

Hong Kong Shue Yan University
Minor Programme

Department of Business Administration

Minor Programme Offered: Minor in Entrepreneurship

(Available for Year 1 entry: 2021 cohort onwards; Year 2 entry: 2022 cohort onwards; Year 3 entry: 2023 cohort onwards)

(Students from the programmes of BBA, and MDIT will not be eligible to take this Minor Programme)

- 1) Students are required to complete a minimum of 15 credits by studying 2 compulsory courses and choosing 3 courses out of the 9 courses offered (with at least one course at Level 300):

Course List			
Course Code	Course Title	Credits	Pre-requisite(s)
<i>Compulsory (2 courses)</i>			
BUS252	Introduction to Entrepreneurship	3	NIL
BUS411	New Venture Creation	3	NIL
<i>Electives for entrepreneurship related knowledge and skills (Choose 3 courses out of 9)</i>			
BUS351	Digital Analytics for Marketing	3	NIL
BUS424	Issues in Business Practice	3	NIL
BUS483	Digital Entrepreneurship	3	NIL
BUS485	Electronic Customer Relationship Management	3	NIL
JOUR460	Digitization and Interactive Multimedia	3	NIL
MDIT330*	Entrepreneurship and New Product Development for the Information Industry	3	NIL
PRA330	Advertising Strategy and Design	3	NIL
SOC307	Entrepreneurship and Society	3	NIL
SOC310	Social Enterprise in Asia	3	NIL

(*Note: MDIT330 will be first offered in 2023-2024.)

Note: The course list is subject to change without prior notice.

DESCRIPTION OF COURSES (MINOR IN ENTREPRENEURSHIP)

Bus. 252 Introduction to Entrepreneurship

1 Term; 3 Credits

This course aims to cultivate students' entrepreneurial spirit, teach fundamental business concepts (including management, marketing and finance), help them identify and validate innovative business ideas, enhance their understanding of what it means to incorporate entrepreneurship as a personal goal, and harness their motivation to develop or work in new businesses. Through case studies and activities, students will acquire the skills and mindset necessary to become an entrepreneur.

BUS 351 Digital Analytics for Marketing

1 Term; 3 Credits

This course aims to provide students with data analytical techniques in making decisions on digital marketing strategies. Topics covered include a wide variety of media and customer data, and the processes it requires to transform such data to knowledge and strategic decisions. Real life examples include monitoring tools to help brands formulate promotion strategies, capitalize on product usage data for segmenting consumers, analyse data to help media outlets make content and engagement decisions, and conduct market, competitor and consumer research to formulate strategic decisions.

BUS 424 Issues in Business Practice

1 Term; 3 Credits

This course aims to provide students with a basic understanding on contemporary issues in business practice with a specific focus on the Asia Pacific region. The course will offer students opportunities to apply their knowledge acquired from their previous studies in the business administration programme to analysing current issues in business practice. This final year course is expected to equip students with the necessary analytical tools in handling challenges in the business world when they start working.

BUS 483 Digital Entrepreneurship

1 Term; 3 Credits

This course aims to introduce fundamental concepts for starting and operating digital businesses, including business models, funding, strategic, operational, structural, and cultural components. The proliferation of new IT combined with the reach of the Web, Internet, and mobile devices is opening up new possibilities for individuals and companies to leverage IT to create new digital businesses. This course provides a broad overview of the role of entrepreneurial thinking and innovation in advancing IT-focused businesses. Students are required to apply various concepts and tools in different business disciplines to set up new IT-driven businesses as well as to create competitive advantage for existing businesses via new IT products and services.

BUS 485 e-CRM

1 Term; 3 Credits

This course aims to introduce the uses of digital communication technologies in building up and management of customer relationship. Through data collection and analysis, students may learn how to develop meaningful insights for the decision maker to maximize sales to existing customers and encourage their continued usage of services. This course provides a broad overview of how web data-mining on the data associated with the usage, content, and linkage of various sources to identify insightful and useful patterns in e-CRM strategies.

