

**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):

<b>Course List</b>			
<b>Course Code</b>	<b>Course Title</b>	<b>Credits</b>	<b>Pre-requisite(s)</b>
<b>Compulsory (2 courses)</b>			
BUS252	Introduction to Entrepreneurship	3	NIL
BUS411	New Venture Creation	3	NIL
<b>Electives for entrepreneurship related knowledge and skills (Choose 3 courses out of 9)</b>			
BUS351	Data 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 and 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 Data Analytics for Marketing**

**1 Term; 3 Credits**

This course aims to present data analytical techniques in generating insights for formulation of marketing strategies. Students will learn foundation concepts of data analytics with different types of data will be introduced. Supervised and unsupervised approaches of data analysis for segmentation analysis and predictive analysis in marketing contexts will be introduced. The students will also gain hands-on experience to implement analytical models which potentially firms in various ways (e.g., help brands formulate promotion strategies, capitalize on product usage data for segmenting consumers, analyze data to help media outlets make content and engagement decisions, and conduct market, competitor and consumer research to formulate strategic decisions). Moreover, some commonly used tools for data analytics in the industry will be demonstrated.

## **BUS 424 Issues in Business Practice**

**1 Term; 3 Credits**

This course aims to provide students with basic understanding on contemporary issues in business practice with a specific focus on the Asia Pacific region. The course will offer students the opportunity to apply their business knowledge on the analysis of current issues in business practice. It is expected that the students will be equipped with the necessary analytical skills and tools in handling challenges in the business world upon completion of this course.

## **BUS 483 Digital Entrepreneurship**

**1 Term; 3 Credits**

This course introduces fundamental concepts for starting and operating a digital business, 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 are 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 will apply various concepts and tools in different business disciplines to set up new IT-driven businesses and create competitive advantages for existing businesses via new IT products and services.

## **BUS 485 Electronic Customer Relationship Management**

**1 Term; 3 Credits**

This course aims to provide students with a solid foundation in e-CRM, Web Data Mining, and digital communications technologies for data collection and analysis. Students will explore the integration of relationship marketing, direct marketing, database marketing, and data analytics in traditional CRM and e-CRM. They will develop practical skills in applying data mining techniques, including machine learning and text mining, to extract valuable knowledge from web data. The course will also analyze web and e-commerce data for web analytics, user profiling, and personalization. By the end of the course, students will have the necessary skills to enhance user experiences and optimize business outcomes in the online environment.

## **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 introduce students to the technical skills in the application of Google Flutter, Adobe Web Premium Suite, including Dreamweaver, Animated CC, etc., offer an introductory course to the understanding of the applications of computer to the structure and organization of multimedia and interactive website development projects, with respect to ethical issues in the production process, and provide students with the basic knowledge to the design issues that explain the component and processes to explore the ways to produce and to complete the design of multimedia and interactive websites. It enables students to participate in original and real-life production projects.

### **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 Strategy and Design**

**1 Term; 3 Credits**

This course introduces students to theories of media audiences and media consumption/interaction which will improve students' ability to critically engage with and communicate theoretical ideas, both in writing and in speech. Through small group work and peer-assessment students will develop collaborative learning skills, with an increased ability to engage in critical and constructive interactions with peers. Individual assessments will increase students' ability to engage in independent and reflective learning, and enable them to reflect on and experiment creatively with their own practices of advertisement consumption and analysis. This course will address a number of case studies allowing students to examine the interrelations between advertisers, consumer, media and society. Students will consider how to harness the power of advertising in relation to both consumer culture and contemporary social issues.

### **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 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. A particular focus is placed on the localization and integration processes of social enterprise into specific social, cultural, economic, and political contexts. To this end, social enterprises in Asian countries or regions, including Mainland China, Hong Kong, Taiwan, Japan, South Korea, Singapore, Vietnam, and Malaysia, will be chosen for case studies.