

Entrepreneurship Minor

工商管理學士(榮譽)－創業學副修

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 Entrepreneurship Minor is a cross-discipline programme which aims at providing students with the basic entrepreneurship knowledge and nurturing their entrepreneurial spirit to be self-employed or as a manager of the chosen field of study.

Programme Intended Learning Outcomes (PILOs)

Upon completion of the Entrepreneurship 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

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	1	2	1	2		

Medium of Instruction

English

Year of Implementation

September 2016

Programme Structure (15 units)**Required course (3 units)**

BUSI 2016 Entrepreneurship and New Venture 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 (9 units)

ACCT	3017	Entrepreneurial Decisions and Compliance or	3 units
LLAW	3016	Listing Obligations and Compliance in Hong Kong	
BUSI	3045	Global Entrepreneurship	3 units
BUSI	4015	Corporate Entrepreneurship	3 units
BUSI	4016	Seminar in Entrepreneurship	3 units
ECON	3087	Understanding the Digital Economy	3 units
ECON	3105	Big Data Analytics	3 units
FINE	3025	Entrepreneurial Finance	3 units
HRMN	3016	Negotiations	3 units
ISEM	3027	Introduction to App Development and Mobile User Experience Design	3 units
ISEM	4006	Electronic Commerce	3 units
ISEM	4016	Web Site Design and Business Applications	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.