

Secondary Major in Innovation and Entrepreneurship

副主修創新及創業

Programme Requirement Document

[For the cohort of students admitted in the 2022/23 academic year]

(March 2023)

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**This document is subject to review and changes which the programme offering Department/University can decide to make from time to time. Students will be informed of the changes as and when appropriate.*

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This Programme Requirement Document should be read in conjunction with the Student Handbook of the relevant year. Please refer to the Student Handbook for matters not shown in this Document.

March 2023

Secondary Major in Innovation and Entrepreneurship

1. General Information

Programme Title	: Secondary Major in Innovation and Entrepreneurship
Offering Department	: Department of Management and Marketing
Award Title	: Secondary Major in Innovation and Entrepreneurship (副主修創新及創業)
Eligibility of Study	: Full-time UGC-funded Undergraduate Students
Programme Structure	: Credit-based
Credit Requirement	: 36 credits (50% of the credits must be at Level 3 or above)
Normal Duration	: Within the normal duration of the Primary Major (Block X) programme
Implementation Date	: The first cohort for students admitted in 2022/23 academic year
Intake Quota	: 100

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Starting from the 2022/23 academic year, a new scheme for interdisciplinary programmes, “X + Innovation and Entrepreneurship (IE)”, will be implemented for undergraduate programmes which have been approved to join the scheme. Under this scheme, X is a block of subjects selected from an existing Major programme or specially designed to satisfy disciplinary knowledge requirements. The “block” to be attached to “Programme X” to form the “X + Scheme” is referred to as a “Secondary Major”.

Students in the following undergraduate programmes shall have an opportunity to pursue a Secondary Major in Innovation and Entrepreneurship (IE):

Department	Block X programme
ABCT	<i>BSc(Hons) in Applied Biology with Biotechnology</i>
AMA	<i>BSc(Hons) in Data Science and Analytics</i>
AP	<i>BSc(Hons) in Physics</i>
APSS	<i>BA(Hons) in Social Policy and Social Entrepreneurship</i>
BRE	<i>BSc(Hons) in Property Management</i>
BEEE	<i>BEng(Hons) in Building Sciences and Engineering</i>
BME	<i>BSc(Hons) in Biomedical Engineering</i>
ISE	<i>BEng(Hons) in Product Engineering</i> (Existing programme title: <i>BEng(Hons) in Product Engineering and Management</i>)
SD	<i>BA(Hons) in Design (Advertising Design)</i> <i>BA(Hons) in Design (Information Design)</i> <i>BA(Hons) in Design (Media Design)</i> <i>BA(Hons) in Design (Environmental Design)</i> <i>BA(Hons) in Design (Interior Design)</i> <i>BA(Hons) in Design (Service Design)</i> <i>BA(Hons) in Design (Social Design)</i> <i>BA(Hons) in Design (Product Design)</i> <i>BA(Hons) in Design (Interaction Design)</i>
SFT	<i>BA(Hons) in Fashion and Textiles</i>

Department	Block X programme
SHTM	<i>BSc(Hons) in Hotel and Tourism Management</i>
SO	<i>BSc(Hons) in Vision Science</i> <i>(Existing programme title: BSc(Hons) in Optometry)</i>

The minimum discipline-specific credit requirement of Block X is 66 credits. Details of Block X requirements shall be specified in the respective programme requirement documents (PRD) of the Block X hosting department.

2. Aims and Learning Outcomes

This Secondary Major curriculum takes a cross-disciplinary approach that aims to instil in students from different disciplines the spirit and mindset of innovation and entrepreneurship, whether it is applied to the commercialisation of technologies specifically or to problem solving in general. Through the cross-disciplinary design, students are equipped with knowledge and techniques critical to the analysing, planning, and implementing of financially-viable and technically-feasible innovation and ventures. Students are provided with hands-on experience in innovative and entrepreneurial activities.

Upon completion of this Secondary Major, students are expected to be able to:

- a) Develop an innovative and entrepreneurial mindset in exploring a business solution
- b) Critically assess business environments, as well as identify opportunities and innovative ideas with the support of professional-specific skills and knowledge
- c) Demonstrate an understanding on the applications and implications of the latest technologies to inform or support entrepreneurship and innovation
- d) Align the resources and interests of different stakeholders in the knowledge transfer process through effective communication
- e) Identify and respond appropriately to ethical issues as they arise in different business settings.

