

# The Hong Kong University of Science and Technology

## UG Course Syllabus

Business for Electronic Engineers

ELEC4010T

3 Credits

Pre-requisites: MATH2350 OR MATH2351 OR ELEC2600 OR ELEC2600H

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### Course Description

To introduce basic knowledge and concepts in business applicable to the work of young engineers and scientists, and to help student become a better technology/engineering manager or entrepreneur.

#### Lecture Outline:

- Business Organization Basics
- Fundamentals of Accounting
- Managerial Accounting
- Managerial Economics
- Operations and Supply Chain
- Marketing
- Managerial Finance
- Understanding and Analyzing Financial Statements
- Derivatives and the Mathematics of Finance
- Technology and Innovations

#### Group-based in-class activities:

1. Activity-Based Costing system set-up
2. Market simulation
3. Supply chain simulation
4. Marketing plan
5. Financial statement analysis

#### Assessments:

Assessment Task	Contribution to Overall Course grade (%)
Homework	30%
In-class Participation and Quizzes	20%
Final examination	50%

**Required Texts and Materials**

[Principles of Accounting](#), free online access, Openstax, Rice University 2019