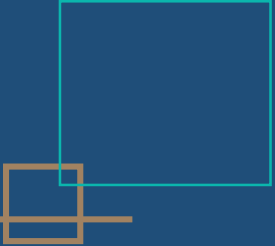


Faculty of Business and Management Minor Information Talk

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Programme Aims, Objectives and Intended Learning Outcomes

The Minor Programme in Accounting aims to provide opportunities for students to pursue their interest in accounting and to apply the knowledge in the workplace of their major field of studies.

The Minor Programme in Accounting is structured firstly to provide students with a foundation of **knowledge and techniques in accounting to become creative problem solvers, critical thinkers and team leaders in managing and tackling real world accounting problems** and issues related to their major fields of study; and secondly to promote lifelong learning.



Target Students

BNBU non-FBM students.



Programme Structure

The Minor Programme in Accounting consists of **3 required courses** and **2 electives** from the list of elective courses.

* These courses have been recoded for non-ACCT students with effect from Semester 2 of AY2022/23:
BUS2013 revised as BUS2053; BUS4023 revised as BUS4093; FIN2003 revised as FIN2023.

Code	Title	Unit	Level	PILO			Prerequisite(s)
				1	2	3	
Required Courses: (9 units)							
ACCT2003	Principles of Accounting I	3	2	X	X		None
ACCT2013	Principles of Accounting II	3	2	X	X		ACCT2003/ ACCT2043
ACCT3003	Cost and Management Accounting I	3	3		X	X	ACCT2013/ ACCT2053
Elective Courses: (6 units)							
ACCT3013	Cost and Management Accounting II	3	3		X	X	ACCT3003
ACCT3023	Hong Kong Taxation	3	3		X	X	ACCT2013/ ACCT2053
ACCT3033	Intermediate Accounting I	3	3	X	X		ACCT2003/ ACCT2043
ACCT3043	Intermediate Accounting II	3	3	X	X		ACCT3033
ACCT3053	Corporate Governance and Accounting	3	3		X	X	ACCT3033
ACCT4003	Auditing I	3	4		X	X	ACCT3033
ACCT4033	Accounting Information Systems	3	4		X	X	ACCT2013/ ACCT2053
ACCT4043	Advanced Accounting I	3	4		X	X	ACCT3033 and ACCT3043



Programme Aims, Objectives and Intended Learning Outcomes

The Minor Programme in Applied Economics aims to provide students with a firm foundation of **knowledge about the workings of economic systems and to develop their analytical skills for the constructive use of that knowledge in multidisciplinary areas that involve economics.**

The programme is designed to stimulate students intellectually through the study of a range of economic problems and an appreciation of the economic impacts on business, social, political and environmental issues.



Target Students

BNBU non-FBM students.



Programme Structure

The Minor Programme in Applied Economics consists of **2 required courses and 3 electives** from the list of elective courses as stipulated in the Table.

Code	Title	Unit	Level	PILO			Pre-requisite(s)
				1	2	3	
Required Courses: (6 units)							
ECON2003	Principles of Macroeconomics	3	2	X	X		None
ECON2013	Principles of Microeconomics	3	2	X	X		None
Elective Courses: (9 units)							
ECON2023	Mathematical Economics	3	2		X	X	None
ECON3003	Intermediate Macroeconomics	3	3	X		X	ECON2003
ECON3013	Applied Econometrics	3	3		X	X	Quantitative Reasoning
ECON3023	Asia-Pacific Economies	3	3		X	X	None
ECON3043	Money and Banking	3	3	X	X		ECON2003
ECON3053	Foundations of Chinese Economy	3	3		X	X	None

Note:

- ECON3123 Calculus for Economics and Finance is offered as a minor elective course only for students who have not studied MATH1073 Calculus I.
- ECON3113 Linear Algebra for Economics and Finance is offered as a minor elective course only for students who have not studied MATH1053 Linear Algebra I.

Code	Title	Unit	Level	PILO			Pre-requisite(s)
				1	2	3	
ECON3063	Intermediate Microeconomics	3	3		X	X	ECON2013
ECON3073	Games and Economic Decisions	3	3		X	X	None
ECON3083	Mathematical Economics II	3	3		X	X	ECON2023
ECON3113	Linear Algebra for Economics and Finance	3	3		X	X	None
ECON3123	Calculus for Economics and Finance	3	3		X	X	None
ECON4003	Economic and Business Forecasting	3	4	X		X	ECON3013
ECON4013	Industrial Organisation	3	4		X	X	ECON2013
ECON4023	Labour Economics	3	4		X	X	ECON2013
ECON4033	Money and Finance in China	3	4		X	X	ECON2003
ECON4053	Development Economics	3	4		X	X	ECON2013 and ECON2003
ECON4083	International Trade	3	4		X	X	ECON2013