3. Admission

Students must apply to and obtain approval from their Major programme offering Department (i.e., Block X), no later than the commencement of the second year of study, to be admitted to the Secondary Major.

Only students with a Cumulative GPA of 2.70 or above, and fulfil other criteria (if any) required by Block X Department, may be considered for Secondary Major enrolment.

Secondary Major in IE has a quota of 100 each year. The quota for each of the “X + Secondary Major” will be determined by the University on a yearly basis.

Students must complete the Secondary Major as part of their graduation requirements. Students who wish to withdraw from the Secondary Major must obtain approval officially from the Block X offering Department, before the end of the add/drop period of the last Semester of study.

4. Curriculum Structure

4.1 Credit Requirements

Compulsory subjects:	
i) 5 core subjects	15 credits
ii) Discipline-specific Company Attachment Students to take the 'Company Attachment' subject offered by their Host Department	6 credits
<i>Sub-total</i>	21 credits
Elective subjects:	
iii) IE electives 6 credits in any areas of: <ul style="list-style-type: none">▪ Accounting and Finance▪ Innovation and Technology Management▪ Management▪ Marketing	6 credits
iv) Discipline-specific electives Students to take the Discipline-specific electives as prescribed by respective Block X offering Department	6 credits
v) General electives 3 credits from 'General electives' or 'IE electives' or 'Discipline-specific electives'	3 credits
<i>Sub-total</i>	15 credits
Total Credits Required	36 credits

Students may count up to 12 credits of their Major/GUR subjects towards the Secondary Major. Nevertheless, students must take at least 12 credits from Secondary Major in IE in order to satisfy the residential requirement of the Secondary Major in IE. Students who have completed more than 12 credits of subjects that are eligible for double counting will need to apply for graduation and indicate the subjects intended for double counting. Notwithstanding the above, students must meet the minimum credit requirements of the "X + Secondary Major" concerned, i.e., 132 credits.

4.2 Subject List

Subject Code	Subject Title	Offering Dept	Credits	Indicative Offering Semester	Pre-requisite	Exclusion	Block-X Offering Dept
Core (Compulsory subjects)							
MM2021	Management and Organisation	MM	3	1, 2			
LGT/MM3161	Creativity, Innovation and Entrepreneurship	LMS/MM	3	LMS: 1 MM: 2		LGT3161 & MM3161 are mutually exclusive	
MM2901 or MM2902	GBA Immersion	MM	3	2, 3		MM2902	
	Field Study for Innovation Ecosystems	MM	3	3		MM2901	
MM3162	Innovation and Entrepreneurship Colloquium	MM	3	1			
MM4393	Business Innovation Project	MM	3	1, 2			
Compulsory (Discipline-specific Company Attachment) <i>Students shall take the subject offered by their Host Dept</i>							
ABCT4118	Company Attachment	ABCT	6	tbc	LGT/MM3161		ABCT
AMA4941	Company Attachment	AMA	6	tbc	LGT/MM3161		AMA
AP40022	Company Attachment	AP	6	3	LGT/MM3161		AP
APSS3783	Company Attachment	APSS	6	tbc	LGT/MM3161		APSS
BME44262	Company Attachment	BME	6	3 (2024/25)	LGT/MM3161		BME
BRE4999	Company Attachment	BRE	6	tbc	LGT/MM3161		BRE
BSE484	Company Attachment	BEEE	6	3 (2024/25)	LGT/MM3161		BEEE
HTM4366	Company Attachment	SHTM	6	1, 2, 3	LGT/MM3161		SHTM
ISE4018	Company Attachment	ISE	6	1, 2 (2025/26)	LGT/MM3161		ISE
SFT4217G	Company Attachment	SFT	6	tbc	LGT/MM3161		SFT
SD4003	Company Attachment	SD	6	tbc (2024/25)	LGT/MM3161		SD

