### Faculty of Business and Economics

**Business Design and Innovation** *(Selection process required)*

<table>
<thead>
<tr>
<th>Offered As:</th>
<th>✓ Major</th>
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<tbody>
<tr>
<td><em>Open to students of other Faculties:</em></td>
<td>For Non-FBE Curricula</td>
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<td><strong>What is it about?</strong></td>
<td>It is designed for students who aspire to be entrepreneurs or management specialists who can design, innovate and market new products and services through creative thinking. It allows students to develop a deep reserve of multi-disciplinary knowledge and skills conducive to creativity and innovation, thus providing an opportunity for students to discover their true interest in the interface between business and other disciplines.</td>
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<tr>
<td><strong>Offering Faculty:</strong></td>
<td>Faculty of Business and Economics</td>
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### Pre-requisite requirements and/or other conditions for declaring the major/minor

- Candidates must undergo a selection process arranged by the BDI Programme Coordinator.
- All courses offered by FBE have quota restriction. Students’ declaration of a major/minor offered by FBE will NOT guarantee them a place in the courses for fulfilling the major/minor requirements.
- Some courses may have pre-requisite requirements. Students should obtain a pass in the pre-requisite course(s) before taking.

### Career opportunities:

For further information, please check with the Faculty or CEDARS (Careers & Placement)

### Further information:

**Major Requirements (72 credits)**

- ACCT1101 Introduction to financial accounting
- ECON1210 Introductory microeconomics
- FINA1310 Corporate finance
- ECON1280 Analysis of economic data or STAT1602 Business statistics or STAT1603 Introductory statistics
- IIMT2601 Management information systems
- MGMT2401 Principles of management
- MKTG2501 Introduction to marketing
- STRA4701 Strategic management
- IIMT3621 Creativity and business innovation
- IIMT3623 Design thinking: concepts and applications
- IIMT3624 Design studio
- IIMT3626 Values-driven innovation

### Contact:

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E: fbe.ugenquiry@hku.hk

*Note: Students pursuing curricula with major / minor programme(s) must complete at least one major programme from their home Faculties upon graduation.*

Disclaimer: The information mainly applies to students admitted in 2018-2019 and thereafter. For students from different cohorts, the information is only for reference. Please check with Faculty/offering department for details. The pre-requisite requirements / conditions are subject to changes by Faculties from time to time, and students are advised to check with their Faculty Office in case of doubt.