HKU Business School

Entrepreneurship, Design and Innovation
(Selection process required) (For students of 2019-2020 intake and onwards)

<table>
<thead>
<tr>
<th>Offered As:</th>
<th>✓ Major</th>
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<td><em>Open to students of other Faculties:</em></td>
<td>For Non-HKU Business School Curricula</td>
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**What is it about?**
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.

**Offering Faculty:** HKU Business School

**Pre-requisite requirements and/or other conditions for declaring the major/minor**
- Candidates must undergo a selection process arranged by the BDI/EDI Programme Coordinator.
- All courses offered by HKU Business School have quota restriction. Students’ declaration of a major/minor offered by the School 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 School or CEDARS (Careers & Placement)

**Further information:**
- Major Requirements (78 credits)
  - ACCT1101 Introduction to financial accounting
  - ECON1210 Introductory microeconomics
  - ECON1280 Analysis of economic data or STAT1602 Business statistics or STAT1603 Introductory statistics
  - FINA1310 Corporate finance
  - IIMT2601 Management information systems
  - IIMT3623 Design thinking: concepts and applications
  - IIMT3624 Design studio
  - MGMT2401 Principles of management
  - MKTG2501 Introduction to marketing
  - STRA4701 Strategic management

Complete three of the following courses, at least one of them must be IIMT3627 or IIMT3682:
- BUSI1807 Business consulting practicum
- IIMT3621 Creativity and business innovation
- IIMT3626 Values-driven innovation
- IIMT3627 Venture and entrepreneurship management
- IIMT3682 IT and entrepreneurship

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* 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 2020-2021. 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.