# BNU-HKBU

# UNITED INTERNATIONAL COLLEGE

# Faculty of Business and Management

# Minor Programme in e-Business Management and Applications

## 2022-2023

# 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 Unit Involved in the Delivery of the Programme*

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

## *1.3. Programme Aims, Objectives and 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 Programme 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 | |
| PILO1 | | X | X | X | | | | 3 |
| PILO2 | | X | | X | X | | | 3 |
| PILO3 | X | | | | | X | X | 3 |
| **No. of PILOs addressing this GA** | 1 | 2 | 1 | 2 | 1 | 1 | 1 | --- |

### 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 students except students in the EBIS major programme.

### 1.6. *Year of Implementation*

The Minor Programme in e-Business Management and Applications has been offered since 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 | Units | Level | PILO 1 | PILO 2 | PILO 3 | Pre-requisite(s) |
|------|-------|-------|-------|---|---|---|------------------|
| **Required Courses: (6 units)** | | | | | | | |
| MKT2003 | Principles of Marketing Management | 3 | 2 | | X | X | None |
| EBIS3023 | Electronic Commerce | 3 | 3 | X | X | | None |
| **Elective Courses: (9 units)** | | | | | | | |
| 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 ) |
| EBIS2003 | Introduction to Blockchain | 3 | 2 | X | X | X | None |
| EBIS2013 | ~~Fundamentals of Fintech~~ Fundamentals of Digital Economy and Fintech | 3 | 2 | X | X | X | ~~ECON2003 Principles of Macroeconomics~~ |
| EBIS3033 | Programming for Business Applications | 3 | 3 | X | X | | None |
| 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 | | None |
| EBIS3103 | Introduction to Business Data Analytics | 3 | 3 | X | X | | None |
| EBIS4063 | Information Security and Privacy 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.