



ROYAL ROADS  
UNIVERSITY

# Royal Roads University

## Bachelor of Commerce in Entrepreneurial Management (Top Up Degree)

(香港教育局註冊課程 221905)

Graduates of the Bachelor of Commerce in Entrepreneurial Management program are able to competently and innovatively apply the following skills:

- **Communicate effectively** - displaying writing, speaking and presentation, computer and internet, and interviewing/questioning skills;
- **Think critically** - making judgments and drawing logical conclusions, and using a range of research methods and conceptual models;
- **Solve problems** - identifying sound solutions, goals and actions, using a range of models and processes, and using a variety of tools and techniques to make deductions;
- **Work with others** - working as a member of a team, displaying leadership and the ability to follow the lead, considering the needs and expectations of stakeholders, and recognizing cultural diversity; and think globally - demonstrating multicultural sensitivity and awareness to global issues, opportunities, and sustainability.

### The Bachelor of Commerce consists of the following course elements:

ENMN 301: Managerial Accounting and Control	管理會計學	5
ENMN 312: Communications	溝通技巧	5
ENMN 313: Entrepreneurial Expertise	企業經營訓練	5
ENMN 315: Strategic Marketing	營銷策略	5
ENMN 316: People at Work	經營家管理	5
ENMN 321: Information and Technology Management	訊息科技管理	5
ENMN 323: The Business of Sustainability	企業永續發展	5
ENMN 408: Organizational Change	企業變革	5
ENMN 414: Strategy	策略管理	5
ENMN 417: Corporate Finance	公司財務	5
ENMN 419: Business Law	經濟法	2.5
ENMN 421: Emerging Global Business Issues	全球企業發展	2.5
ENMN 420: Entrepreneurial Project	企業計劃書	10
<b>Total Credits:</b>		<b>65</b>

### **ENMN 301: Managerial Accounting and Control 管理會計學 (5 credits.)**

Introduces the concepts and accounting principles underlying the preparation and use of financial information by managers. Explores the manager's use of financial information, with an examination of Canadian financial reporting and management accounting concepts. Assesses the limitations of financial data and the use of non-quantifiable factors in the decision making process. The course makes extensive use of cases and of published annual reports.

介紹管理者準備及使用的財務資訊時所需掌握的基本概念和會計原則。探討管理者對金融資訊的使用，以及加拿大財務報告和管理會計的概念。評估決策過程中財務資料的局限性和非量化因素的使用。本課程中使用大量的實例和正式年度報表。

### **ENMN 312: Communications 溝通技巧 (5 credits.)**

Provides the practical and theoretical information needed for learners to communicate clearly and professionally. Encourages learners to develop the oral, written, and presentation skills that are fundamental for operating in a business environment.

提供各種實際和理論資訊，幫助學生學習明確有效的專業溝通技巧。鼓勵學生發展演說、寫作以及演示技巧等商業界基本技能。

### **ENMN 313: Entrepreneurial Expertise 企業經營訓練 (5 credits.)**

An overview of the field of entrepreneurship and the role that entrepreneurship plays in society. Focuses on the nature and theories of entrepreneurship, the characteristics and behaviour of entrepreneurs, and the development entrepreneurial process in small and large firms. Learners develop attitudes and skills through exposure to local entrepreneurs that will be useful in any organization. Learners also develop specific skills in identifying, screening and evaluating ideas and new venture opportunities, as well as the skills necessary to create a formal business plan in ENMN 420. (Successful completion of ENMN 313 required before enrolling in ENMN 420)

概述創業精神以及創業精神在社會中的作用。側重探討創業精神的性質和相關理論、企業家的個人和行為特色、以及中小型和大型企業的企業發展過程。學生通過與當地企業家的接觸，建立各類機構所要求的態度和技能。在 ENMN 420 中，學生還將學習識別、篩選和評估新構思和新機遇，以及制定正式商業計劃所需的各類專用技能（欲修讀 ENMN 420 的學生必須先成功完成 ENMN 313）。

### **ENMN 315: Strategic Marketing 營銷策略 (5 credits.)**

Provides a theoretical and practical understanding of how to analyze a marketing opportunity and develop a marketing plan, so as to assist learners with their entrepreneurial venture project. Learners study business frameworks for marketing and formulate marketing strategies based on what was learned from assessing an organization's current state. Learners also study how marketing strategies fit strategically with overall corporate objectives, capabilities and resources, processes and planning, and how to meet market needs and opportunities. Explores the use of superior customer value, satisfaction, positioning, and brand to attract, keep and cultivate customers. Examines the classic marketing mix business model, and how contemporary issues are affecting this model.

