

Hong Kong Baptist University
Curriculum for Minor Programmes

Minor Programme : Business (*BUS)

Course Group	Course	Course Title	Unit	Core (C) / Elective (E)
BUS Minor Required Courses (#R-BUS-CORE-001)				
	BUSI1005	The World of Business (for non-BBA students)	3.00	C
BUS Minor Elective Courses I (#R-BUS-ELECT-001)				
	ACCT1005	Principles of Accounting I	3.00	E
	BUSI2037	Business Statistics and Analytics	3.00	E
	ECON1007	Basic Economic Principles	3.00	E
	FINE1005	Financial Planning and Investment Analysis	3.00	E
BUS Minor Elective Courses II (#R-BUS-ELECT-002)				
	BUSI2005	Organisational Behaviour	3.00	E
	ISEM2005	Management Information Systems	3.00	E
	MKTG2005	Marketing Management	3.00	E
BUS Minor Elective Courses III (#R-BUS-ELECT-003)				
	ACCT1005	Principles of Accounting I	3.00	E
	ACCT2006	Intermediate Accounting II	3.00	E
	ACCT2007	Accounting Information Systems	3.00	E
	ACCT2015	Introduction to Management Accounting (for non-BBA students)	3.00	E
	ACCT3006	Hong Kong Taxation	3.00	E
	ACCT3007	Cost and Management Accounting II	3.00	E
	ACCT3015			E
	ACCT4005	Advanced Accounting I	3.00	E
	ACCT4006	Auditing I	3.00	E
	ACCT4015	Management Control	3.00	E
	ACCT4016	Tax Planning and Management	3.00	E
	ACCT4017	Auditing II	3.00	E
	BUSI2005	Organisational Behaviour	3.00	E
	BUSI2007	Management Science	3.00	E
	BUSI3015	Business Management in China	3.00	E
	BUSI3017	International Business	3.00	E
	BUSI3025	Cross-Cultural and Comparative Management	3.00	E
	ECON2015	Economies of Hong Kong and the Pan-Pearl River Delta	3.00	E
	ECON2017	Economics of Health and Medical Care	3.00	E
	ECON2025	Basic Statistical Methods	3.00	E
	ECON2026	Comparative Economics	3.00	E
	ECON3005	Applied Econometrics	3.00	E
	ECON3006	Asia-Pacific Economies	3.00	E
	ECON3007	Industrial Organization and Business Decision	3.00	E
	ECON3015	Public Finance	3.00	E
	ECON3017	International Financial Economics	3.00	E
	ECON3025	Money and Banking	3.00	E
	ECON3026	Chinese Economic Developments	3.00	E
	ECON3027	Mathematical Analysis for Economics	3.00	E
	ECON3035	Industrial Management and Development in China	3.00	E
	ECON3036	Economics of Human Resources	3.00	E
	ECON3037	Microeconomics	3.00	E
	ECON3045	Macroeconomics	3.00	E
	ECON3085	Economics of Entrepreneurship	3.00	E
	ECON3087	Understanding the Digital Economy	3.00	E
	ECON4005	China's Foreign Economic Relations and Trade	3.00	E
	ECON4006	Economic and Business Forecasting	3.00	E

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	ECON4007	Money and Finance in China	3.00	E
	ECON4015	Big Data Analytics	3.00	E
	FINE1005	Financial Planning and Investment Analysis	3.00	E
	FINE2005	Financial Management	3.00	E
	FINE2006	Banking and Credit	3.00	E
	FINE3005	Investment Management	3.00	E
	FINE3006	Introduction to Futures and Options Markets	3.00	E
	FINE3007	Fixed Income Securities	3.00	E
	FINE3015	Corporate Finance	3.00	E
	FINE3016	Financial Forecasting	3.00	E
	FINE3017	Management of Financial Institutions	3.00	E
	FINE4005	Multinational Finance	3.00	E
	FINE4006	Financial Risk Management	3.00	E
	FINE4007	Seminar in Finance	3.00	E
	FINE4015	Advanced Financial Planning	3.00	E
	FINE4016	Business Valuation Using Financial Statements	3.00	E
	FINE4017	Financial Markets in China	3.00	E
	HRMN2005	Human Resources Management	3.00	E
	HRMN3005	Human Resources Development	3.00	E
	HRMN3006	Recruitment and Selection	3.00	E
	HRMN3007	Applied Social Psychology in Organizations	3.00	E
	HRMN3016	Negotiation	3.00	E
	HRMN4005	Performance Appraisal and Rewards	3.00	E
	HRMN4006	Labour Relations and Law	3.00	E
	HRMN4007	Human Resources Management in China	3.00	E
	HRMN4015	Human Resources Strategy and Planning	3.00	E
	ISEM2005	Management Information Systems	3.00	E
	ISEM2006	Programming for Business Applications using Python	3.00	E
	ISEM3005	Business Systems Analysis and Design	3.00	E
	ISEM3006	Data Management in Business	3.00	E
	ISEM3007	e-Marketing	3.00	E
	ISEM3015	Telecommunications and Networking in Business	3.00	E
	ISEM3016	Decision Support and Intelligent Systems in Business	3.00	E
	ISEM3027	Introduction to App Development and Mobile User Experience Design	3.00	E
	ISEM4006	Electronic Commerce	3.00	E
	ISEM4008	Development of Small Management Information Systems	3.00	E
	ISEM4009	Development of Small Management Information Systems	3.00	E
	ISEM4015	Seminar in Information Systems and e-Business Management	3.00	E
	ISEM4016	Web Site Design and Business Applications	3.00	E
	ISEM4017	Web-based Consumer Insight: Online Customer Data Analytics and Machine Learning Approaches	3.00	E
	ISEM4025	Information Systems Auditing	3.00	E
	ISEM4026	Information Technology Governance and Management	3.00	E
	ISEM4035	Blockchain: Cryptocurrencies and Other Business Applications	3.00	E
	LLAW3005	Company Law	3.00	E
	LLAW3006	Legal Aspects of China Business	3.00	E
	LLAW3015	Cyber Law and Risk	3.00	E
	MKTG2005	Marketing Management	3.00	E
	MKTG3006	Global Marketing	3.00	E
	MKTG3007	Consumer Behaviour	3.00	E
	MKTG3015	Socially Responsible Marketing	3.00	E
	MKTG3017	Services Marketing	3.00	E
	MKTG3025	Marketing Communications and Online Media	3.00	E
	MKTG3026	Strategic Digital Marketing	3.00	E
	MKTG3045	Entrepreneurial Marketing	3.00	E

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Course Group	Course	Course Title	Unit	Core (C) / Elective (E)
	MKTG3047	Big Data Marketing	3.00	E
	MKTG4005	Strategic Marketing	3.00	E
	MKTG4006	Customer Relationship Management	3.00	E
	MKTG4007	Brand Management	3.00	E
	MKTG4015	Sales Management	3.00	E
	MKTG4025	Marketing in China	3.00	E
	MKTG4026	Leisure Marketing	3.00	E

Remarks: Students have to take BUSI1005, 3 units from #R-BUSI-ELECT-001, 3 units from #R-BUSI-ELECT-002, and 6 units from #R-BUSI-ELECT-003.
Students must take at least three Level II or above courses in which one must be Level III or above courses.
Students can take a maximum of 6 units of courses with the same course code of ACCT, GLCB, ECON, FINE, HRMN, ISEM and MKTG (except BUSI)
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.
Students majoring in BSSc China Studies who have taken CHSE1005 Essentials of Economics are required to take either ACCT1007 or FINE1005 to satisfy the requirement for 'Elective Course I'

* 4-Year Curriculum