- It is suggested that a student should study a calculus-based fundamental mathematics course such as MATH1113 Fundamental Mathematics or MATH1103 Calculus, or their equivalent course, before choosing the following courses as minor elective courses:

ECON2023 Mathematical Economics	ECON3003 Intermediate Macroeconomics
ECON3083 Mathematical Economics II	ECON3063 Intermediate Microeconomics
ECON3073 Games and Economic Decisions	ECON4013 Industrial Organisation



Programme Aims, Objectives and Intended Learning Outcomes

Businesses look for employees who have good communication and interpersonal skills, possess strong analytical skills, think creatively and be able to integrate information from diverse sources. The curriculum of the Minor Programme in Business will provide non-BBA students with a broad introduction of fundamental business concepts through well-developed integrated and cohesive courses needed for success in the rapid evolving business arena. It draws on the core courses to provide exposure to contemporary business concepts and practice. Students will develop a foundation in the various functional areas in business.

Through the Minor Programme in Business, non-BBA students will gain critical insights into business process through the courses studied in accounting, finance, management, and marketing. They will also develop critical and analytical skills, effective communication skills, and a global perspective.



Target Students

BNBU Non-BBA students.



Programme Structure

Students of the Minor Programme in Business are required to complete **2 required courses and 3 elective courses** as stipulated in the Table.

Category	Code	Course	Units	Level	PILOs Addressed	Pre-requisite(s)
Required Courses (6 Units)	ACCT2033	Introduction to Financial Accounting (for non-BBA Major Students)	3	2	1,2	None
	ECON2063	Introduction to Economics	3	2	1,2	None
Elective Courses (9 units)	ACCT3073	Cost and Management Accounting	3	3	2,3	ACCT2033
	BUS2003	Organisational Behaviour	3	2	2,3	None (for BBA students), or Business and Society or Introduction to Entrepreneurship and Innovation (for non- BBA students)
	BUS2013/ BUS2053	Principles of Law*	3	2	1,2	None
	BUS2043	Principles of Management	3	2	1,2	None
	BUS4013	Strategic Management	3	4	2,3	None (for BBA students), or Business and Society or Introduction to Entrepreneurship and Innovation (for non-BBA students)
	BUS4023/ BUS4093	Management Information Systems*	3	4	2,3	None (for BBA students), or Business and Society or Introduction to Entrepreneurship and Innovation (for non-BBA students)
	CCM2093	Culture, Creativity and Management	3	2	1,2	None
	FIN2003/ FIN2023	Financial Management*	3	2	1,2	ACCT2003/ACCT2043 or ACCT2033 or ACCT2063
	MHR3003	Human Resource Management	3	3	2,3	None
	MKT2003	Principles of Marketing Management	3	2	1,2	None



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.



Target Students

BNBU students except for students in the EBIS major programme.



Programme Structure

The Minor Programme in e-Business Management and Applications consists of 2 required courses and 3 elective courses.

Note:

- 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 BUS4093 Management Information Systems, as they normally have taken MKT2003 and BUS4093 as part of their programme curriculum.
- 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.
- 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 BUS4093.
- 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.
- * This course has been recoded from BUS4023 to BUS4093 for non-ACCT students with effective from Semester 2 of AY2022/23.

Code	Title	Units	Level	PILO			Pre-requisite(s)
				1	2	3	
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 Digital Economy and Fintech	3	2	X	X	X	None
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



Programme Aims, Objectives and Intended Learning Outcomes

The Minor Programme in EPIN aims to significantly enhance the educational experience of students while better preparing them to deal with the world around them. The focus here is on **developing students' entrepreneurial mindset and their ability to cultivate critical skills to think and act in more creative, innovative, opportunistic and proactive ways.**

To achieve these aims, the design and structure of the Minor Programme in EPIN include required and elective courses with solid experiential content, and provide opportunities for entrepreneurs to share their valuable experiences with students through workshops, entrepreneurial seminars and field trips to start-ups and large business enterprises.

In sum, the aims and objectives of the Minor Programme in Entrepreneurship and Innovation are:

- (1) to apply diverse concepts of business and society and to develop creative capacities that are essential to initiate, build, and grow business ventures;
- (2) to nurture entrepreneurial spirit and competencies by applying business-related knowledge and skills to develop and implement innovative ideas required for sustaining and growing organizational and new business undertakings.



Target Students

The target students of the Programme are BNBU non-FBM students.



Programme Structure

The Minor Programme in Entrepreneurship and Innovation consists of **1 required course followed by 4 electives** from the list of elective courses as stipulated in the Table.

Students have to take EPIN3003. For non-BBA students, they have to take 12 units from *Elective Courses I* and *Elective Courses II*. Students who have taken any of the above courses in their major programmes have to take additional elective course(s) to fulfil the minor programme requirement.