Subject Code	Subject Title	Offering Dept	Credits	Indicative Offering Semester	Pre-requisite	Exclusion	Block-X Offering Dept
SO4050	Company Attachment	SO	6	2, 3	LGT/MM3161		SO
IE Electives (6 credits from any areas below)							
Area: Accounting and Finance							
AF3319	Entrepreneurial Finance	AF	3	2			
Area: Innovation and Technology Management							
BME34143	MedTech Innovation and Entrepreneurship	BME	3	2			
COMP3531	IT Entrepreneurship	COMP	3	2			
LGT4312	Managing Innovation and Technology	LMS	3	1			
MM3422	Business Information Systems	MM	3	1, 2		MM2422	
MM3451	Knowledge Management	MM	3	2			
MM4411	E-Commerce for Management	MM	3	2	MM2421/ MM3422		
Area: Management							
MM4191	Business Negotiation	MM	3	2	MM2021		
MM4342	Global Business Management	MM	3	1	MM2021		
MM4351	Entrepreneurship	MM	3	2	MM2021		
MM4361	Social Innovation: Achieving Sustainable Development Goals through Business	MM	3	1	MM2021		
MM4392	Innovation and Entrepreneurship Project	MM	3	2			
MM4522	China Business Management	MM	3	1	MM2021	MM4521	
Area: Marketing							
MM2711	Introduction to Marketing	MM	3	1, 2		MM2BN05	
MM3842	Digital Marketing	MM	3	1	MM2711/ MM2BN05	MM3841	
MM3851	Social Media Marketing	MM	3	2	MM2711/ MM2BN05		
MM4772	Product Management	MM	3	1	MM2711/ MM2BN05	MM4771 & MM484	

Subject Code	Subject Title	Offering Dept	Credits	Indicative Offering Semester	Pre-requisite	Exclusion	Block-X Offering Dept
MM4831	Strategic Brand Management	MM	3	2	MM2711/ MM2BN05		
Discipline-specific electives (6 credits from the list below) <i>Students should take the Discipline-specific electives as prescribed by the Block X offering Department</i>							
ABCT3104	Commercialization of Biotechnology Products	ABCT	3	1			ABCT
ABCT4104	Recent Developments in Medical Biotechnology	ABCT	3	tbc	ABCT2103		ABCT
AMA3654	Survey Sampling	AMA	3	2	AMA2601 /AMA2634 /AMA2634A/ AMA2691	AMA264	AMA
APSS3234	Financial Planning and Management in Organizations	APSS	3	1	APSS331		APSS
APSS328	Programme Planning and Evaluation	APSS	3	2	APSS331		APSS
APSS331	Management in Human Services	APSS	3	2			APSS
APSS4511	Social Entrepreneurship and Enterprises	APSS	3	1			APSS
APSS4535	Social Innovation for Grand Challenges	APSS	3	2			APSS
APSS454	Legal Aspects of Human Services	APSS	3	1			APSS/SO
BME31147	Biomedical Engineering Innovation for the Community	BME	3	1+2	BME21151		BME
BME34143	MedTech Innovation and Entrepreneurship	BME	3	2			AP/BME
BRE4291	Real Estate Marketing	BRE	3	1			BRE
BRE465	Asset Management	BRE	3	1			BRE
BSE3515	Construction Management for Building Sciences and Engineering	BEEE	3	2 (2024/25)			BEEE
BSE4317	Fire Engineering Safety Management	BEEE	3	tbc	BSE3322 (from 2022/23 cohort)		BEEE
BSE4417	Energy Efficient Buildings and Assessment	BEEE	3	tbc			BEEE
BSE4419	Renewable Energy and Smart Grid	BEEE	3	tbc	BSE5549		BEEE

