

Subject Description Form

Subject Code	AF/LGT/MM1003
Subject Title	Business Professionals in Society
Credit Value	3
Level	1
Pre-requisite/ Co-requisite/ Exclusion	None
Objectives	Introduce students to various business professions for which the Faculty of Business offers training and enthuses them about their major study, and engage students in desirable forms of university learning, emphasizing self-regulation, autonomous learning, and deep understanding.
Intended Learning Outcomes	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> Describe the role and impact of the business discipline and its professional fields in addressing contemporary societal needs at local, national, and global levels. Identify the qualities and competencies required to become a successful professional in the business discipline and explain why they are important for professional work. Reflect on their professional aspirations and develop a personal development plan for pursuing their career goals. Discuss how professionalism and professional ethics manifest in business disciplines' professional settings and practices. Explain how professionals in the business discipline approach and solve problems.
Subject Synopsis/ Indicative Syllabus	<p>Introduction to a variety of business professionals in society:</p> <p><u>School of Accounting and Finance (AF)</u></p> <ol style="list-style-type: none"> Accountants in public practice Professionals in business Professionals in the banking and financial sectors <p>Aspects to be covered:</p> <ul style="list-style-type: none"> Origin, development, roles, and responsibilities Career development, regulatory environment, and ethical considerations Technological impact and globalization Trends and challenges Career prospects and job opportunities <p><u>Department of Logistics and Maritime Studies (LMS)</u></p> <ol style="list-style-type: none"> Aviation Marketing/Finance Shipping Logistics or Sea-going Career Procurement Shipping Finance/Law <p>Aspects to be covered:</p> <ul style="list-style-type: none"> Introduction, overview, and fundamentals of these sectors. Technology adoption and trends Career prospects and job opportunities <p><u>Department of Management and Marketing (MM)</u></p> <ol style="list-style-type: none"> Human Resources Management and Mentorship Building a Career in Innovation and Entrepreneurship Branding Social Media Marketing <p>Aspects to be covered:</p> <ul style="list-style-type: none"> Introduction of careers and professional development in these fields. Exploration of how the fields influence and are influenced by technological advancements.

	• Career prospects, skills and knowledge required, and challenges in the fields.							
Teaching/Learning Methodology	Students will participate in lectures delivered by esteemed professors (e.g. Professor of Practice), experienced industry experts, guest speakers, and so on, aiming to inspire students by providing real-world industry insights and bridging the gap between theoretical knowledge and practical application. Students will participate in both group and individual-level activities in weekly tutorials, which include discussion, analysis of the learning outcomes specified for the BBA programme . A key focus will be on identifying and understanding the evolving roles of business professionals, equipping students with skills to adapt to business environments.							
Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/ tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)					
			a	b	c	d	e	
	1. Individual Reflective Essay	35%	√	√	√	√	√	
	2. Group Presentation	35%	√	√			√	
	3. Final Test	20%	√	√	√	√	√	
	4. Class Participation	10%	√	√	√	√	√	
	Total	100%						
	This subject will be assessed through: One individual assignment (a student's self-appraisal supported by evidence, e.g., activity records and artifacts), one group presentation (a student’s understanding of evolving roles of business professionals in real-world case scenarios), and a test.							
	Students are to reflect on at least three of the topics shared and elaborate on how they inform and/or inspire their career aspirations. They are also expected to reflect on how their university education (and beyond) can help them explore the different career paths identified. The individual reflective essay should be 1,800 - 2,000 words in length.							
	The group presentation aims to examine students' understanding of how the roles of business professionals evolve and develop in real-world scenarios. Based on real-life cases, each group discusses business professionals' important roles, interdisciplinary connections, future trends, challenges, and opportunities in different settings.							
	A final test in online mode will be scheduled in Week 13 or after, which includes multiple choices, matching, fill-in-the-blanks, and true/false questions that cover the 12 weeks of lecture content. The test aims to ensure students' comprehensive understanding of the lecture content and achievement of the intended learning outcomes.							
	Students are required to attend the weekly tutorial and participate actively in class discussions. To demonstrate students' self-regulation and autonomous learning ability, they are expected to prepare discussion materials as instructed by the tutor before each tutorial.							
Student Study Effort Expected	Class contact:							
	▪ Lectures						26 Hrs.	
	▪ Tutorials						13 Hrs.	
	Other student study efforts:							
	▪ Preparation for seminars and workshops						40 Hrs.	
	▪ Individual/ Group assignment preparation						42 Hrs.	
	▪ Final Test preparation						14 Hrs.	
	Total student study effort						135 Hrs.	
Reading List and References	Both online and hard copy materials will support the contents of the subject.The indicative reading lists below are for reference and are subject to change to include the latest trend:							
	<u>AF’s Reading List and Reference:</u> AI in financial reporting and audit: Navigating the new era:							