Minor Programme in Entrepreneurship and Innovation

Table: Curriculum Structure of the Minor Programme in EPIN

Code	Title	Units	Level	PILO			Pre-requisite(s)
				1	2	3	
Required Course (#R-EPIN-CORE-001)							
EPIN3003	Managing New Business	3	3		X	X	None
Elective Courses I (#R-EPIN-ELECT-001)							
ACCT2033	Introduction to Financial Accounting (for non-BBA Major Students)	3	2	X		X	None
BUS2003	Organisational Behaviour	3	2	X		X	None (for BBA students) or Business and Society or Introduction to Entrepreneurship and Innovation (for non-BBA students)
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)
MKT2003	Principles of Marketing Management	3	2	X		X	None

Elective Courses II (#R-EPIN-ELECT-002)							
BUS4013	Strategic Management	3	4	X		X	None (for BBA students) or Business and Society or Introduction to Entrepreneurship and Innovation (for non-BBA students)
EBIS3023	Electronic Commerce	3	3	X	X		None
EPIN3013	Entrepreneurial Finance	3	3	X	X	X	FIN2003/FIN2023
EPIN3023	Marketing for Entrepreneurs	3	3			X	MKT2003
EPIN3033	Entrepreneurial Decisions and Compliance	3	3		X	X	ACCT2003/ACCT2043 and ACCT2013/ACCT2053
EPIN3043	New Product and Innovation Management	3	3		X	X	EPIN3003
EPIN3053	Logistics and Transportation Management	3	3		X	X	None
EPIN4003	Corporate Entrepreneurship	3	4		X	X	EPIN3003
EPIN4013	Global and Social Entrepreneurship	3	4		X		None
FIN2003/ FIN2023	Financial Management*	3	2	X	X	X	ACCT2003/ACCT2043 or ACCT2033 or ACCT2063

* These courses have been recoded for non-ACCT students with effective from Semester 2 of AY2022/23:
BUS4023 revised as BUS4093; FIN2003 revised as FIN2023.



Programme Aims, Objectives and Intended Learning Outcomes

The Minor Programme in Finance aims to provide opportunities for students to pursue their interest in finance and to apply the knowledge in the work place of their major field of studies. The Minor Programme in Finance is structured to provide students with a **foundation of knowledge and techniques in financial management** in order to become creative problem solvers, critical thinkers and team leaders in managing and tackling real world finance problem and issues related to their major fields of study.



Target Students

BNBU students including BNBU **non-FIN students.**



Programme Structure

The Minor Programme in Finance consists of **1 required course and 4 electives** from Elective Courses. Students are required to complete 4 elective courses as stipulated in the Table, in which **at least one course should be at level 3 or above.**

For non-BBA students, they should take ACCT2003/ACCT2043 Principles of Accounting I and FIN2003/FIN2023 Financial Management as pre-requisite requirement of the required course and other elective courses.

For BBA but non-FIN students, since they would study ACCT2003/ACCT2043 Principles of Accounting I and FIN2003/FIN2023 Financial Management as their BBA core courses, they should choose two other electives instead. The curriculum is summarised in the Table shown below.

Table: Curriculum Structure of the Minor Programme in Finance

Code	Title	Units	Level	PILO			Pre-requisite(s)
				1	2	3	
Required Course: (3 units)							
FIN3043	Investment Management	3	3		X	X	FIN2003/ FIN2023
Elective Courses: (12 units)							
ACCT2003/ ACCT2043	Principles of Accounting I*	3	2	X	X		None
FIN2003/ FIN2023	Financial Management*	3	2	X	X		ACCT2003/ ACCT2043 or ACCT2033 or ACCT2063
FIN2013	Financial Planning and Investment Analysis	3	2	X	X		None
FIN3003	Banking and Credit	3	3		X	X	FIN2003/ FIN2023
FIN3013/ FIN3093	Corporate Finance*	3	3		X	X	FIN2003/ FIN2023
FIN3023	Fixed Income Securities	3	3		X	X	FIN3033
FIN3033	Introduction to Futures and Options Markets	3	3	X	X		FIN3043

FIN3053	Multinational Finance	3	3		X	X	FIN2003/ FIN2023, and FIN3033
FIN3073	Financial Mathematics	3	3		X	X	Quantitative Reasoning
FIN4003	Management of Financial Institutions	3	4		X	X	FIN2003/ FIN2023
FIN4013	Financial Forecasting	3	4		X	X	Quantitative Reasoning, and FIN2003/ FIN2023
FIN4023	Financial Risk Management	3	4		X	X	FIN3033
FIN4033	Seminar in Finance	3	4		X	X	FIN3043
FIN4043	Business Valuation	3	4		X	X	FIN2003/ FIN2023
FIN4053	Financial Markets in China	3	4		X	X	FIN2003/ FIN2023

* These courses have been recoded for non-ACCT students with effective from Semester 2 of AY2022/23:
ACCT2003 revised as ACCT2043; FIN2003 revised as FIN2023; FIN3013 revised as FIN3093.



