

**BEIJING NORMAL-HONG KONG BAPTIST
UNIVERSITY**

Faculty of Business and Management

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

2025-2026

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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:	
PILO 1	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.
PILO 2	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.
PILO 3	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
No. of PILOs addressing this GA	1	2	1	2	1	1	1	---

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 BNBU 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	
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
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.