<https://assets.kpmg.com/content/dam/kpmg/xx/pdf/2024/04/ai-in-financial-reporting-and-audit-web.pdf>

A Plus magazine: <https://aplus.hkicpa.org.hk/latest-issues/>

Banking Careers Guide | Banking Jobs Guide, the latest version:
<https://www.efinancialcareers.hk/banking-careers-guide>

Deloitte's 2024 CxO Sustainability Report: Signs of a shift in business climate action | Deloitte China:
<https://www2.deloitte.com/cn/en/pages/newsroom/articles/cxo-sustainability-report.html>

Development of the financial services sector in Hong Kong:
<https://www.legco.gov.hk/research-publications/english/2022fs04-development-of-the-financial-services-sector-in-hong-kong-20221010-e.pdf>

Financial Services Industry in Hong Kong | HKTDC Research:
<https://research.hktdc.com/en/article/MzEzOTI4MDY3>

History of Accounting: How It's Evolved Overtime:
<https://online.maryville.edu/blog/history-of-accounting/#accounting-timeline>

Hong Kong Institute of Certified Public Accountants - Members' Handbook and Due Process: <https://www.hkicpa.org.hk/en/Standards-setting/Standards/Members-Handbook-and-Due-Process>

How AI Will Transform Accounting: A \$100B Opportunity Explained:
<https://youtu.be/OPRJI8Djfq8>

Manpower Survey by Vocational Training Council (Industry: Accountancy, Banking and Finance), the latest report: <https://manpower-survey.vtc.edu.hk/>

Technology trends: their impact on the global accountancy profession: <https://www.accaglobal.com/content/dam/acca/global/PDF-technical/futures/pol-af-ttti.pdf>

The Digitalisation of Financial Services in Hong Kong:
<https://www.aof.org.hk/docs/default-source/hkimr/applied-research-report/drep.pdf>

LMS's Reading List and Reference:

Cook, G. N. and Billig, B. (2023). *Airline Operations and Management*, 2nd ed., Routledge.

Johnson, P. (2024). *Purchasing and Supply Management*, 17th ed., McGraw-Hill Education.

Lun, Y. H. V., Lai, K. H., Cheng, T. C. E., and Yang, D. 2023. *Shipping and Logistics Management*, Springer International Publishing, doi.org/10.1007/978-3-031-26090-2.

Norton, S. (2021) *Shipping Finance*, 2nd ed., Institute of Chartered Shipbrokers.

MM's Reading List and Reference:

Bessant, J.R. & Tidd, J. (2024), *Innovation and Entrepreneurship*, 4th ed, Wiley.

Debra Zahay, Mary Lou Roberts, Janna M. Parker, Melissa S. Barker, Donald I. Barker, *Social Media Marketing : A Strategic Approach*, Boston, MA : Cengage, 2023.

Gerhart, B., Hollenbeck, J., Wright, P., & Noe, R.(2022), *Human Resource Management: Gaining a competitive Advantage*, 13th ed., Irwin McGraw-Hill.

	<p>Hong Kong Institute of Human Resources Management (IHRM) www.hkihrm.org</p> <p>Roel Stavorinus, <i>Strategic Brand Design-Designing Brand Identity From a Marketing Perspective</i>, Routledge, 2025</p>
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2 May 2025