

## Four-Year Study Plan of Entrepreneurship and Innovation Programme (2020 cohort)

Rev 20230911

Rev 2023/09/11

Course Code	Course Title	Year One			Year Two		Year Three		Year Four		
		Sem 1	Sem 2	Summer/ Winter	Sem 1	Sem 2	Sem 1	Sem 2	Sem 1	Sem 2	
I. BBA (Hons) Core Courses (39 Units)											
ECON2013	Principles of Microeconomics	3									
ACCT2003/ACCT2043	Principles of Accounting I <sup>Ⓞ</sup>		3								
ACCT2013/ACCT2053	Principles of Accounting II <sup>Ⓞ</sup>				3						
ECON2003	Principles of Macroeconomics				3						
MKT2003	Principles of Marketing Management				3						
BUS2013/BUS2053	Principles of Law <sup>Ⓞ</sup>					3					
BUS2003	Organisational Behaviour						3				
BUS3023	Business Research Methods						3				
FIN2003/FIN2023	Financial Management <sup>Ⓞ</sup>						3				
BUS3003	Business Communications							3			
BUS4013	Strategic Management							3			
BUS4023/BUS4093	Management Information Systems <sup>Ⓞ</sup>								3		
BUS4003	BBA Project									3	
II. Major Required Courses (12 Units)											
EPIN3003	Managing New Business					3					
EPIN3023	Marketing for Entrepreneurs						3				
EPIN3013	Entrepreneurial Finance							3			
EPIN4003	Corporate Entrepreneurship								3		
III. Major Elective Courses (9 Units)											
ME01 ME02 ME03							3		6		
IV. General Education Core Courses (32 Units)											
CHII1053	University Chinese (Morality and Foundations of Law)	3									
CHII1063	Chinese Culture and Modern China				3						
CHII1073	Contemporary Chinese Society and Thoughts (Theories)		3								
CHII1083	Contemporary Chinese Society and Thoughts (Social Practice)		0								
CHII1093	Contemporary World and China <sup>Ⓞ</sup>					0					
GCLA1903	English I	3									
GCLA1913	English II		3								
GCLA1923	English III				3						
GCLA1933	English IV					3					
GCIT1XX3	Information Management Technology <sup>Ⓞ</sup>		3								
GCNU1XX3	Numeracy <sup>Ⓞ</sup>	3									
GCPE1XX3	Physical Education <sup>Ⓞ</sup>	1	1								
GCVM1023	Business Ethics							3			
V. General Education Distribution Courses (12 Units)											
GDHS1XX3	Foundation Course in Humanities and Social Sciences <sup>Ⓞ</sup>				3						
GDST1XX3	Foundation Course in Science and Technology <sup>Ⓞ</sup>		3								
GDFL1XX3	Foundation Course in Foreign Language <sup>Ⓞ</sup>					3					
GDHC1XX3	Foundation Course in World History and Civilisation <sup>Ⓞ</sup>					3					
VI. Whole Person Education Experiential Learning Modules (4 Units)											
WPEX Module I	WPEX1003 Experiential Development		1								
WPEX Module II	WPEX1013 Emotional Intelligence	1									
WPEX Module III	WPEX2003 Sports Culture <sup>Ⓞ</sup> , or WPEX2013 Experiential Arts <sup>Ⓞ</sup>					1					
WPEX Module IV	WPEX2023 Voluntary Service <sup>Ⓞ</sup> , or WPEX2033 Environmental Awareness <sup>Ⓞ</sup>				1						
VII. Free Elective Courses (24 Units)											
FE01 FE02 FE03 FE04 FE05 FE06 FE07 FE08		3		3 <sup>Ⓞ</sup>		3 <sup>Ⓞ</sup>	3 <sup>Ⓞ</sup>	6	6		
Total Units: 132		17	17	3	19	19	18	18	18	3	

Ⓞ 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.

Ⓞ This course will take the form of lecture series. Students are required to attend and submit notes for at least 10 lectures within their first two years of study.

Ⓞ CHII103 Introduction to Modern Social Theories will be offered under this category.

Ⓞ ECON2073 Fundamental Mathematics for Economics and Business and MATH1073 Calculus I will be offered under this category.

Ⓞ Students should take one FE(ENG) course under this category.

Ⓞ These courses have been recorded 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 (2020 cohort)***Rev 20230516*

<b>Course Code</b>	<b>Course Title</b>	<b>Units</b>
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