從理論和實踐的角度，分析市場機遇和制定營銷計劃，幫助學生完善其創業投資專案。學生將研究市場營銷的業務框架，以及在評估機構現狀的基礎上制定市場營銷戰略。學生還將學習如何根據企業的目標、能力與資源、流程與規劃，制定合適的市場營銷戰略，滿足市場的需求，把握機遇。此外，還將學習利用出眾的客戶價值、滿意度、定位和品牌，以吸引、保留和培養客戶。研究經典營銷組合的商業模式，以及當代問題正在如何影響這一模式。

### **ENMN 316: People at Work 經營家管理 (5 credits.)**

Focuses on organizational behaviour, equipping learners with the skills, perspective and insight they need to gain commitment to common goals and shared values, to enable people in organizations to grow and develop as needs and opportunities change; and to communicate with people with different skills and knowledge, doing many different kinds of work. Selected topics include teams (how they work, when and why they are effective), individuals (what motivates us?), the two person work relationship (why is communication so difficult?), ethics, leadership, and power. The course includes an experiential skills-building perspective, and analysis of organizational dynamics through case studies and exercises.

重點探討組織行為，講授團隊中實現共同目標和價值觀所需的技能、觀點及視野，教導學生根據需要及機遇的變化在企業內實現成長和發展，以及不同種類工作中所需的各種溝通技能和知識。重點議題包括：團隊（團隊如何運作，如何有效運作）、個體（什麼因素能激勵個人）、二人工作關係（為何難以溝通）、職業道德、領導和權力。本課程涉及經驗技能建設，通過案例研究和練習進行企業動態分析等。

### **ENMN 321: Information and Technology Management 訊息科技管理 (5 credits.)**

An introduction to the role of technology in business. Provides an overview of the foundation of information systems, the role management plays in governing technology, the strategic competitive advantages provided by being a networked enterprise, and the impact digital technology will have on workers and organizations in the future. Throughout the course, there will be specific emphasis placed on emerging technologies such as e-commerce and knowledge management.

介紹科技在商業中的作用。概述資訊系統的基礎，管理學在技術管理中的作用，網路化為企業提供的戰略性競爭優勢，以及未來數位技術對勞動者及組織機構的影響。課程中將特別著重於電子商務、知識管理等新興技術。

### **ENMN 323: The Business of Sustainability 企業持續發展 (5 credits.)**

The interplay of financial, social and environmental aspirations, commonly called sustainability, is creating new challenges and opportunities for business. This integrative course draws on several disciplines to provide learners with both a solid conceptual framework, and practical tools to manage for sustainability. Emphasis will be placed on strategies and tactics for sustainability at the level of the firm. Specific topics, explored in lectures, case studies, and class discussions, include: definitions and principles of sustainability; economics, including ecological economics; natural capitalism; industrial ecology; performance measurement and reporting; and strategic management.

金融、社會及環境因素的相互影響，通常稱為可持續發展，為商務創造了新的挑戰和機遇。本課程涉及多個學科，為實現企業持續發展提供明確的概念框架及實用管理技術。重點將放在企業的持續發展戰略和戰術。課程具體議題包括：可持續發展的定義和原則；經濟，包括生態經濟學；自然資本主義；工業生態學；業績評估和報告；戰略管理等。

### **ENMN 408: Organizational Change 企業變革 (5 credits.)**

Integrates Human Resources Management (HRM) and Organizational Change. Learners are taught the strategic importance of HRM to organizations, and the vital role that line managers play in the implementation of HR policies and practices. Taking HR policies as levers for change, learners are provided with the concepts and techniques that effective managers use in anticipating, planning for, and adopting a reasoned approach to organizational change. Includes an experiential skills-building perspective, and analysis of successes and failures through case studies and exercises.

