

**BNU-HKBU**  
**UNITED INTERNATIONAL COLLEGE**  
**UNDERGRADUATE HANDBOOK**  
**2021-2022**  
**Division of Business and Management**  
**Minor Programme in Business**

## Contents

1. General Information.....	3
1.1. Programme Title .....	3
1.2. Academic Unit Involved in the Delivery of the Programme....	3
1.3. Programme Aims, Objectives and Intended Learning Outcomes .....	3
1.4. Medium of Instruction .....	4
1.5. Target Students .....	4
1.6. Year of Implementation.....	4
2. Programme Requirements and Structure .....	4
2.1. Programme Requirements .....	4
2.2. Programme Structure .....	4

## 1. General Information

### 1.1. Programme Title

Minor Programme in Business  
工商管理学副修

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

The Minor Programme in Business is to be administered under the Division of Business and Management.

Although the Division does not offer a general Business and Management degree programme at present, existing core courses offered in the seven BBA (Hons) programmes (including Accounting, Finance, Applied Economics, Entrepreneurship and Innovation, Management of Human Resources, Marketing Management, and e-Business Management and Information Systems) cover a wide spectrum of the functional activities in business organisations. Hence, this provides strong supporting grounds for DBM to introduce a Minor Programme in Business for the non-BBA students.

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

Businesses look for employees who have good communication and interpersonal skills, possess strong analytical skills, think creatively and be able to integrate information from diverse sources. The curriculum of the Minor Programme in Business will provide non-BBA students with a broad introduction of fundamental business concepts through well-developed integrated and cohesive courses needed for success in the rapid evolving business arena. It draws on the core courses to provide exposure to contemporary business concepts and practice. Students will develop a foundation in the various functional areas in business.

Through the Minor Programme in Business, non-BBA students will gain critical insights into business process through the courses studied in accounting, finance, management, and marketing. They will also develop critical and analytical skills, effective communication skills, and a global perspective.

Table 1 outlines the Programme Intended Learning Outcomes (PILOs) of the Minor Programme in Business whereas Table 2 delineates the alignment of PILOs to the Graduate Attributes (GAs) of UIC.

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

Upon completion of the Minor Programme in Business, students will be able to:	
<b>PILO 1</b>	Acquire broad-based knowledge and concepts about the functions and roles of business and society, and develop the skills which are fundamental to successfully managing a business.
<b>PILO 2</b>	Describe and integrate knowledge and skills in a multiple set of business-related disciplines (such as in Accounting, Finance, Management, Economics, Marketing and Human Resource Management etc.), with the aim of solving diverse real-life problems, based on the analytical and problem-solving skills they have developed.
<b>PILO 3</b>	Develop critical thinking with a global perspective and communicate effectively in business, professional and interpersonal contexts supported by proficient application of Information and Communication Technologies (ICTs).

**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	Communi-cation	Team-Work	
PILO 1		X	X	X				3
PILO 2		X		X			X	3
PILO 3	X				X	X		3
<i>No. of PILOs addressing this GA</i>	<b>1</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</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 non-BBA students.

#### 1.6. Year of Implementation

The Minor Programme in Business has been offered since the Academic Year of 2015-2016.

## 2. Programme Requirements and Structure

### 2.1. Programme Requirements

The Programme will provide students a broad introduction of fundamental business concepts through well-developed cohesive and integrated courses. Students can claim the Minor Programme in Business if they can fulfil the following criteria:

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

### 2.2. Programme Structure

Students of the Minor Programme in Business are required to complete 2 required courses and 3 elective courses as stipulated in Table 3, in which at least one course should be at level 3 or above.

**Table 3: Curriculum Structure\***

Category	Code	Course	Units	Level	PILOs Addressed	Pre-requisite(s)
<b>Required Courses (6 Units)</b>	ACCT2033	Introduction to Financial Accounting (for non-BBA Major Students)	3	2	1,2	None

Category	Code	Course	Units	Level	PILOs Addressed	Pre-requisite(s)
	ECON2063	Introduction to Economics	3	2	1,2	None
<b>Elective Courses (9 units)</b>	ACCT3073	Cost and Management Accounting	3	3	2,3	ACCT2033
	BUS2003	Organisational Behaviour	3	2	2,3	None (for BBA students), or Business and Society or Introduction to Entrepreneurship and Innovation (for non- BBA students)
	BUS2013/ BUS2053	Principles of Law*	3	2	1,2	None
	BUS2043	Principles of Management	3	2	1,2	None
	BUS4013	Strategic Management	3	4	2,3	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	2,3	None (for BBA students), or Business and Society or Introduction to Entrepreneurship and Innovation (for non-BBA students)
	CCM2093	Culture, Creativity and Management	3	2	1,2	None
	FIN2003/ FIN2023	Financial Management*	3	2	1,2	ACCT2003 or ACCT2043 or ACCT2023 or ACCT2033
	MHR3003	Human Resource Management	3	3	2,3	None
	MKT2003	Principles of Marketing Management	3	2	1,2	None

\* These courses have been recoded for non-ACCT students with effective from Semester 2 of AY2022/23: BUS2013 revised as BUS2053; BUS4023 revised as BUS4093; FIN2003 revised as FIN2023.