Programme Aims, Objectives and Intended Learning Outcomes

The Minor Programme in Management of Human Resources aims to provide students with comprehensive understanding of the field of Management of Human Resource to complement the knowledge of their major field of studies. The field of Management of Resource Management is ubiquitous such that in all industries, managers have to work with human resource issues. The structure of this Minor Programme provides students with a **foundation of knowledge and techniques in Management of Human Resource**, allowing the students to develop the skills required to become competent managers. Upon completion of this minor programme, the students will be equipped with the analytical and problem solving skills to handle human resource-related issues in their respective specialty fields.



Target Students

BNBU non-FBM students.



Programme Structure

The Minor Programme in Management of Human Resources consists of **1 required course and 4 electives**, 2 from Group A and 2 from Group B Elective Courses. The compulsory course MHR3003 Human Resource Management is the foundation course for all other MHR courses; and, the seekers of the Minor Programme should take this as the first course in the Minor Programme.

Group A elective courses are the major required courses that cover the **basic human resources management functions**. The seekers can select two out of the four courses.

Group B elective courses will introduce students to the other **specialty knowledge** in the field of MHR. The seekers can select any two of the courses in Group B.

Minor Programme in Management of Human Resources

Table: Curriculum Structure of the Minor Programme in MHR

Code	Title	Unit	Level	PILO			Prerequisite(s)
				1	2	3	
Required Course: (3 units)							
MHR3003	Human Resource Management	3	3	X	X		None
Elective Courses (Group A): (6 units)							
MHR3013	Human Resource Development	3	3	X		X	None
MHR3023	Recruitment and Selection	3	3	X		X	None
MHR3033	Performance Management and Rewards	3	3	X		X	MHR3003
MHR3043	Labour Relations and Law	3	3	X		X	MHR3003
Elective Courses (Group B): (6 units)							
BUS4043	Cross-Cultural and Comparative Management	3	4	X	X		None
MHR3063	Global Human Resource Management	3	3	X		X	MHR3003
MHR3073	Applied Social Psychology in Organisations	3	3	X		X	BUS2003
MHR4003	Human Resource Strategy and Planning	3	4	X		X	MHR3003
MHR4013	Human Resource Management in China	3	4	X		X	MHR3003

08 Minor Programme in Marketing Management



Programme Aims, Objectives and Intended Learning Outcomes

The aims and objectives of the Minor Programme in Marketing Management are:

- (1) Enable students to build a solid knowledge foundation in the **basic structure of business and how marketing fits into this structure as a strategic business partner;**
- (2) Educate students about the unique characteristics and underlying principles of the marketing functional areas of a business, with a special emphasis on issues, challenges and opportunities facing marketing, and the strategic impact marketers can contribute towards profitability in enterprises;
- (3) Impart knowledge in both the theoretical and practical functions of marketing management and marketing applications for organisational strategic development;



Target Students

BNBU non-FBM students.



Programme Structure

The Minor Programme in Marketing Management consists of **2 required courses and 3 elective courses**. Students are required to complete three elective courses as stipulated in the Table.

Code	Title	Unit	Level	PILO			Prerequisite(s)
				1	2	3	
Required Courses: (6 units)							
EBIS3023	Electronic Commerce	3	3	X	X		None
MKT2003	Principles of Marketing Management	3	2		X	X	None
Elective Courses: (9 units)							
BUS4063	International Business	3	4		X	X	None
MKT3003	Customer Relationship Management	3	3	X	X		MKT2003
MKT3013	Global Marketing	3	3	X	X		MKT2003
MKT3023	Marketing Research	3	3		X	X	MKT2003 and BUS3023
MKT3033	Consumer Behaviour	3	3	X	X		MKT2003
MKT3043	Brand Management	3	3		X	X	MKT2003
MKT3063	Responsible Marketing	3	3		X	X	MKT2003
MKT3073	Marketing Communications	3	3	X	X		MKT2003
MKT4003	Marketing Strategy	3	4		X	X	MKT2003
MKT4013	Services Marketing	3	4		X	X	MKT2003
MKT4023	Marketing Management in China	3	4		X	X	MKT2003
MKT4033	Retail Management	3	4	X	X		MKT2003
MKT4043	Sales Management	3	4	X	X		MKT2003
MKT4053	Business to Business Marketing	3	4		X	X	MKT2003

**Non-FBM students will take any 3 courses from the list of 14 minor elective courses, which provide business and marketing fundamentals integrated with the relevant technical concepts.*

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THANK YOU