Subject Code	Subject Title	Offering Dept	Credits	Indicative Offering Semester	Pre-requisite	Exclusion	Block-X Offering Dept
BSE4512	Building Aquaponics	BEEE	3	tbc	BSE3313 or equivalent		BEEE
BSE4513	Urban Environments for Older Citizens	BEEE	3	tbc	BSE2215 & BSE2217		BEEE
BSE457	Facility Management and the Workplace	BEEE	3	tbc	BSE3515 (from 2022/23 cohort)		BEEE
BSE458	Building Performance Diagnosis and Management	BEEE	3	tbc	BSE3515 (from 2022/23 cohort)		BEEE
COMP3531	IT Entrepreneurship	COMP	3	2			AMA
ENG4001	Project Management	ISE	3	1, 2			AP/ISE
HTM3227	Attractions Management	SHTM	3	1			SHTM
HTM4352	Integrated Resort and Gaming Management	SHTM	3	1			SHTM
ISE376	Entrepreneurship and Innovation	ISE	3	2			ISE/SO
ISE430	New Product Planning and Development	ISE	3	1			ISE
SFT328FB	Fashion Retail Buying	SFT	3	1			SFT
SFT321FS	Fashion Visual Merchandising	SFT	3	1			SFT
SFT329FB	Environment, Social, and Governance in Fashion Business	SFT	3	1			SFT
SFT340E	Luxury Fashion Marketing and Management	SFT	3	2			SFT
SFT418E	Fashion Entrepreneurship Management	SFT	3	1			SFT
SFT339E	Omni-channel marketing and Retailing	SFT	3	2			SFT
MM4711	Business to Business Marketing	MM	3	2	MM2711/ MM2BN05		ISE
SD3272	User Studies Seminar	SD	3	tbc (2024/25)	SD3266		SD
SD4306	Design for Social and Culture Business	SD	3	2			SD
SD4772	Interactive Media and Marketing	SD	3	tbc (2025/26)			SD

Subject Code	Subject Title	Offering Dept	Credits	Indicative Offering Semester	Pre-requisite	Exclusion	Block-X Offering Dept
SO4044	Practice Management	SO	3	1, 2 (2024/25)			SO
General Electives (3 credits from the list below)							
Including all IE electives							
Including all Discipline-specific electives							
ABCT4107	Case Study in Biotechnology Companies	ABCT	3	tbc	ABCT2102		
ABCT4708	Principles of Quality Assurance	ABCT	3	tbc	ABCT3113/ ABCT3747		
BSE449	Environmental Economics and Policy	BEEE	3	tbc			
BSE4511	Principles of Ecological Design	BEEE	3	tbc			
ENGL3011	Content Design for Social Media	ENGL	3	2			
ENGL3029	The Language of Advertising	ENGL	3	2		ENGL3009	
ENGL3031	Language and Intercultural Communication for the Professions	ENGL	3	2			
ENGL4004	Effective Communication for Public Relations	ENGL	3	1			
HTM4352	Integrated Resort and Gaming Management	SHTM	3	1			
HTM4354	Wine Studies	SHTM	3	1	HTM1C07		
HTM4356 & HTM4357	Innovation and Entrepreneurship in Hospitality, Tourism and Events I & II	SHTM	6	1 & 2	HTM4356 before taking HTM4357		
HTM4360	Experience Mapping in Hospitality, Tourism and Events	SHTM	3	1			
HTM4361	Luxury Management	SHTM	3	2			

It should be noticed that the offering of elective subjects is subject to staffing resources and student enrollment and not all elective subjects will be offered every single year.

5. Indicative Progression Pattern for Secondary Major in Innovation and Entrepreneurship

Suggested Semester	Code	Subject	Credit	Compulsory (C) / Elective (E)
Year 2				
1 or 2	MM2021	Management & Organization	3	C
1 or 2	LGT3161/ MM3161	Creativity, Innovation & Entrepreneurship	3	C
2		Elective 1	3	E
2 or 3		Company Attachment <i>(This subject can be taken in Year 2 to 4, or as prescribed by the Block X Dept)</i>	6	C
3 (Optional Summer Term)	MM2901 Or MM2902	GBA Immersion Or Field Study for Innovation Ecosystem <i>(MM2901 and MM2902 are exclusions; this subject can be taken in Year 2 or 3)</i>	3	C
			9 to 18	
Year 3				
1	MM3162	Innovation and Entrepreneurship Colloquium	3	C
1		Elective 2	3	E
1 or 2	MM4393	Business Innovation Project	3	C
1 or 2 or 3		Company Attachment <i>(This subject can be taken in Year 2 to 4, or as prescribed by the Block X Dept)</i>	6	C
2 or 3	MM2901	GBA Immersion <i>(This subject can be taken in Year 2 or 3)</i>	3	C
3 (Optional Summer Term)	MM2902	Field Study for Innovation Ecosystem <i>(MM2901 and MM2902 are exclusions; this subject can be taken in Year 2 or 3)</i>	3	C
			9 to 18	
Year 4				
1		Elective 3	3	E
1		Elective 4	3	E
1 or 2		Company Attachment <i>(This subject can be taken in Year 2 to 4, or as prescribed by the Block X Dept)</i>	6	C
2		Elective 5	3	E
			9 to 15	
Year 2 to 4		Total	36	
<p>Compulsory subjects: 21 credits Elective subjects: 15 credits</p> <p><u>Requirement on Elective subjects:</u></p> <ul style="list-style-type: none"> i) IE Electives – any 6 credits from 18 designated IE-related subjects ii) Discipline-specific Electives – any 6 credits from electives prescribed by the respective Block X offering Department iii) General Electives – any 3 credits from IE Electives <u>or</u> Discipline-specific Electives <u>or</u> General Electives 				