Bus. 411 New Venture Creation

1 Term; 3 Credits

This course aims to provide an opportunity for students to learn from entrepreneurs at close range, develop strategies to identify business opportunities, integrate learned knowledge with divergent and convergent modes of problem discovery and solving, use data analysis, and learn the model of new venture development, including consideration of resource requirements, competitive landscape, team development and future strategies. Students will acquire skills ranging from presenting ideas to searching for funding sources in preparing new venture proposals.

JOUR 460 Digitization and Interactive Multimedia

1 Term; 3 Credits

The aims of this course are to offer an introductory course on the understanding of the applications of computer to the structure and organization of multimedia and interactive website development projects, with consideration of ethical issues in the production process; provide students with the basic knowledge on design issues that explain the components and processes; explore ways to produce and to complete the design of multimedia and interactive websites; enable students to participate in original and real-life production projects; and introduce students to the technical skills in the application of Javascript, HTML5, CSS, Adobe Web Premium Suite, including Dreamweaver, Flash, Fireworks, etc. Upon completion of the course, students will be able to define the broad issues in multimedia and interactive website design; demonstrate basic production techniques to prepare original real-life multimedia and interactive website projects; and analyse contemporary design work from different perspectives.

MDIT 330 Entrepreneurship and New Product Development for The Information Industry

1 Term; 3 Credits

Entrepreneurship is as vital to established organizations as it is to startups, and thrives in for-profit, non-profit, and institutional settings. This course is an experiential-learning practicum in innovation, customer value, and venture creation in the information industry. Students analyze entrepreneurial risks and best practices through interactive exercises, readings, and assignments. Students then take the principles directly into practice in real-world projects, to build functional fluency and to develop relevant career skills and portfolio materials. The aim of the course is to help students understand the principles and pitfalls of real-world entrepreneurship; apply innovation, customer value, and venture creation in diverse settings; critically assess and communicate real-world entrepreneurial opportunities; and to create differentiated value for constituents/customers and sponsors/stakeholders especially in various VR/AR products and services.

PRA 330 Advertising Strategies and Design

1 Term; 3 Credits

The goal of this course is to introduce students to the theories of media audiences and media consumption/interaction which will improve students' ability to critically engage and communicate theoretical ideas, both in writing and in speech. Upon completion of the course, students will be able to define the modern advertising industry including the dynamics of consumer behaviour; distinguish the usage of different media in achieving different effects in advertising; apply advanced concepts on usage of 'sign' and demonstrate production techniques particularly for print and electronic media; work productively as part of a team, and in particular, communicate and present information effectively in written and electronic formats in a global collaborative and virtual environment; critically analyse contemporary advertisements; demonstrate logical presentation of material and confidence in responding to questions arising therefrom a project presentation; and organize and construct an advertisement in print and electronic media format with clear objectives and target audience analysis.

SOC 307 Entrepreneurship and Society

1 Term; 3 Credits

This course will introduce a rigorous sociological approach to study both social and commercial entrepreneurship and the role of entrepreneurship in enhancing balanced development of the community. This course will first introduce the principles of entrepreneurship including the economics of entrepreneurship and innovation, how to attract talents and how to develop creativity. Second, it will examine what social enterprises are and how they relate to social economy. It explores responsible management in relation to the sustainability of social enterprises, including how social entrepreneurs generate income, how to secure social and ethical capital, and how to measure social impact assessment. Third, it will discuss the challenges faced by entrepreneurship in enhancing sustainable development in the community.

SOC 310 Social Enterprise in Asia

1 Term; 3 Credits

This course aims to explore a variety of ideas and practices of social enterprise in some Asian countries and regions. Alongside the fast growth of social enterprise in Western societies, many Asian countries and regions also manage to incorporate social enterprise into their own socioeconomic development strategies. This course uses a comparative perspective to demonstrate different national and regional versions of social enterprise. Also, particular focus is put on the localization and integration processes of social enterprise under certain social, cultural, economic and political situations. To this end, some representative countries or regions in terms of developing social enterprise are selected as the subject of case studies, including China, Hong Kong, Taiwan, Japan, South Korea, Singapore, Malaysia and Thailand. Students will learn how to analyse social enterprises from trans-national, trans-regional and comparative perspectives.