Four-Year Study Plan of Entrepreneurship and Innovation Programme (2025 cohort)

Rev 20250422

Course Code	Course Title	Year One Sem 1	Year One Winter	Year One Sem 2	Year Two Sem 1	Year Two Sem 2	Year Two Summer	Year Three Sem 1	Year Three Sem 2	Year Four Sem 1	Year Four Sem 2
I. BBA (Hons) Core Courses (48 Units)											
ECON2013	Principles of Microeconomics	3									
MKT2003	Principles of Marketing Management	3									
ACCT2043	Principles of Accounting I			3							
BUS1013	Business, Entrepreneurship, and Innovation			3							
BUS2053	Principles of Law				3						
FIN2023	Financial Management				3						
ACCT2053	Principles of Accounting II					3					
ECON2003	Principles of Macroeconomics					3					
BUS3003	Business Communications							3			
BUS3023	Business Research Methods							3			
EBIS2023	Business Analytics							3			
BUS2003	Organisational Behaviour								3		
BUS4093	Management Information Systems								3		
BUS4013	Strategic Management									3	
BUS4073	BBA Project I									3	
BUS4083	BBA Project II										3
II. Major Required Courses (12 Units)											
EPIN3003	Managing New Business				3						
EPIN3013	Entrepreneurial Finance							3			
EPIN3023	Marketing for Entrepreneurs								3		
EPIN4003	Corporate Entrepreneurship								3		
III. Major Elective Courses (9 Units)											
ME01 ME02 ME03									3	6	
IV. University Core Courses (37 Units)											
UCLC1003	University Chinese	3									
UCLC1013	English for Academic Purposes I	3									
UCLC1023	English for Academic Purposes II			3							
UCAI1003	Introduction to AI Literacy			3							
CHI1103	Introduction to Modern Social Theories					3					
CHI1203	Morality and Foundations of Law	3									
CHI1063	Chinese Culture and Modern China				3						
CHI1073	Contemporary Chinese Society and Thought I			3							
CHI1253	Contemporary Chinese Society and Thought II				3						
CHI1193	Contemporary World and China[1]						2				
MT1003	Military Training		2								
WPEX1013	Emotional Intelligence	1									
WPEX2013	Experiential Arts[2]				1						
WPEX2023/ WPEX2033	Voluntary Service[2], or Environmental Awareness[2]					1					
UCHL1XX3	Healthy Lifestyle[2]	1		1	1						
V. General Education Courses (18 Units)											
Level 1 Foundational Courses	History and Civilization[2]					3					
	Quantitative Reasoning[4]			3							
	Values and the Meaning of Life[5]			3							
Level 2 Interdisciplinary Thematic Courses	Culture, Creativity and Innovation[2], or Science, Technology and Society[2], or Sustainable Communities[2]					3			3		
Level 3 GE Capstone Courses	Service-Learning Course[2], or Service Leadership Education Course[2], or Experiential Learning Course[2], or Interdisciplinary Independent Study[2]							3			
VI. Free Elective Courses (24 Units)											
FE01 FE02 FE03 FE04 FE05 FE06 FE07 FE08		3[3]			3	3		6	3	6	
Total Units: 148		**20**	**2**	**22**	**20**	**19**	**2**	**21**	**21**	**18**	**3**

[1] This 2-unit course requires student to attend at least 10 lectures within his/her first two years of study.

[2] This denotes a course category in which a list of courses may be developed for students' selection. Students are expected to refer to the Online Course Selection System for courses available under each category.

[3] MATH1113 Fundamental Mathematics and MATH1103 Calculus will be offered under this category.

[4] Students are required to take GFQR1023 Data Analytics for Business under this category.

[5] Students are required to take GFVM1003 Business Ethics and Corporate Social Responsibility under this category.

ME Course List of EPIN (2025 cohort)

Course Code	Course Title	Units
BUS3043	Qualitative Research Methods	3
EBIS2013	Fundamentals of Digital Economy and Fintech	3
EBIS3023	Electronic Commerce	3
EBIS3033	Programming for Business Applications	3
EBIS3073	Decision Support and Business Intelligence Systems	3
EBIS3083	e-Customer Behaviours and Web Analytics	3
EBIS3093	Developing Applications for Mobile and Social Media	3
EPIN3033	Entrepreneurial Decisions and Compliance	3
EPIN3043	New Product and Innovation Management	3
EPIN3053	Logistics and Transportation Management	3
EPIN3063	Digital Innovation and Transformation	3
EPIN4013	Global and Social Entrepreneurship	3
EPIN4023	Entrepreneurial Internship	3
EPIN4033	Technology and Innovation Strategy	3
FIN3043	Investment Management	3
FIN4043	Business Valuation	3