MAJOR IN BUSINESS DESIGN AND INNOVATION
PROGRAMME STRUCTURE

<table>
<thead>
<tr>
<th>Course code</th>
<th>Course title</th>
<th>Year of study</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>FACULTY CORE COURSES - COMPLETE ALL OF THE FOLLOWING COURSES:</td>
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<td></td>
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<tr>
<td>ACCT1101</td>
<td>Introduction to financial accounting</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>ECON1210</td>
<td>Introductory microeconomics</td>
<td>1</td>
<td>6</td>
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<tr>
<td>STAT1602</td>
<td>Analysis of economic data or</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>STAT1603</td>
<td>Introductory statistics</td>
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Statistics requirement - choose one of the following courses:

- ECON2290
- Analysis of economic data

FINA1310 Corporate finance 2 6

BUSINESS CORE COURSES - COMPLETE ALL OF THE FOLLOWING COURSES:

- IMT2601 Management information systems 2 or 3 6
- MGMT2401 Principles of management 2 or 3 6
- MKT2250 Introduction to marketing 2 or 3 6

STRA4701 Strategic management (Capstone course) 4 6

DISCIPLINARY CORE COURSES - COMPLETE ALL OF THE FOLLOWING COURSES:

- IMT3621 Creativity and business innovation 2 or 3 6
- IMT3626 Values-driven innovation 2 or 3 6
- IMT3623 Design thinking: concepts and applications 3 or 4 6
- IMT3624 Design studio 3 or 4 6

Total 72

ADMISSION TO BDI MAJOR

The BDI Major is offered under the Bachelor of Business Administration (BBA) programme (programme code: 6781). Students can declare a major in BDI after they are admitted to the BBA programme.

Admission Requirements for BBA

JUPAS Admission

Candidates applying on the strength of the Hong Kong Diploma of Secondary Education (HKDSE) shall obtain:

- Level 4 or above in English Language;
- Level 3 or above in Chinese Language;
- Level 3 or above in Mathematics;
- Level 2 or above in Liberal Studies; and
- Level 3 or above in two Elective Subjects.

Non-JUPAS Admission

Candidates who wish to apply for admission on qualifications other than the HKDSE examination or the mainland China’s National Joint College Entrance Examination (NJCEE/Gao Kao) should submit their applications via the International/Non-JUPAS Admissions Scheme. Applications will be considered individually.

Enquiries
fbe.ugenquiry@hku.hk
(852) 3917 5343

Find out more:
https://www.fbe.hku.hk/academic-programmes/undergraduate/bba
MAJOR IN BUSINESS DESIGN AND INNOVATION (BDI)

INTRODUCTION

Major in Business Design and Innovation (BDI Major) teaches you the transformative business and innovation management skills and knowledge for excelling in traditional and new economies. You will be guided by our academic and industry leaders tutors, through a combination of cross-disciplinary teaching and experiential learning programs that resembles executive innovation and entrepreneurship education.

The BDI Major aims to put you in a creative entrepreneur mindset with the combined quantitative and qualitative mentality, backed by financial and economic industrial knowledge, where you can discover and explore new opportunities: creativity that exhibits a variety of interests and knowledge, and combining things in a new way. Quantitative logic and data analysis that gives you the understanding and ground to build innovation on; Qualitative stakeholders-centric methodology that addresses existing and revolutionary user experience. You will be able to apply design thinking to deal with the complexity in the practical business environment and innovation projects.

Why do we offer a Major in Business Design and Innovation in the BBA curriculum?

This is the age of the Fourth Industrial Revolution where all the industries, as well as job nature, are being reshaped by the advancing new technologies, quick changing business and economic environment and a VuCa (Volatility, Uncertainty, Complexity, Ambiguity) world. You will be building the capability to drive and manage the T-shaped innovation which combines both the vertical in-depth research and development and the horizontal multi-disciplinary uses – innovation that could be transformative, disruptive and redefining what we currently experience.

The BDI Major is nurturing a talent pool. It addresses the rise of the creative class that includes but not limited to research and development across different industries, venture capital, scientific or fintech infrastructure, business consulting, service design or provider, education facilitator – when human creativity is the ultimate economic resource. The curriculum of BDI major will be enhanced to cater to industry needs, to embrace technological innovation and to stay abreast with latest market trend. You will build up the capabilities in complex multi-layers problem solving, critical thinking for analysis and decision making, and creativity as a leader. We are preparing you to apply your knowledge, skills and capabilities to make positive impact in the social and business environment.

What is Business Design and Innovation?

The BDI Major focuses on business management in innovation development and commercialization, as well as how purpose-led and values-driven organisations that serve societal needs with sustainable businesses model will transform and be operated.

You will learn from local and international business cases and be introduced to practical toolkits, applicable to established corporate, social venture and start-up businesses. The programme will allow you to gain the practical knowledge needed to plan and implement changes at established businesses or to build a new business as a start-up.

In the case of STEAM (Science, Technology, Engineering, Art, Mathematics) research and education that leads to a new generation of technology, which includes quantum information, internet of things and blockchain etc., BDI is the major that trains you to aspire from stakeholders’ understanding, to inject vision and creativity into the research and business, to lead and manage the innovation plan, and to add value and drive its application.

STUDENT ACTIVITIES & LEARNING SUPPORT

The BDI Major emphasizes on multi-cultural and experiential learning. There will be a broad range of enrichment value-enhancing learning activities to equip you with professional knowledge and soft skills. Our collaboration with industry partners is bringing you in line with the global trend of business approach with insight from hands-on experience. Our selected learning enhancement activities are:

- **Exchanges**
  You may apply for exchange through either Faculty or University exchange programmes across continents with prestigious institutions.

- **Overseas and Mainland Summer Programmes**
  You may apply to the credit bearing FBE summer programmes that expand your horizon of the international business world, industry knowledge and network.

- **Industry Pioneering Programme**
  You may participate in industry activities (e.g. Hong Kong Design Centre’s Design Thinking Programme collaborating with FBE) to learn directly from the initiatives.

- **External Competitions**
  You may take part in the events like hackathon, social entrepreneurship or case competition – to jump start your career or to demonstrate your abilities. Our students have been winning awards in different competitions through the years.

CAREER PROSPECT

The careers of graduates majoring in BDI are not limited to commerce and finance industry; they have been making significant impact and contribution across a wide range of industries – including but not limited to banking, financial services, marketing, public sector, social enterprises, education, business consulting, luxury products and branding, digital industry, legal, art, technology, and blockchain. We have graduates joining the global leadership programme at multi-national corporation and bring changes there.

You may also start your own company as an entrepreneur or join a start-up company, which some of our students do after graduation, as they are well-equipped from our BDI Major.