

**BNU-HKBU**

**UNITED INTERNATIONAL COLLEGE**

**Faculty of Business and Management**

**Minor Programme in Entrepreneurship  
and Innovation**

**2023-2024**

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## 1. General Information

### 1.1. Programme Title

Minor Programme in Entrepreneurship and Innovation  
创业与创新管理副修

### 1.2. Academic Unit Involved in the Delivery of the Programme

The Minor Programme in Entrepreneurship and Innovation is to be offered by the Entrepreneurship and Innovation programme and administered under the Faculty of Business and Management

### 1.3. Programme Aims, Objectives and Intended Learning Outcomes

In today's uncertain environment, many young people struggle to find their identity, understand their environment, and chart their course. Priorities are difficult to establish and choices are not easy to make when confronted with the complexity, instability and ongoing change of contemporary life. The Minor Programme in EPIN aims to significantly enhance the educational experience of students while better preparing them to deal with the world around them. The focus here is on developing students' entrepreneurial mindset and their ability to cultivate critical skills to think and act in more creative, innovative, opportunistic and proactive ways.

To achieve these aims, the design and structure of the Minor Programme in EPIN include required and elective courses with solid experiential content, and provide opportunities for entrepreneurs to share their valuable experiences with students through workshops, entrepreneurial seminars and field trips to start-ups and large business enterprises.

In sum, the aims and objectives of the Minor Programme in Entrepreneurship and Innovation are:

- (1) to apply diverse concepts of business and society and to develop creative capacities that are essential to initiate, build, and grow business ventures;
- (2) to nurture entrepreneurial spirit and competencies by applying business-related knowledge and skills to develop and implement innovative ideas required for sustaining and growing organizational and new business undertakings.

Table 1 outlines the Programme Intended Learning Outcomes (PILOs) of the Minor Programme in Entrepreneurship and Innovation and Table 2 delineates the alignment of its PILOs with the Graduate Attributes (GAs) of UIC.

**Table 1: Programme Intended Learning Outcomes (PILOs)**

Upon successful completion of the Minor Programme in Entrepreneurship and Innovation, students should be able to:	
<b>PILO 1</b>	Acquire broad-based knowledge and concepts related to the functions and roles of business and society.
<b>PILO 2</b>	Apply the core business knowledge and entrepreneurial competencies to realise creative and innovative entrepreneurial ideas from conception to fruition.

<b>PILO 3</b>	Develop analytical, problem-solving and risk assessment skills and techniques from a multiple set of disciplines to solve complex real world problems.
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**Table 2: Mapping of the Programme Intended Learning Outcomes (PILOs) with the Graduate Attributes (GAs)**

PILOs	GAs							No. of GAs addressed by this PILO
	Citizen-ship	Know-ledge	Learn-ing	Skills	Creati-vity	Commu-nication	Team-work	
PILO 1	X	X	X					<b>3</b>
PILO 2		X	X		X			<b>3</b>
PILO 3		X		X	X			<b>3</b>
<b>No. of PILOs addressing this GA</b>	<b>1</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>---</b>

#### **1.4. Medium of Instruction**

The medium of instruction for the Programme is English.

#### **1.5. Target Students**

The target students of the Programme are UIC non-FBM students.

#### **1.6. Year of Implementation**

The Minor Programme in Entrepreneurship and Innovation has been offered from the Academic Year of 2020-2021.

### **2. Programme Requirements and Structure**

#### **2.1. Programme Requirements**

The Minor Programme in Entrepreneurship and Innovation aims to provide opportunities for students to pursue their interest in entrepreneurship and innovation management and to develop their skills applicable to the business world. Students can claim the Minor Programme in Entrepreneurship and Innovation if they can fulfil the following criteria:

- a) Complete 15 units in accordance with the stipulated programme structure as in Table 3; and
- b) Attain a minimum cumulative GPA of 2.0 for all the 5 courses to be completed.

#### **2.2. Programme Structure**

The Minor Programme in Entrepreneurship and Innovation consists of 1 required course followed by 4 electives from the list of elective courses as stipulated in Table 3. Students are required to complete at least one course at level 3 or above.

Students have to take EPIN3003. For non-BBA students, they have to take 12 units from

#R-EPIN-ELECT-001 and #R-EPIN-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.

**Table 3: Curriculum Structure of the Minor Programme in Entrepreneurship and Innovation**

Code	Title	Units	Level	PILO			Pre-requisite(s)
				1	2	3	
Required Course (#R-EPIN-CORE-001)							
EPIN3003	Managing New Business	3	3		X	X	None
Elective Courses I (#R-EPIN-ELECT-001)							
ACCT2033	Introduction to Financial Accounting (for non-BBA Major Students)	3	2	X		X	None
BUS2003	Organisational Behaviour	3	2	X		X	None (for BBA students) or Business and Society or Introduction to Entrepreneurship and Innovation (for non-BBA students)
BUS4023/ BUS4093	Management Information Systems*	3	4	X		X	None (for BBA students) or Business and Society or Introduction to Entrepreneurship and Innovation (for non-BBA students)
MKT2003	Principles of Marketing Management	3	2	X		X	None
Elective Courses II (#R-EPIN-ELECT-002)							
BUS4013	Strategic Management	3	4	X		X	None (for BBA students) or Business and Society or Introduction to Entrepreneurship and Innovation (for non-BBA students)
EBIS3023	Electronic Commerce	3	3	X	X		None
EPIN3013	Entrepreneurial Finance	3	3	X	X	X	FIN2003/FIN2023
EPIN3023	Marketing for Entrepreneurs	3	3			X	MKT2003
EPIN3033	Entrepreneurial Decisions and Compliance	3	3		X	X	ACCT2003/ACCT2043 and ACCT2013/ACCT2053
EPIN3043	New Product and Innovation Management	3	3		X	X	EPIN3003

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EPIN3053	Logistics and Transportation Management	3	3		X	X	None
EPIN4003	Corporate Entrepreneurship	3	4		X	X	EPIN3003
EPIN4013	Global and Social Entrepreneurship	3	4		X		None
FIN2003/ FIN2023	Financial Management*	3	2	X	X	X	ACCT2003/ACCT2043 or ACCT2033 <b>or</b> <b>ACCT2063</b>

\* These courses have been recoded for non-ACCT students with effective from Semester 2 of AY2022/23:  
BUS4023 revised as BUS4093; FIN2003 revised as FIN2023.