | Not even reaching marginal levels |
| 2. | Mid-term Test | | High | Significant | Moderate | Not even reaching marginal levels |
| 3. | Final Exam | | High | Significant | Moderate | Not even reaching marginal levels |

Part III Other Information (more details can be provided separately in the teaching plan)

1. Keyword Syllabus

(An indication of the key topics of the course.)

- 1.1 Management, management theories, management levels, management skills, efficiency and effectiveness, planning, decision-making, control system, organizational structure, organizational design;
- 1.2 Stakeholders, business nature, business characteristics, service entity, external factors impact, global environment, global management, competitive advantage, innovation and turnaround management, business strategy;
- 1.3 Organizational performance, financial measurement, financial decision, operating risk, financial risk, risk management, crisis management, operations management, strategic human resource management;
- 1.4 Marketing, marketing process, marketplace, service entity, marketing management function, marketing channels, marketing information system, marketing research process;
- 1.5 Customer relationship, consumer market, consumer behaviour, business market, business buyer behaviour, customer value-driven strategy, market segmentation, targeting, differentiation and positioning, marketing mix;
- 1.6 Business portfolios, marketing decision, growth strategies, branding strategy, pricing strategy, marketing-centred organization.

2. Reading List

2.1 Compulsory Readings

(Compulsory readings can include books, book chapters, or journal/magazine articles. There are also collections of e-books, e-journals available from the CityU Library.)

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|-----------|--|
| A. | Text-books |
| 1. | Gareth R.J. and Jennifer M.G., <i>Essentials of Contemporary Management</i> , McGraw Hill, 2019, 8th edition. |
| 2. | Kotler P. and Gary A., <i>Principles of Marketing</i> , Harlow: Pearson Education, 2018, 17th edition, Global edition. |
| B. | Articles |
| 1. | Types and Forms of Business. Retrieved on 13 th November 2018, from http://www.bibme.org/citation-guide/apa/website/ |
| 2. | Responsibility, Accountability and Authority. Retrieved on 13 th November 2018, from http://managementblog.org/2014/07/25/responsibility-accountability-and-authority/ |
| 3. | Quality Management Techniques. Retrieved on 13 th November 2018, from http://www.free-management-ebooks.com/faqpm/quality-02.htm |
| 4. | What Role does an Accountant Play in Business Operations. (2015, June 30). Retrieved on 13 th November 2018, from https://smallbusiness.chron.com/role-accountant-play-business-operations-411.html |
| 5. | Key Elements of the Risk Management Process. Retrieved on 13 th November 2018, from https://www.corporatecomplianceinsights.com/key-elements-of-the-risk-management-process/ |

2.2 Additional Readings

(Additional references for students to learn to expand their knowledge about the subject.)

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| 1. | Open textbook: <i>Principles of Management</i> . Retrieved on 13 th November 2018, from https://open.lib.umn.edu/principlesmanagement/ |
| 2. | In-class handouts or files uploaded to Course Canvas on the latest development in management and marketing. |