

Hong Kong Baptist University
Curriculum for Transdisciplinary Concentration

**Transdisciplinary : Social Marketing and Entrepreneurship
Concentration**

Dept. /Unit	Course	Course Title	Course Subtitle	Unit	Core (C) / Elective (E)
Required Course(s)					
BUSD	BUSI3067	Social Innovation Management and Entrepreneurship Internship		3.00	C
SOSC	SOSC3007	Social Innovation Management and Entrepreneurship Internship		3.00	C
Elective Course(s)					
ECON	BUSI2045	Data Analytics for Business Decision Making		3.00	E
	ECON3075	Service-Learning in Sustainable Development		3.00	E
FDS	BUSI1006	Business Research Methods		3.00	E
	FINE2005	Financial Management		3.00	E
	FINE3025	Entrepreneurial Finance		3.00	E
GEOG	GEOG2017	Globalization of Economic Activities		3.00	E
	GEOG4016	Sustainable Energy and Technological Innovation in China		3.00	E
	GEOG4026	Geography of Economic Development		3.00	E
	GEOG4047	Resource and Environmental Management in China		3.00	E
GIS	EURO2007	The Political Economy of the European Union		3.00	E
	POLS2006	Introduction to Political Economy		3.00	E
	POLS4237	Topics in Asian Politics		3.00	E
	POLS4245	Topics in Comparative and Global Politics		3.00	E
HIST	HIST3325	History of Chinese Food Culture in Global Perspective		3.00	E
	HIST4315	Introduction to Museum Studies		3.00	E
	HIST4317	Global History of Tourism		3.00	E
	HIST4407	Topic Studies in Social History		3.00	E
MGNT	BUSI2005	Organisational Behaviour		3.00	E
	BUSI2035	Entrepreneurship and Innovative Thinking		3.00	E
	BUSI2046	From Insight to Prototype: Generating Opportunities with Market Insights		3.00	E
	BUSI3057	Managing Entrepreneurial Ventures		3.00	E
	BUSI3065	Me, Us and Them: The Human Factor in Entrepreneurship and Innovation		3.00	E
	HRMN2005	Human Resources Management		3.00	E
	HRMN3006	Recruitment and Selection		3.00	E
	HRMN3007	Applied Social Psychology in Organizations		3.00	E
	HRMN3015	Leadership		3.00	E
	HRMN3016	Negotiation		3.00	E
MKT	BUSI3006	Business Ethics and Corporate Social Responsibility		3.00	E
	BUSI3055	Fundamentals of Social Entrepreneurship and Social Impact		3.00	E
	MKTG2005	Marketing Management		3.00	E
	MKTG3007	Consumer Behaviour		3.00	E
	MKTG3015	Socially Responsible Marketing		3.00	E
	MKTG3045	Entrepreneurial Marketing		3.00	E
	MKTG3047	Big Data Marketing		3.00	E

Hong Kong Baptist University
Curriculum for Interdisciplinary Concentration

Dept. /Unit	Course	Course Title	Course Subtitle	Unit	Core (C) / Elective (E)
Elective Course(s)					
MKT	MKTG3056	Social Media Marketing		3.00	E
	MKTG4007	Brand Management		3.00	E
SOC	SOCI2017	Popular Culture and Society		3.00	E
	SOCI2027	Social Problems		3.00	E
	SOCI2035	Social Inequalities		3.00	E
	SOCI2047	Hong Kong Society		3.00	E
	SOCI3025	The Internet and Society		3.00	E
	SOCI4017	Management, Organization and Society		3.00	E
	SOCI4026	Selected Topics in Contemporary Sociology I		3.00	E
	SOCI4027	Selected Topics in Contemporary Sociology II		3.00	E
	SOCI4046	Social Networks and Chinese Society		3.00	E
	SOCI4065	Chinese Entrepreneurship and Overseas Chinese in the Global Context		3.00	E
SOWK	SOWK1015	Social Dimensions of Human Societies		3.00	E
	SOWK2005	Human Behaviour and Diversity		3.00	E
	SOWK2028	Social Policy		2.00	E
	SOWK2029	Social Policy		2.00	E
	SOWK4005	Administration in Human Service Organizations		3.00	E

- Remarks:
1. Students are required to take 3 units of Required Course. Course BUSI3067 is opened for non-BUSD students while SOSOC3007 is opened for non-FASS students.
 2. Students are required to take 18 units of Elective Courses. To ensure transdisciplinary diversity, students should observe the following requirements:
 3. (i) For students undertaking programmes offered by the Faculty of Arts and Social Sciences or the School of Business, at least four of the elective courses should be taken by the students aside from their own faculty/school.
 4. (ii) For students undertaking programmes offered by other faculties/schools, at least two elective courses from the Faculty of Arts and Social Sciences AND two elective courses from the School of Business should be taken.
 5. (iii) Students are required to take at least four of the elective courses at Level 3 or above.
 6. Courses taken for the 1st Concentration and 2nd Concentration requirements are NOT allowed to be double-counting.