

## Four-Year Study Plan of Entrepreneurship and Innovation Programme (2022 cohort)

Rev 20230407

Rev 20230401

| Course Code                                      | Course Title                                                                                                                                                                                          | Year One       |       | Year Two |       | Year Three |       | Year Four |       |
|--------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|-------|----------|-------|------------|-------|-----------|-------|
|                                                  |                                                                                                                                                                                                       | Sem 1          | Sem 2 | Sem 1    | Sem 2 | Sem 1      | Sem 2 | Sem 1     | 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 <sup>Ⓢ</sup>                                                                                                                                                               |                | 3     |          |       |            |       |           |       |
| BUS1013                                          | Business, Entrepreneurship, and Innovation                                                                                                                                                            |                | 3     |          |       |            |       |           |       |
| BUS2013/BUS2053                                  | Principles of Law <sup>Ⓢ</sup>                                                                                                                                                                        |                |       | 3        |       |            |       |           |       |
| FIN2003/FIN2023                                  | Financial Management <sup>Ⓢ</sup>                                                                                                                                                                     |                |       | 3        |       |            |       |           |       |
| ACCT2013/ACCT2053                                | Principles of Accounting II <sup>Ⓢ</sup>                                                                                                                                                              |                |       |          | 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 <sup>Ⓢ</sup>                                                                                                                                                           |                |       |          |       |            | 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     |          |       |            |       |           |       |
| UCLC1033                                         | English for Academic Purposes III                                                                                                                                                                     |                |       | 3        |       |            |       |           |       |
| CHII103                                          | Introduction to Modern Social Theories                                                                                                                                                                | 3              |       |          |       |            |       |           |       |
| CHII203                                          | Morality and Foundations of Law                                                                                                                                                                       |                |       | 3        |       |            |       |           |       |
| CHII063                                          | Chinese Culture and Modern China                                                                                                                                                                      |                |       |          | 3     |            |       |           |       |
| CHII073                                          | Contemporary Chinese Society and Thought I                                                                                                                                                            |                | 3     |          |       |            |       |           |       |
| CHII253                                          | Contemporary Chinese Society and Thought II                                                                                                                                                           |                | 3     |          |       |            |       |           |       |
| CHII193                                          | Contemporary World and China <sup>①</sup>                                                                                                                                                             |                |       |          | 2     |            |       |           |       |
| MT1003                                           | Military Training                                                                                                                                                                                     | 2              |       |          |       |            |       |           |       |
| WPEX1013                                         | Emotional Intelligence                                                                                                                                                                                | 1              |       |          |       |            |       |           |       |
| WPEX2013                                         | Experiential Arts <sup>Ⓢ</sup>                                                                                                                                                                        |                |       | 1        |       |            |       |           |       |
| WPEX2023/<br>WPEX2033                            | Voluntary Service <sup>Ⓢ</sup> , or Environmental Awareness <sup>Ⓢ</sup>                                                                                                                              |                |       |          | 1     |            |       |           |       |
| UCHL1XX3                                         | Healthy Lifestyle <sup>Ⓢ</sup>                                                                                                                                                                        | 1              | 1     | 1        |       |            |       |           |       |
| V. General Education Courses (18 Units)          |                                                                                                                                                                                                       |                |       |          |       |            |       |           |       |
| Level 1<br>Foundational Courses                  | History and Civilization <sup>Ⓢ</sup>                                                                                                                                                                 |                |       |          | 3     |            |       |           |       |
|                                                  | Quantitative Reasoning <sup>④</sup>                                                                                                                                                                   |                | 3     |          |       |            |       |           |       |
|                                                  | Values and the Meaning of Life <sup>⑤</sup>                                                                                                                                                           |                | 3     |          |       |            |       |           |       |
| Level 2<br>Interdisciplinary Thematic<br>Courses | Culture, Creativity and Innovation <sup>Ⓢ</sup> , or Science,<br>Technology and Society <sup>Ⓢ</sup> , or Sustainable Communities <sup>Ⓢ</sup>                                                        |                |       |          | 3     |            | 3     |           |       |
| Level 3<br>GE Capstone Courses                   | Service-Learning Course <sup>Ⓢ</sup> , or Service Leadership<br>Education Course <sup>Ⓢ</sup> , or Experiential Learning Course <sup>Ⓢ</sup> ,<br>or Interdisciplinary Independent Study <sup>Ⓢ</sup> |                |       |          |       | 3          |       |           |       |
| VI. Free Elective Courses (24 Units)             |                                                                                                                                                                                                       |                |       |          |       |            |       |           |       |
| FE01 FE02 FE03 FE04 FE05 FE06 FE07 FE08          |                                                                                                                                                                                                       | 3 <sup>③</sup> |       | 3        | 3     | 6          | 3     | 6         |       |
| Total Units: 148                                 |                                                                                                                                                                                                       | 22             | 22    | 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 (2022 cohort)***Rev 20240509*

| 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     |