6. Assessment

6.1 Principles of Assessment

- 6.1.1 Assessment of learning and assessment for learning are both important for assuring the quality of student learning. Assessment of learning is to evaluate whether students have achieved the intended learning outcomes of the subjects that they have taken and have attained the overall learning outcomes of the academic programme at the end of their study at a standard appropriate to the award. Appropriate methods of assessment that align with the intended learning outcomes should be designed for this purpose. The assessment methods will also enable the teacher to differentiate students' different levels of performance within the subject. Assessment for learning is to engage students in productive learning activities through purposefully designed assessment tasks.
- 6.1.2 Assessment will also serve as feedback to students. The assessment criteria and standards should be made explicit to students before the start of the assessment to facilitate student learning, and feedback provided should link to the criteria and standards. Timely feedback should be provided to students so that they are aware of their progress and attainment for the purpose of improvement.
- 6.1.3 The ultimate authority in the University for the confirmation of academic decisions is the Senate, but for practical reasons, the Senate has delegated to the Faculty/School Boards the authority to confirm the decisions of Boards of Examiners provided these are made within the framework of the General Assessment Regulations. Recommendations from Board of Examiners which fall outside these Regulations shall be ratified by the APRC and reported to the Senate as necessary.

6.2 Assessment Methods

- 6.2.1 Students' performance in a subject can be assessed by continuous assessment and/or examinations, at the discretion of the individual subject offering Department. Where both continuous assessment and examinations are used, the weighting of each in the overall subject grade shall be clearly stated in the Programme Requirement Document. The subject offering Department can decide whether students are required to pass both the continuous assessment and examination components, or either component only, in order to obtain a subject pass, but this requirement (to pass both, or either, components) shall be specified in the Programme Requirement Document. Learning outcome should be assessed by continuous assessment and/or examination appropriately, in line with the outcome-based approach.
- 6.2.2 Continuous assessment may include tests, assignments, projects, laboratory work, field exercises, presentations and other forms of classroom participation. Continuous Assessment assignments which involve group work should nevertheless include some individual components therein. The contribution made by each student in continuous assessment involving a group effort shall be determined and assessed separately, and this can result in different grades being awarded to students in the same group.
- 6.2.3 Assessment methods and parameters of subjects shall be determined by the subject offering Department.

6.2.4 At the beginning of each semester, the subject teacher should inform students of the details of the methods of assessments to be used, within the assessment framework as specified in the Programme Requirement Document.

6.3 Assessment Rubrics

6.3.1 Rubrics must be specified for all major assessment items at the subject level, made available to students before the assessment, and used for grading the assessment. Departments have the flexibility to determine what is ‘major’. As a rule of thumb:

- For subjects without examinations, rubrics should be required for single assessment items with a weighting of 30% or above of the subject’s overall assessment.
- For subjects with examinations, rubrics should be required for single assessment items with a weighting of 20% or above of the subject’s overall assessment.

6.3.2 There is no fixed format for rubrics. Any format (e.g. analytic, holistic) is acceptable as long as it clearly defines the main grades (i.e. A, B, C, D, Fail for subjects using letter grades or “pass” or “fail” for subjects which are assessed on a pass/fail basis) in a way that is understandable to students and is adhered to by teachers in grading.

