

Hong Kong Baptist University
Curriculum for Minor Programmes

Minor Programme : Entrepreneurship and Business Innovation (*EBI)

Course Group	Course	Course Title	Unit	Core (C) / Elective (E)
EBI Minor Required Coures (#R-EBI-CORE-001)				
	BUSI2035	Entrepreneurship and Innovative Thinking	3.00	C
	BUSI3057	Managing Entrepreneurial Ventures	3.00	C
EBI Minor Elective Coures (#R-EBI-ELECT-001)				
	ACCT1005	Principles of Accounting I	3.00	E
	FINE2005	Financial Management	3.00	E
	ISEM2005	Management Information Systems	3.00	E
	MKTG2005	Marketing Management	3.00	E
EBI Minor Elective Coures (#R-EBI-ELECT-002)				
	BUSI2046	From Insight to Prototype: Generating Opportunities with Market Insights	3.00	E
	BUSI3065	Me, Us and Them: The Human Factor in Entrepreneurship and Innovation	3.00	E
	BUSI4015	Corporate Entrepreneurship	3.00	E
	ECON3087	Understanding the Digital Economy	3.00	E
	ECON3105	Big Data Analytics	3.00	E
	FINE3025	Entrepreneurial Finance	3.00	E
	HRMN3016	Negotiation	3.00	E
	ISEM3027	Introduction to App Development and Mobile User Experience Design	3.00	E
	ISEM3036	Advanced Business Analytics and Data Visualization for Digital Commerce	3.00	E
	ISEM4006	Electronic Commerce	3.00	E
	ISEM4016	Web Site Design and Business Applications	3.00	E
	ISEM4017	Consumer Insight: Online Customer Data Analytics and Machine Learning Approaches	3.00	E
	LLAW3005	Company Law	3.00	E
	LLAW3015	Cyber Law and Risk	3.00	E
	MKTG3045	Entrepreneurial Marketing	3.00	E

Remarks: Students have to take BUSI2035 and BUSI3057, 3 units from #R-EBI-ELECT-001 and 6 units from #R-EBI-ELECT-002.
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.
To fulfill the minor programme requirement, students are required to complete at least ONE 3-unit course at the upper level (Level 3 or 4).

* 4-Year Curriculum