

2.1.1 Business Minor (15 units)
 工商管理學士(榮譽)—商學副修

Major Programme Offering the Minor Programme

Bachelor of Business Administration (Honours) Programme

Offering Department

Department of Accountancy and Law
 Department of Economics
 Department of Finance and Decision Sciences
 Department of Management
 Department of Marketing

Philosophy and Rationale

The Business Minor curriculum, by means of a multi-disciplinary approach, provides fundamental and integrated business knowledge that prepares students for a career in business.

Programme Intended Learning Outcomes (PILOs)

Upon completion of the Business Minor, students will be able to

- (1) acquire the fundamental knowledge and skills required for managing a business.
- (2) have general understanding of an area of specialization such as accounting, economics and data analytics, entrepreneurship, finance, human resources management, information systems and business intelligence and marketing.
- (3) develop analytical and critical thinking able to solve real-world business problems.

Alignment of PILOs to HKBU Graduate Attributes

PILOs	HKBU Graduate Attributes*							No. of GAs addressed by this PILO
	Citizen ship	Knowledge	Learning	Skills	Creativity	Communication	Team work	
PILO1	✓	✓					✓	3
PILO2		✓	✓		✓			3
PILO3			✓	✓	✓			3
<i>No. of PILOs addressing this GA</i>	1	2	2	1	2		1	

Medium of Instruction:

English

Year of Implementation

September 2004

Programme Structure (15 units)

Required course (3 units)

BUSI 1005	The World of Business	3 units
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Elective course I (3 units)

ACCT 1005	Principles of Accounting I	3 units
BUSI 2037	Business Statistics and Analytics	3 units
ECON 1007	Basic Economic Principles	3 units
FINE 1005	Financial Planning and Investment Analysis	3 units

Elective course II (3 units)

BUSI 2005	Organisational Behaviour	3 units
ISEM 2005	Management Information Systems	3 units
MKTG 2005	Marketing Management	3 units

Elective courses III (6 units)

Any two courses listed in the minor programmes in ACCT, ECON, ENTP, FIN, HRM, ISBI and MKT.

Remarks:

1. Students must take at least three Level II or above courses in which one must be Level III or above course.
2. Students can take a maximum of 6 units of courses with the same course code of ACCT, ECON, FINE, HRMN, ISEM or MKTG (except BUSI).
3. Students who have taken any of the above courses in their major programme have to take additional elective course(s) to fulfil the minor programme requirement.
4. Students majoring in BSSc China Studies who have taken CHSE 1005 Essentials of Economics are required to take either ACCT 1005 or BUSI2037 or FINE 1005 to satisfy the requirement for “Elective course I”.