

Programme Document

2022-2023

Minor Programme in Business

Bachelor of Business Administration (Honours) Degree Programme

(January 2023)

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1. General Information

1.1 Minor Programme Title

Minor Programme in Business

商學副修

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 Accountancy, Economics and Finance

Department of Management, Marketing and Information Systems

1.4 Philosophy/Rationale of the Minor Programme

The aim of the Programme is to provide students with a sound tertiary level education that will not only sharpen their minds, develop their critical faculties, and provide them with a practical vocational orientation, but also encourage a life-long view of education and self-development.

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

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 and business innovation, finance, human resources management, information systems and business intelligence and marketing.
- (3) develop analytical and critical thinking to solve real-world business problems.

Alignment of PILOs to HKBU Graduate Attributes

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

1.6 Medium of instruction

English

1.7 Target students
Non-BBA students

1.8 Year of implementation
September 2004

2. Programme Structure and Content

2.1 Curriculum structure

Students are required to complete the specified courses listed below to claim a minor in business 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 (3 units)

BUSI	1005	The World of Business and Entrepreneurship	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, APECON, ENTP, FIN, HRM, ISBI REMT 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, MKTG or REMT (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.

2.4 Pre-requisites and levels

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

<i>Alignment of Courses to PILOs (Required/ Elective Courses)</i>			
Courses\ PILOs	PILO1	PILO2	PILO3
ACCT 1005 Principles of Accounting I	✓	✓	✓
BUSI 1005 The World of Business and Entrepreneurship	✓	✓	✓
BUSI 2005 Organisational Behaviour	✓	✓	✓
BUSI 2037 Business Statistics and Analytics	✓	✓	✓
ECON 1007 Basic Economic Principles	✓	✓	✓
FINE 1005 Financial Planning and Investment Analysis	✓	✓	✓
ISEM 2005 Management Information Systems	✓	✓	✓
MKTG 2005 Marketing Management	✓	✓	✓

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