6.3.3 To ensure that the rubrics reflect a suitable level of academic standards, samples of the rubrics should be periodically reviewed by Departmental Academic Advisors, External Examiners and/or Overseas Academic Advisors, as part of the review process during Departmental Review and other periodic visits by these individuals where appropriate. This being a measure of external benchmarking is not a substitute for internal moderation of assessment processes and results by relevant departmental committees/panels/boards.

7. Grading

7.1 Assessment grades shall be awarded on a criterion-referenced basis. A student’s overall performance in a subject shall be graded as follows:

<i>Subject grade</i>	<i>Short description</i>	<i>Elaboration on subject grading description</i>
A+ A A-	Excellent	Demonstrates excellent achievement of intended subject learning outcomes by being able to skillfully use concepts and solve complex problems. Shows evidence of innovative and critical thinking in unfamiliar situations, and is able to express the synthesis or application of ideas in a logical and comprehensive manner.
B+ B B-	Good	Demonstrates good achievement of intended subject learning outcomes by being able to use appropriate concepts and solve problems. Shows the ability to analyse issues critically and make well-grounded judgements in familiar or standard situations, and is able to express the synthesis or application of ideas in a logical and comprehensive manner.
C+ C C-	Satisfactory	Demonstrates satisfactory achievement of intended subject learning outcomes by being able to solve relatively simple problems. Shows some capacity for analysis and making

<i>Subject grade</i>	<i>Short description</i>	<i>Elaboration on subject grading description</i>
		judgements in a variety of familiar and standard situations, and is able to express the synthesis or application of ideas in a manner that is generally logical but fragmented.
D+ D	Pass	Demonstrates marginal achievement of intended subject learning outcomes by being able to solve relatively simple problems. Can make basic comparisons, connections and judgments and express the ideas learnt in the subject, though there are frequent breakdowns in logic and clarity.
F	Fail	Demonstrates inadequate achievement of intended subject learning outcomes through a lack of knowledge and/or understanding of the subject matter. Evidence of analysis is often irrelevant or incomplete.

'F' is a subject failure grade, whilst all others ('D' to 'A+') are subject passing grades. No credit will be earned if a subject is failed.

Notes:

- Marking rubrics aligned with these Grade Descriptors need not include all aspects of the grade descriptor.
- Marking rubrics aligned with these Grade Descriptors may include other aspects aligned with particular subject matter or field of study requirements but are not included in the grade descriptor.

Indicative descriptors for modifier grades

Main Grade (solid)	The student generally performed at this level, indicating mastery of the subject intended learning outcomes at this level.
+ (exemplary)	The student consistently performed at this level and exceeded the expectations of this level in some regards, but not enough to claim mastery at the next level.
- (marginal)	The student basically performed at this level, but the performance was inconsistent or fell slightly short in some regards.

Note: The above indicative descriptors for modifier grades are not applicable to the pass grades D and D+.

7.2 A numeral grade point is assigned to each subject grade.

<i>Grade</i>	<i>Grade Point for grades attained from 2020/2021</i>
A+	4.3
A	4.0
A-	3.7
B+	3.3
B	3.0
B-	2.7
C+	2.3
C	2.0
C-	1.7
D+	1.3
D	1.0
F	0.0

8. Eligibility for Award

Students must complete the Secondary Major as part of their graduation requirements. Students who wish to withdraw from the Secondary Major must obtain approval from the programme offering Department before the end of the add/drop period of the last semester of study.

Students may count up to 12 credits of their Major/GUR subjects towards the Secondary Major. Nevertheless, students must take at least 12 credits from their chosen Secondary Major in order to satisfy the residential requirement of the chosen Secondary Major. Students who have completed more than 12 credits of subjects that are eligible for double counting will need to apply for graduation and indicate the subjects intended for double counting. Notwithstanding the above, students must meet the minimum credit requirements of the “X + Secondary Major” concerned, i.e. 132 credits.

Students graduating with a Secondary Major will receive one award parchment, which will list the title of the Major programme and the Secondary Major. The honours classification will be based on all the subjects taken to fulfil the graduation requirements for the Major and Secondary Major.

