Programme Document
2023-2024

Minor Programme in Entrepreneurship and Business Innovation

Bachelor of Business Administration (Honours) Degree Programme

(August 2023)

Table of Contents

1. **General Information**

1.1 **Minor Programme Title**
Minor Programme in Entrepreneurship and Business Innovation
創業及創新學副修

1.2 **Major Programme offering the Minor Programme**
Bachelor of Business Administration (Honours) Degree Programme

1.3 **Department(s) involved in offering the Minor Programme**
Department of Management, Marketing and Information Systems

1.4 **Philosophy/Rationale of the Minor Programme**
The Entrepreneurship and Business Innovation Minor is a cross-disciplinary programme which aims at providing students with training in entrepreneurial thinking and nurtures their proactiveness, innovation, and critical thinking skills that are essential whether choosing the self-employment path or embarking on a career as an employed manager of the chosen field of study.

1.5 **Programme aims, objectives, PILOs, and the alignment of PILOs to the HKBU GAs**

Programme Intended Learning Outcomes (PILOs)
Upon completion of the Entrepreneurship and Business Innovation Minor, students will be able to:
(1) acquire a comprehensive background understanding and knowledge in the different topics of the entrepreneurship discipline.
(2) show a sense of ethics and social responsibility that prepare them to be visionary business leaders.
(3) develop an innovative thinking and practical skills to help business firms exploit new markets and business opportunities.

Alignment of PILOs to HKBU Graduate Attributes

	HKBU Graduate Attributes*							*No. of GAs addressed by this PILO*
PILOs	Citizen ship	Knowledge	Learning	Skills	Creativity	Commu nication	Team work	
PILO1		✔	✔	✔				**3**
PILO2	✔	✔				✔		**3**
PILO3				✔	✔	✔		**3**
No. of PILOs addressing this GA	**1**	**2**	**1**	**2**	**1**	**2**		

1.6 **Medium of instruction**
English

1.7 Target students
Non-BBA students

1.8 Year of implementation
September 2021

2. **Programme Structure and Content**

2.1 Curriculum structure
Students are required to complete the specified courses listed below to claim a minor in entrepreneurial and business innovation discipline. The selection of minors by individual students is permitted subject to the approval of the major and minor Departments concerned.

2.2 Total number of units required
15 units

2.3 Minor programme contents

Required course (6 units)
BUSI	2035	Entrepreneurship and Innovation Thinking	3 units
BUSI	3057	Managing Entrepreneurial Ventures	3 units

Elective course I (3 units)
ACCT	1005	Principles of Accounting I	3 units
FINE	2005	Financial Management	3 units
ISEM	2005	Management Information Systems	3 units
MKTG	2005	Marketing Management	3 units

Elective courses II (6 units)
BUSI	2046	From Insight to Prototype: Generating Opportunities with Market Insights	3 units
BUSI	3065	Me, Us, and Them: The Human Factor in Entrepreneurship and Innovation	3 units
BUSI	4015	Corporate Entrepreneurship	3 units
ECON	3087	Understanding the Digital Economy	3 units
ECON	3105	Big Data Analytics with Python	3 units
FINE	3025	Entrepreneurial Finance	3 units
HRMN	3016	Negotiation	3 units
ISEM	3027	Introduction to App Development and Mobile User Experience Design	3 units
ISEM	3036	Advanced Business Analytics and Data Visualization for Digital Commerce	3 units
ISEM	4006	Electronic Commerce	3 units
ISEM	4016	Web Site Design and Business Applications	3 units
ISEM	4017	Consumer Insight: Online Customer Data Analytics and Machine Learning Approaches	3 units
LLAW	3005	Company Law	3 units
LLAW	3015	Cyber Law and Risk	3 units
MKTG	3045	Entrepreneurial Marketing	3 units

Remarks:
1. Students who have taken any of the above courses in their major programmes have to take additional elective course(s) to fulfil the minor programme requirement.
2. Students who have taken or are taking ACCT3017, are not allowed to take LLAW3016 Listing Obligations and Compliance in Hong Kong and vice versa.

2.4 Pre-requisites and levels

Students must take at least one 3-unit course at Level III or above.

Alignment of Courses to PILOs (Required/ Elective Courses)			
Courses\ PILOs	PILO1	PILO2	PILO3
ACCT 1005 Principles of Accounting I	✔	✔	✔
BUSI 2035 Entrepreneurship and Innovation Thinking	✔	✔	✔
BUSI 2046 From Insight to Prototype: Generating Opportunities with Market Insights	✔	✔	✔
BUSI 3057 Managing Entrepreneurial Ventures	✔	✔	✔
BUSI 3065 Me, Us, and Them: The Human Factor in Entrepreneurship and Innovation	✔	✔	✔
BUSI 4015 Corporate Entrepreneurship	✔	✔	✔
ECON 3087 Understanding the Digital Economy	✔	✔	✔
ECON 3105 Big Data Analytics with Python	✔	✔	✔
FINE 2005 Financial Management	✔	✔	✔
FINE 3025 Entrepreneurial Finance	✔	✔	✔
HRMN 3016 Negotiations	✔	✔	✔
ISEM 2005 Management Information Systems	✔	✔	✔
ISEM 3027 Introduction to App Development and Mobile User Experience Design	✔	✔	✔
ISEM 3036 Advanced Business Analytics and Data Visualization for Digital Commerce	✔	✔	✔
ISEM 4006 Electronic Commerce	✔	✔	✔
ISEM 4016 Web Site Design and Business Applications	✔	✔	✔
ISEM 4017 Consumer Insight: Online Customer Data Analytics and Machine Learning Approaches	✔	✔	✔
LLAW 3005 Company Law	✔	✔	✔
LLAW 3015 Cyber Law and Risk	✔	✔	✔
MKTG 2005 Marketing Management	✔	✔	✔
MKTG 3045 Entrepreneurial Marketing	✔	✔	✔

3. General Regulations for Minor Programmes

The programme follows the prevailing University regulations.

4. Quality Assurance Implementation

The programme follows the quality assurance provisions and procedures implemented by the BBA Programme, which also aligns with the prevailing quality assurance procedures.

5. Programme Management

The programme follows the programme management structure of BBA Programme.

6. Staffing and Resources

The programme shares the staffing and resources of BBA Programme.

7. Version Control

Last updated date: January 2023