BNU-HKBU

UNITED INTERNATIONAL COLLEGE

UNDERGRADUATE HANDBOOK

2019-2020

Division of Business and Management

Minor Programme in e-Business Management and Applications

Contents

1. General Information

1.1. Programme Title

Minor Programme in e-Business Management and Applications
电子商务管理与应用副修

1.2. Academic Division Involved in the Delivery of the Programme

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

1.3. Programme Aims, Objectives and Programme Intended Learning Outcomes

The Minor Programme in e-Business Management and Applications aims to equip students with fundamental knowledge and techniques in managing e-businesses and in integrating e-business with other business models, in order to become creative problem solvers, critical thinkers and team leaders in managing and tackling real world problems. The Minor Programme in e-Business Management and Applications is structured to provide students with opportunities to pursue their interest in e-business management and applications within a structured curriculum, promoting understanding across disciplines and broadening the context for life-long learning. It also helps to develop in students a range of intellectual and practical skills readily transferrable to work settings in their chosen career fields.

Table 1: Programme Intended Learning Outcomes (PILOs)

	Upon successful completion of the Minor Programme in e-Business Management and Applications, students should be able to:
PILO 1	Apply broad-based knowledge and concepts about the functions and roles of e-business models and tools, and develop the basic technical and managerial skills, which are fundamental to successfully managing e-business or integrating e-business with traditional business.
PILO 2	Integrate knowledge and skills of e-business management and applications into a multiple set of disciplines, with the aim of solving diverse real-life problems, based on the analytical and problem-solving skills they have developed.
PILO 3	Develop critical thinking with a global perspective and communicate effectively in broader business, professional and interpersonal contexts.

Table 2: Mapping of the Intended Learning Outcomes (PILOs) with the Graduate Attributes (GAs)

PILOs	Graduate Attributes							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
No. of PILOs addressing this GA	**1**	**2**	**1**	**2**	**1**	**1**	**1**	---

1.4. Medium of Instruction

The teaching medium of the Minor Programme in e-Business Management and Applications is English.

1.5. Target Students

The Minor Programme in e-Business Management and Applications is to be offered to all UIC students except students in the EBIS major programme.

1.6. Year of Implementation

The Minor Programme in e-Business Management and Applications is to be offered from the Academic Year of 2019-2020.

2. Programme Requirements and Structure

2.1. Programme Requirements

The Minor Programme in e-Business Management and Applications aims to provide opportunities for students to pursue their interest in e-business management and applications and to develop their skills applicable to the business world. Students can claim the Minor Programme in e-Business Management and Applications if they can fulfill 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 e-Business Management and Applications consists of 2 required courses and 3 elective courses. Students are required to complete three elective courses as stipulated in Table 3.

Table 3: Curriculum Structure of the Minor Programme in e-Business Management and Applications

Code	Title	Unit	Level	PILO 1	PILO 2	PILO 3	Pre-requisite(s)
Required Courses: (6 units)							
MKT2003	Principles of Marketing Management	3	2		X	X	NIL
EBIS3023	Electronic Commerce	3	3	X	X		NIL
Elective Courses: (9 units)							
BUS4023/ BUS4093	Management Information Systems*	3	4	X	X		None (for BBA students), or Foundation Course in Business and Management (for non-BBA students)
EBIS2003	Introduction to Blockchain	3	2	X	X	X	None
EBIS2013	Fundamentals of Fintech	3	2	X	X	X	ECON2003 Principles of Macroeconomics
EBIS3033	Programming for Business Applications	3	3	X	X		NIL
EBIS3043	IT Governance, Audit and Control	3	3		X	X	BUS4023/BUS4093 Management Information Systems
EBIS3083	e-Customer Behaviour and Web Analytics	3	3	X	X		MKT2003 Principles of Marketing Management
EBIS3093	Developing Applications for Mobile and Social Media	3	3	X	X		NIL
EBIS3103	Introduction to Business Data Analytics	3	3	X	X		NIL
EBIS4063	Information Security Management	3	4	X	X		BUS4023/BUS4093 Management Information Systems

Note:

a. In place of MKT2003 Principles of Marketing Management, BBA non-ACCT students will take one more minor elective course for a total of 4 electives from the list of minor elective courses excluding BUS4023/BUS4093 Management Information Systems, as they normally have taken MKT2003 and BUS4023/BUS4093 as part of their programme curriculum.

b. BBA ACCT students who select BUS4023 Management Information Systems as a major elective course will also take 4 minor elective courses from the list excluding BUS4023. BBA ACCT students who do not select BUS4023 as a major elective will take 4 minor elective courses from the list including BUS4023.

c. BBA EPIN students who select EBIS3023 Electronic Commerce as a major elective course in their major programme curriculum will be required to select one additional elective course (i.e., 5 minor electives in total) from the elective course list in Table 3 excluding BUS4023/BUS4093.

d. Non-BBA students will take any 3 courses from the list of 7 minor elective courses, which provide business and marketing fundamentals integrated with the relevant technical concepts.

e. * This course has been recoded from BUS4023 to BUS4093 for non-ACCT students with effective from Semester 2 of AY2022/23.