

# AC5890: BUSINESS MANAGEMENT FOR ACCOUNTANTS

---

## Effective Term

Semester A 2026/27

## Part I Course Overview

### Course Title

Business Management for Accountants

### Subject Code

AC - Accountancy

### Course Number

5890

### Academic Unit

Accountancy (AC)

### College/School

College of Business (CB)

### Course Duration

One Semester

### Credit Units

3

### Level

P5, P6 - Postgraduate Degree

### Medium of Instruction

English

### Medium of Assessment

English

### Prerequisites

Nil

### Precursors

Nil

### Equivalent Courses

Generally None

### Exclusive Courses

Nil

## Part II Course Details

### 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.

### Course Intended Learning Outcomes (CILOs)

| CILOs |                                                                                                                                                                                                                                                                                                                                       | Weighting (if app.) | DEC-A1 | DEC-A2 | DEC-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;                                                                                    |                     | x      | x      |        |
| 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;                                                                                                                      |                     | x      | x      |        |
| 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;                                                                                      |                     | x      | x      | x      |
| 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;                                                                 |                     | x      | x      |        |
| 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. |                     | x      | x      | x      |

#### 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.

**Learning and Teaching Activities (LTAs)**

| LTAs |                              | Brief Description                                                                                                                      | CILO No.      | Hours/week (if applicable) |
|------|------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|---------------|----------------------------|
| 1    | Interactive Seminar          | Students will engage in lectures to understand key concepts and models in business management.                                         | 1, 2, 3, 4, 5 | 3                          |
| 2    | In-class activities*         | Students will participate in in-class discussions by forming groups, and also undertake quizzes and exercises.                         | 1, 2, 3, 4, 5 | 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. | 1, 2, 3, 4, 5 | No limit                   |
| 4    | Outside regular class hours* | Students will participate in discussions outside the classroom through Online Discussion Board and Facebook (or Twitter).              | 1, 2, 3, 4, 5 | No limit                   |

**Additional Information for LTAs**

\*DEC LTA element

**Assessment Tasks / Activities (ATs)**

| ATs |                                                                                                                                                           | CILO No.      | Weighting (%) | Remarks ("- " for nil entry)                                                                                                       | Allow Use of GenAI? |
|-----|-----------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|---------------|------------------------------------------------------------------------------------------------------------------------------------|---------------------|
| 1   | In-Class Activities: Participation including in-class quizzes, exercises, and group discussions as well as outside classroom discussions in e-platforms#. | 1, 2, 3, 4, 5 | 20            | Students may use GenAI tools during in-class discussions to support learning, such as generating ideas or enhancing collaboration. | Yes                 |
| 2   | Mid-term Test: An interim assessment of the topics taught.                                                                                                | 1, 2, 3, 4, 5 | 40            | -                                                                                                                                  | No                  |

**Continuous Assessment (%)**

60

**Examination (%)**

40

### **Examination Duration (Hours)**

3

### **Additional Information for ATs**

In-Class Activities: 10%: week 1 to week 6; 10%: week 8 to week 13

# DEC AT element

Final Exam: (open-book)

Students will be assessed in the final examination of their understanding of concepts learned in class and to apply these concepts in this assessment.

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.

### **Assessment Rubrics (AR)**

#### **Assessment Task**

In-Class Activities (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

#### **Criterion**

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.

#### **Excellent**

(A+, A, A-) High

#### **Good**

(B+, B, B-) Significant

#### **Fair**

(C+, C, C-) Moderate

#### **Marginal**

(D) Basic

#### **Failure**

(F) Below basic levels

---

#### **Assessment Task**

Mid-term Test (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

#### **Criterion**

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.

#### **Excellent**

(A+, A, A-) High

#### **Good**

(B+, B, B-) Significant

#### **Fair**

(C+, C, C-) Moderate

#### **Marginal**

(D) Basic

**Failure**

(F) Below basic levels

---

**Assessment Task**

Final Exam (for students admitted before Semester A 2022/23 and in Semester A 2024/25 & thereafter)

**Criterion**

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.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B, B-) Significant

**Fair**

(C+, C, C-) Moderate

**Marginal**

(D) Basic

**Failure**

(F) Below basic levels

---

**Assessment Task**

In-Class Activities (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

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.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B) Significant

**Marginal**

(B-, C+, C) Moderate

**Failure**

(F) Not even reaching marginal level

---

**Assessment Task**

Mid-term Test (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

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.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B) Significant

**Marginal**

(B-, C+, C) Moderate

**Failure**

(F) Not even reaching marginal level

**Assessment Task**

Final Exam (for students admitted from Semester A 2022/23 to Summer Term 2024)

**Criterion**

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.

**Excellent**

(A+, A, A-) High

**Good**

(B+, B) Significant

**Marginal**

(B-, C+, C) Moderate

**Failure**

(F) Not even reaching marginal level

## Part III Other Information

**Keyword Syllabus**

- 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.

**Reading List**

**Compulsory Readings**

| Title |                                                                                                                                                                                                                                                                                                    |
|-------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1     | A. Text-books                                                                                                                                                                                                                                                                                      |
| 2     | Gareth R.J. and Jennifer M.G. Essentials of Contemporary Management McGraw Hill, 2019 8th edition.                                                                                                                                                                                                 |
| 3     | Kotler P. and Gary A., Principles of Marketing Harlow: Pearson Education, 2018, 17th edition, Global edition.                                                                                                                                                                                      |
| 4     | B. Articles                                                                                                                                                                                                                                                                                        |
| 5     | Types and Forms of Business. Retrieved on 13th November 2018, from <a href="http://www.bibme.org/citation-guide/apa/website/">http://www.bibme.org/citation-guide/apa/website/</a>                                                                                                                 |
| 6     | Responsibility, Accountability and Authority. Retrieved on 13th November 2018, from <a href="http://managementblog.org/2014/07/25/responsibility-accountability-and-authority/">http://managementblog.org/2014/07/25/responsibility-accountability-and-authority/</a>                              |
| 7     | Quality Management Techniques. Retrieved on 13th November 2018, from <a href="http://www.free-management-ebooks.com/faqpm/quality-02.htm">http://www.free-management-ebooks.com/faqpm/quality-02.htm</a>                                                                                           |
| 8     | What Role does an Accountant Play in Business Operations. (2015, June 30). Retrieved on 13th November 2018, from <a href="https://smallbusiness.chron.com/role-accountant-play-business-operations-411.html">https://smallbusiness.chron.com/role-accountant-play-business-operations-411.html</a> |
| 9     | Key Elements of the Risk Management Process. Retrieved on 13th November 2018, from <a href="https://www.corporatecomplianceinsights.com/key-elements-of-the-risk-management-process/">https://www.corporatecomplianceinsights.com/key-elements-of-the-risk-management-process/</a>                 |

### Additional Readings

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