

**BNU-HKBU**

**UNITED INTERNATIONAL COLLEGE**

**Faculty of Business and Management**

**Minor Programme in e-Business  
Management and Applications**

**2024-2025**

## Contents

1. General Information .....	3
1.1. Programme Title.....	3
1.2. Academic Unit Involved in the Delivery of the Programme .....	3
1.3. Programme Aims, Objectives and Intended Learning Outcomes.....	3
1.4. Medium of Instruction .....	4
1.5. Target Students .....	4
1.6. Year of Implementation .....	4
2. Programme Requirements and Structure.....	4
2.1. Programme Requirements .....	4
2.2. Programme Structure .....	4

## 1. General Information

### 1.1. Programme Title

Minor Programme in e-Business Management and Applications  
 电子商务管理与应用副修

### 1.2. Academic Unit Involved in the Delivery of the Programme

The Minor Programme in e-Business Management and Applications is to be administered under the Faculty of Business and Management.

### 1.3. 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.

**Table 1: Programme Intended Learning Outcomes (PILOs)**

Upon successful completion of the Minor Programme in e-Business Management and Applications, students should be able to:	
<b>PILO 1</b>	Apply broad-based knowledge and concepts about the functions and roles of e-business models and tools, and develop the basic technical and managerial skills, which are fundamental to successfully managing e-business or integrating e-business with traditional business.
<b>PILO 2</b>	Integrate knowledge and skills of e-business management and applications into a multiple set of disciplines, with the aim of solving diverse real-life problems, based on the analytical and problem-solving skills they have developed.
<b>PILO 3</b>	Develop critical thinking with a global perspective and communicate effectively in broader business, professional and interpersonal contexts.

**Table 2: Mapping of the Programme Intended Learning Outcomes (PILOs) with the Graduate Attributes (GAs)**

PILOs	Graduate Attributes							No. of GAs addressed by this PILO
	Citizen-ship	Know-ledge	Learn-ing	Skills	Creati-ivity	Communi-cation	Team-Work	
PILO1		X	X	X				3
PILO2		X		X	X			3
PILO3	X					X	X	3
<b>No. of PILOs addressing this GA</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>---</b>

#### **1.4. Medium of Instruction**

The medium of instruction for the Programme is English.

#### **1.5. Target Students**

The target students of the Programme are UIC students except students in the EBIS major programme.

#### **1.6. Year of Implementation**

The Minor Programme in e-Business Management and Applications has been offered since the Academic Year of 2019-2020.

## **2. Programme Requirements and Structure**

### **2.1. Programme Requirements**

The Minor Programme in e-Business Management and Applications aims to provide opportunities for students to pursue their interest in e-business management and applications and to develop their skills applicable to the business world. Students can claim the Minor Programme in e-Business Management and Applications if they can fulfill the following criteria:

- a) Complete 15 units in accordance with the stipulated programme structure as in Table 3; and
- b) Attain a minimum cumulative GPA of 2.0 for all the 5 courses to be completed.

### **2.2. Programme Structure**

The Minor Programme in e-Business Management and Applications consists of 2 required courses and 3 elective courses. Students are required to complete three elective courses as stipulated in Table 3.

**Table 3: Curriculum Structure of the Minor Programme in e-Business Management and Applications**

Code	Title	Units	Level	PILO			Pre-requisite(s)
				1	2	3	
<b>Required Courses: (6 units)</b>							
MKT2003	Principles of Marketing Management	3	2		X	X	None
EBIS3023	Electronic Commerce	3	3	X	X		None
<b>Elective Courses: (9 units)</b>							
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
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

Note:

- a. 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.
- b. 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.
- c. 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.
- d. 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.

- e. \* This course has been recoded from BUS4023 to BUS4093 for non-ACCT students with effective from Semester 2 of AY2022/23.