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

Offered As:  ✔ Major

*Open to students of other Faculties:  For Non-FBE Curricula

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:  Faculty of Business and Economics

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 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.
- For details, please refer to [https://www.fbe.hku.hk/ug/programmes/major-and-minor-options-for-non-fbe-students/4-year-curriculum](https://www.fbe.hku.hk/ug/programmes/major-and-minor-options-for-non-fbe-students/4-year-curriculum)

Career opportunities:  For further information, please check with the Faculty 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

Contact:  T: 3917 5343
  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 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.