9. Programme Operation and Management

This programme is operated and managed according to the University guidelines. The Departmental Undergraduate Programme Committee exercises the overall academic and operational responsibility for the programme and its development within defined policies, procedures and regulations.

The quality assurance of the Secondary Major programme will be subsumed under the Departmental Undergraduate Programme Committee, with representation from another major contributing departments.

Relevant staff members will be appointed to an executive group or its equivalent for looking after the operations of the Secondary Major. Representatives from contributing departments will be invited to join the meeting on a need basis.

10. Curriculum Map for Secondary Major in Innovation and Entrepreneurship

The following curriculum map shows how each subject contributes to the achievement of the intended learning outcomes of the programme.

- a) Develop an innovative and entrepreneurial mindset in exploring a business solution
- b) Critically assess business environments, as well as identify opportunities and innovative ideas with the support of professional-specific skills and knowledge
- c) Demonstrate an understanding on the applications and implications of the latest technologies to inform or support entrepreneurship and innovation
- d) Align the resources and interests of different stakeholders in the knowledge transfer process through effective communication
- e) Identify and respond appropriately to ethical issues as they arise in different business settings

Subject Code	Subject Title	Programme Intended Learning Outcomes				
		a	b	c	d	e
Core (compulsory subjects)						
MM2021	Management and Organisation	x		x		x
LGT/MM3161	Creativity, Innovation and Entrepreneurship	x	x	x		x
MM2901	GBA Immersion		x		x	
MM2902	Field Study for Innovation Ecosystems		x		x	
MM3162	Innovation and Entrepreneurship Colloquium	x	x	x		
MM4393	Business Innovation Project		x		x	
Core (Discipline-specific Company Attachment subjects)						
ABCT4118	Company Attachment	x	x	x	x	x
AMA4941	Company Attachment		x		x	
AP40022	Company Attachment	x	x	x	x	x
APSS3783	Company Attachment	x	x	x	x	x
BME44262	Company Attachment	x	x	x	x	
BRE4999	Company Attachment		x		x	
BSE484	Company Attachment	x	x	x	x	x
HTM4366	Company Attachment		x		x	
ISE4018	Company Attachment	x	x		x	
SFT4217G	Company Attachment		x		x	
SD4003	Company Attachment		x		x	
SO4050	Company Attachment	x	x	x	x	x
IE Electives						
Area: Accounting and Finance						
AF3319	Entrepreneurial Finance	x	x			
Area: Innovation and Technology Management						
BME34143	MedTech Innovation and Entrepreneurship	x	x	x	x	x
COMP3531	IT Entrepreneurship	x	x	x	x	

Subject Code	Subject Title	Programme Intended Learning Outcomes				
		a	b	c	d	e
LGT4312	Managing Innovation and Technology	x	x	x		
MM3422	Business Information Systems		x			x
MM3451	Knowledge Management			x		
MM4411	E-Commerce for Management		x	x		
Area: Marketing						
MM2711	Introduction to Marketing		x	x		x
MM3842	Digital Marketing			x		
MM3851	Social Media Marketing			x	x	
MM4772	Product Management		x		x	
MM4831	Strategic Brand Management		x		x	
Area: Management						
MM4191	Business Negotiation				x	x
MM4342	Global Business Management		x	x		
MM4351	Entrepreneurship	x	x		x	
MM4361	Social Innovation: Achieving Sustainable Development Goals through Business	x	x		x	
MM4392	Innovation and Entrepreneurship Project	x	x			
MM4522	China Business Management		x		x	
Discipline-specific electives						
ABCT3104	Commercialization of Biotechnology Products	x	x	x		
ABCT4104	Recent Developments in Medical Biotechnology			x		
AMA3654	Survey Sampling		x	x		
APSS3234	Financial Planning and Management in Organizations	x	x	x	x	x
APSS328	Programme Planning and Evaluation	x	x	x	x	x
APSS331	Management in Human Services	x	x	x	x	x
APSS4511	Social Entrepreneurship and Enterprises	x	x	x	x	x
APSS4535	Social Innovation for Grand Challenges	x	x	x	x	x