包括人力資源管理 (Human Resources Management, HRM) 和企業變革，涉及人力資源管理的重要戰略意義，以及各級管理人員在執行人力資源政策和行政中的重要作用。本課程將介紹管理人員常用的概念和技術，及其如何達到預測、規劃、並實現企業變革的效果，其中包括經驗技能建設以及成功及失敗案例分析。

### **ENMN 414: Strategy 策略管理 (5 credits.)**

Learners develop sophisticated, broad, strategic decision-making skills and critical understanding of strategic concepts in the field of strategy in the global ecosystem. Examines the seven strategic management tools critical to acquiring the diagnostic and analytical skills necessary to evaluate an organization's current position. Learners craft strategies and develop action plans to maximize the strategic and financial goals of the enterprise in a public or private sector environment. Team-building skills and oral and written communication play a significant role in case studies and class discussions. (Prerequisites: ENMN 301, ENMN 312, ENMN 315, ENMN 417)

本課程旨在幫助學生建立先進、廣泛的決策能力，以及對全球生態系統策略的理解。課程將探討用於評估企業當下定位的七個策略管理工具。通過參與制定發展策略和行動計劃，學生將學習如何實現公共或私營環境中的企業經營策略和財務目標。同時，通過案例研究和課堂討論，鍛煉學生的團隊建設技巧、口頭和書面溝通能力（預修課程：ENMN 301，ENMN 312，ENMN 315 ENMN 417）。

### **ENMN 417: Corporate Finance 公司財務 (5 credits.)**

Explores the financial system and its relationship to the financial markets. Learners develop financial models for predicting corporate funding requirements. Time value of money concepts are used to develop a conceptual framework for the analysis of capital projects. Examines the process of raising funds and determining the capital structure that is appropriate to the level of business risk. (Prerequisite: ENMN 301)

探討金融系統及其與金融市場的關係。學生將學習如何通過建立金融模型，預測企業的資金需求。用資金的時間價值建立概念框架，用於分析資本專案。研究集資過程，並確定適合業務風險水準的資本結構（預修課程：ENMN 301）。

### **ENMN 419: Business Law 經濟法 (2.5 credits.)**

An introductory survey course designed for entrepreneurs. The fundamentals of business law in (Hong Kong) Canada are presented including contract law, tort law, employment law, labour law, and government statutes and regulations relating to a small business operating in (Hong Kong) British Columbia. The course ensures that learners are able to identify legal issues as they emerge in their day-to-day business dealings and seek legal counsel for resolution.

為企業家量身定制的基礎課程。介紹（香港）加拿大的基本商業法，包括合同法、侵權行為法、就業法、勞動法、以及（香港）不列顛哥倫比亞省涉及到小企業經營的政府條例與規則。本課程將確保學生能夠辨識其日常業務往來中可能出現的法律問題，並據此尋求法律諮詢，以解決問題。

### **ENMN 420: Entrepreneurial Project 企業計劃書 (10 credits.)**

Focuses on the full development of a business plan for a new product or service. This course serves to integrate all the content in the program, allowing learners to comprehend the relationships among the several fields and to appreciate the complexity of the modern business environment. (Prerequisites: ENMN 301, ENMN 312, ENMN 315, ENMN 313. Corequisite: ENMN 417)

著重於新產品或服務的完整商業發展計劃的制定。本課程涉及計劃專案中的所有內容，讓學生領悟相關領域中的各種關係以及理解現代的商業環境的複雜性（預修課程：ENMN 301，ENMN 312，ENMN 315，ENMN 313；並修課程：ENMN 417）。

### **ENMN 421: Emerging Global Business Issues 全球企業發展 (2.5 credits.)**

The course will examine a broad spectrum of Emerging Global Business Issues. Using case studies, this course looks at a wide range of issues, new trade theories, international financial and monetary markets, cultural considerations, and corporate responsibility. It is designed to increase the Learners' awareness of issues and challenges by developing and implementing the appropriate strategy to exploit the opportunity, or to mitigate the damage these emerging shifts in the ecosystem present.

本課程將廣泛研究新興的全球商業問題。通過案例研究，探討各類商業問題、新的貿易理論、國際金融與貨幣市場、文化因素以及企業責任。本課程旨在幫助學生學習如何通過制定並實施適當的戰略，從而把握商業機遇，或減輕商業活動對生態系統的損害，並借此提高學生對商界存在的問題和挑戰的認識。