Four-Year Study Plan of Entrepreneurship and Innovation Programme (2021 cohort)

Course Code	Course Title	Year One Sem 1	Year One Winter	Year One Sem 2	Year One Summer	Year Two Sem 1	Year Two Sem 2	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									
ACCT2003/ACCT2043	Principles of Accounting I[6]			3							
BUS1013	Business, Entrepreneurship, and Innovation			3							
BUS2013/BUS2053	Principles of Law[6]					3					
FIN2003/FIN2023	Financial Management[6]					3					
ACCT2013/ACCT2053	Principles of Accounting II[6]						3				
ECON2003	Principles of Macroeconomics						3				
BUS3003	Business Communications							3			
BUS3023	Business Research Methods							3			
EBIS2023	Business Analytics							3			
BUS2003	Organisational Behaviour								3		
BUS4023/BUS4093	Management Information Systems[6]								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 (36 Units)											
UCLC1003	University Chinese	3									
UCLC1013	English for Academic Purposes I	3									
UCLC1023	English for Academic Purposes II			3							
UCLC1033	English for Academic Purposes III					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 Thoughts (Theories)			3							
CHI1183	Contemporary Chinese Society and Thoughts (Social Practice)				2						
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	6	6		6	
	Total Units: 147	**17**	**5**	**19**	**2**	**20**	**21**	**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.

[6] These courses have been recoded with effective from Semester 2 of AY2022/23:

ACCT2003 revised as ACCT2043; ACCT2013 revised as ACCT2053; BUS2013 revised as BUS2053;

BUS4023 revised as BUS4093; FIN2003 revised as FIN2023.

ME Course List of EPIN (2021 cohort)

Course Code	Course Title	Units
BUS3043	Qualitative Research Methods	3
EBIS3023	Electronic Commerce	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