

**The Hong Kong University of Science and Technology**

**UG Course Syllabus**

Course Title: Business for Electronic Engineers

Course Code: ELEC 4010T

No. of Credits: 3

**Instructor:**

Prof. Albert Wong

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**Course Description**

This course introduces business fundamentals relevant to electronic engineers, including business organization, accounting, managerial economics, operations and supply chain management, marketing, and finance. Through lectures, discussions, and case studies, students will gain practical understanding of how businesses operate in technology-related industries and how to apply business principles to engineering practice.

**Assessments**

Assessment Task	Contribution to Overall Course Grade (%)
In-class discussions, exercises, quizzes	20%
5 Homework Assignments	30%
Final Examination ( <i>open lecture slides</i> )	50%

**[Optional] Additional Resources**

1. Online resources and video lectures (links provided on Canvas)
2. Recommended reference: Principles of Marketing (Philip Kotler, e-book version)
3. MIT OpenCourseWare: Finance and Managerial Economics modules