

Social Marketing and Entrepreneurship Concentration Elective Courses (18 units)

		Units
BUSI1006	Business Research Methods	3
BUSI2005	Organisational Behavior	3
BUSI2035	Entrepreneurship and Innovative Thinking	3
BUSI2045	Data Analytics for Business Decision Making	3
BUSI2046	From Insight to Prototype: Generating Opportunities with Market Insights	3
BUSI3055/ MKTG3005	Fundamental of Social Entrepreneurship and Social Impact	3
BUSI3006	Business Ethics and Corporate Social Responsibility	3
BUSI3057	Managing Entrepreneurial Ventures	3
BUSI3065	Me, Us and Them: The Human Factor in Entrepreneurship and Innovation	3
ECON3075	Service-Learning in Sustainable Development	3
EURO2007	The Political Economy of the European Union	3
FINE2005	Financial Management	3
FINE3025	Entrepreneurial Finance	3
GCAP3195	Hong Kong and the World	3
GEOG2017	Globalization of Economic Activities	3
CHSG4016/ GEOG4016	Sustainable Energy and Technological Innovation in China	3
GEOG4026	Geography of Economic Development	3
CHSG4047/ GEOG4047	Environment Management in China	3
HIST3325	History of Chinese Food Culture in Global Perspective	3
HIST4315	Introduction to Museum Studies	3
HIST4317	Global History of Tourism	3
HIST4407	Topic Studies in Social History	3
HRMN2005	Human Resources Management	3
HRMN3006	People Resourcing and Employer Branding	3
HRMN3007	Applied Social Psychology in Organisations	3
HRMN3015	Leadership	3
HRMN3016	Negotiation	3
MKTG2005	Marketing Management	3
MKTG3005	Marketing Research Methods	3
MKTG3007	Consumer Behaviour	3
MKTG3015	Socially Responsible Marketing	3
MKTG3045	Entrepreneurial Marketing	3
MKTG3047	Big Data Marketing	3
MKTG3056	Social Media Marketing	3
MKTG4007	Brand Management	3
POLS2006	Introduction to Political Economy	3
POLS4237	Topics in Asian Politics	3
POLS4245	Topics in Comparative and Global Politics	3
SOCI2017	Popular Culture and Society	3
SOCI2027	Social Problems	3
SOCI2035	Social Inequalities	3

SOCI2047	Hong Kong Society	3
SOCI3025	The Internet and Society	3
SOCI4017	Management, Organization and Society	3
SOCI4026	Selected Topics in Contemporary Sociology	3
SOCI4027	Selected Topics in Contemporary Sociology II	3
SOCI4046	Social Networks and Chinese Society	3
SOCI4065	Chinese Entrepreneurship and Overseas Chinese in the Global Context	3
SOWK1015	Social Dimensions of Human Societies	3
SOWK2005	Human Behaviour and Diversity	3
SOWK2028-9	Social Policy	4
SOWK4005	Administration in Human Service Organizations	3