

Full-time 4-year Undergraduate Degrees - Minor Studies

1.	Title of Minor Programme & Programme Code		Minor in Innovation and Entrepreneurship (23491-YIE)			
2.	Offering Department(s) in Full & in Abbreviation		Department of Management and Marketing (MM)			
3.	Requirement for Claiming the Minor Award		<p><u>For students admitted from 2021-22 onwards (4-year Undergraduate Degrees)</u></p> <p>18 credits</p> <p>To fulfil the credit requirement of this Minor award, students should take 6 subjects from the following list, two of which are compulsory subjects, and four electives from any subject areas.</p> <p>At least 9 of the 18 credits required for satisfying the Minor programme requirements should be at level 3 or above.</p>			
4.	Exclusive Programme(s) & Programme Code(s)		Nil			
5.	Effective Year		For students admitted from 2021-22 onwards			
6.	Professional Recognition		N/A			
7.	Subject Code	Subject Title	Subject Offering Department /Faculty	Level	Credit Value	Subject Nature (Compulsory /Elective)
	MM2021	Management and Organization	MM	2	3	Compulsory
	LGT3161 / MM3161	Creativity, Innovation and Entrepreneurship	LMS/MM	3	3	Compulsory
Area: Accounting and Finance						
	AF2110	Management Accounting 1	AF	2	3	Elective
	AF3319	Entrepreneurial Finance	AF	3	3	Elective
Area: Human Services						
	APSS3234 [#]	Financial Planning and Management in Organizations	APSS	3	3	Elective
	APSS331	Management in Human Services	APSS	3	3	Elective
	APSS454	Legal Aspects of Human Services	APSS	4	3	Elective
Area: Engineering						
	ENG4001	Project Management	FENG	4	3	Elective
	ISE376	Entrepreneurship and Innovation	ISE	3	3	Elective
	ISE430	New Product Planning and Development	ISE	4	3	Elective
Area: Innovation and Technology Management						
	LGT4312	Managing Innovation and Technology	LMS	4	3	Elective
	MM3422	Business Information Systems	MM	3	3	Elective
	MM3451	Knowledge Management	MM	3	3	Elective
Area: Marketing						
	MM2711 / MM2BN05	Introduction to Marketing	MM	2	3	Elective

MM3842 ^{\$}	Digital Marketing	MM	3	3	Elective
MM4772 ^{\$}	Product Management	MM	4	3	Elective
MM4831 ^{\$}	Strategic Brand Management	MM	4	3	Elective
Area: Management					
MM2901	GBA Immersion (supported by KTEO)	MM	2	3	Elective
MM4191 [%]	Business Negotiation	MM	4	3	Elective
MM4342 [%]	Global Business Management	MM	4	3	Elective
MM4351 [%]	Entrepreneurship	MM	4	3	Elective
MM4361 [%]	Social Innovation: Achieving Sustainable Development Goals through Business	MM	4	3	Elective
MM4392	Innovation and Entrepreneurship Project	MM	4	3	Elective
MM4393	Business Innovation Project (via an entrepreneurship programme offered by KTEO)	MM	4	3	Elective
MM4522	China Business Management	MM	4	3	Elective
Area: Design					
SD3471	Studio 4 - Entrepreneurship	SD	3	3	Elective
SD4306	Design for Social and Culture Business	SD	4	3	Elective

Pre-requisite: APSS331 Management in Human Services

\$ Pre-requisite: MM2711 Introduction to Marketing

% Pre-requisite: MM2021 Management and Organization

For detailed syllabus and subject pre-requisite/co-requisite/exclusion requirement, please visit the following AR subject registration website:

Location: <https://www38.polyu.edu.hk/eStudent/> > General Information > Registration Information

For details of the programme, please visit the Department website at www.polyu.edu.hk/mm