

Four-Year Study Plan of Entrepreneurship and Innovation Programme (2026 cohort)

Rev 20260721

Rev 202607/21

Course Code	Course Title	Year One			Year Two			Year Three		Year Four	
		Sem 1	Winter	Sem 2	Sem 1	Sem 2	Summer	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									
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							
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 ^①						2				
MT1003	Military Training		2								
WPEX1013	Emotional Intelligence	1									
WPEX2013	Experiential Arts ^②				1						
WPEX2023/ WPEX2033	Voluntary Service ^③ , or Environmental Awareness ^④					1					
UCHL1XX3	Healthy Lifestyle ^⑤	1		1	1						
V. General Education Courses (18 Units)											
Level 1	History and Civilization ^⑥					3					
Foundational Courses	Quantitative Reasoning ^④			3							
	Values and the Meaning of Life ^⑤			3							
Level 2 Interdisciplinary Thematic Courses	Culture, Creativity and Innovation ^⑥ , or Science, Technology and Society ^⑥ , or Sustainable Communities ^⑥					3			3		
Level 3 GE Capstone Courses	Service-Learning Course ^⑥ , or Service Leadership Education Course ^⑥ , or Experiential Learning Course ^⑥ , or Interdisciplinary Independent Study ^⑥							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.

Four-Year Study Plan of Intelligent Business Leadership plus Entrepreneurship and Innovation Programme (2026 cohort)

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BUS1013	Business, Entrepreneurship, and Innovation			3							
BUS2053	Principles of Law				3						
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ACCT2053	Principles of Accounting II					3					
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BUS3003	Business Communications							3			
BUS3023	Business Research Methods							3			
EBIS2023	Business Analytics							3			
BUS2003	Organisational Behaviour								3		
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II. Major Required Courses (12 Units)											
EPIN3003	Managing New Business				3						
EPIN3013	Entrepreneurial Finance							3			
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CHII203	Morality and Foundations of Law	3									
CHII063	Chinese Culture and Modern China									3	
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WPEX1013	Emotional Intelligence	1									
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WPEX2023/ WPEX2033	Voluntary Service ^③ , or Environmental Awareness ^④					1					
UCHL1XX3	Healthy Lifestyle ^⑤	1		1	1						
V. General Education Courses (18 Units)											
Level 1 Foundational Courses	History and Civilization ^⑥					3					
	Quantitative Reasoning ^⑦			3							
	Values and the Meaning of Life ^⑧			3							
Level 2 Interdisciplinary Thematic Courses	Culture, Creativity and Innovation, or Science, Technology and Society, or Sustainable Communities ^⑨					3		3			
Level 3 GE Capstone Courses	Service-Learning Course, or Service Leadership Education Course, or Experiential Learning Course, or Interdisciplinary Independent Study ^⑩								3		
VI. Free Elective Courses (24 Units)											
FE01 FE02 FE03 FE04 FE05 FE06 FE07 FE08		3 ^{⓪*}		3 ^{⓪*}	3	3 ^{⓪*}		6 ^{⓪*}		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 Students are required to take GFQR1053 Probability Theory with AI-aided Business Applications under this category.

④ Students are required to take GFVM1003 Business Ethics and Corporate Social Responsibility under this category.

⑤ Students are required to take GTSC2133 Artificial Intelligence (AI) in Business and GTSC2143 Machine Learning for Business under this category.

⑥ Students are required to take GCAPxxxx Artificial Intelligence in Business Interdisciplinary Projects under this category.

* Common Core Courses (Required) - CCR

⑦ Students are required to take EBIS3033 Programming for Business Applications under ME.

⑧ Students are required to take ECON3123 Calculus for Economics and Finance under FE.

⑨ Students are required to take ECON3113 Linear Algebra for Economics and Finance under FE.

⑩ Students are required to take DMM3003 AI, Data Science and Management under FE.

⑪ Students are required to take BA2003 Artificial Intelligence and Deep Learning under FE.

ME Course List of EPIN (2026 cohort)

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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