Subject Code	Subject Title	Programme Intended Learning Outcomes				
		a	b	c	d	e
APSS454	Legal Aspects of Human Services	x	x	x	x	x
BME31147	Biomedical Engineering Innovation for the Community	x		x		
BME34143	MedTech Innovation and Entrepreneurship	x	x	x	x	x
BRE4291	Real Estate Marketing		x	x		x
BRE465	Asset Management		x	x		x
BSE3515	Construction Management for Building Sciences and Engineering				x	x
BSE4317	Fire Safety Engineering Management		x			
BSE4417	Energy Efficient Buildings and Assessment		x		x	x
BSE4419	Renewable Energy and Smart Grid		x		x	x
BSE4512	Building Aquaponics		x		x	x
BSE4513	Urban Environments for Older Citizens		x		x	x
BSE457	Facility Management and the Workplace	x	x		x	x
BSE458	Building Performance Diagnosis and Management		x		x	x
COMP3531	IT Entrepreneurship	x	x	x	x	
ENG4001	Project Management				x	
HTM3227	Attractions Management		x	x		
HTM4352	Integrated Resort and Gaming Management		x	x		
ISE376	Entrepreneurship and Innovation	x	x	x		
ISE430	New Product Planning and Development		x			
SFT328FB	Fashion Retail Buying		x		x	
SFT329FB	Fashion Visual Merchandising			x	x	
SFT340E	Environment, Social, and Governance in Fashion Business	x	x			
SFT340E	Luxury Fashion Marketing and Management		x		x	

Subject Code	Subject Title	Programme Intended Learning Outcomes				
		a	b	c	d	e
SFT418E	Fashion Entrepreneurship Management	x	x	x	x	
SFT339E	Omni-channel marketing and Retailing	x		x		
MM4711	Business to Business Marketing		x			
SD3272	User Studies Seminar				x	
SD4306	Design for Social and Culture Business	x	x		x	x
SD4772	Interactive Media and Marketing	x	x	x		x
SO4044	Practice Management	x	x			
General Electives						
ABCT4107	Case Study in Biotechnology Companies	x	x	x	x	x
ABCT4708	Principles of Quality Assurance					x
BSE449	Environmental Economics and Policy		x	x	x	
BSE4511	Principles of Ecological Design		x		x	x
ENGL3011	Content Design for Social Media		x	x	x	
ENGL3029	The Language of Advertising		x		x	
ENGL3031	Language and Intercultural Communication for the Professions		x		x	
ENGL4004	Effective Communication for Public Relations		x		x	
HTM4352	Integrated Resort and Gaming Management		x	x		
HTM4354	Wine Studies		x	x		
HTM4356 and	Innovation and Entrepreneurship in Hospitality, Tourism and Events I	x		x		x
HTM4357	Innovation and Entrepreneurship in Hospitality, Tourism and Events II	x		x		x
HTM4360	Experience Mapping in Hospitality, Tourism and Events					x
HTM4361	Luxury Management		x		x	x

Subject Description Forms

Please click the embedded link in subject codes for details of Subject Description Forms

The latest subject syllabus can be viewed at <https://www38.polyu.edu.hk/ePublic/subject-search.jsf>

Subject Code	Subject Title	Subject Offering Dept [^]	Subject type: C/ C-DS / IE-E / DS-E / G-E*
ABCT3104	Commercialization of Biotechnology Products	ABCT	DS-E
ABCT4104	Recent Developments in Medical Biotechnology	ABCT	DS-E
ABCT4107	Case Study in Biotechnology Companies	ABCT	G-E
ABCT4118	Company Attachment	ABCT	C-DS
ABCT4708	Principles of Quality Assurance	ABCT	G-E
AF3319	Entrepreneurial Finance	AF	IE-E
AMA3654	Survey Sampling	AMA	DS-E
AMA4941	Company Attachment	AMA	C-DS
AP40022	Company Attachment	AP	C-DS
APSS3234	Financial Planning and Management in Organizations	APSS	DS-E
APSS328	Programme Planning and Evaluation	APSS	DS-E
APSS331	Management in Human Services	APSS	DS-E
APSS3783	Company Attachment	APSS	C-DS
APSS4511	Social Entrepreneurship and Enterprises	APSS	DS-E
APSS4535	Social Innovation for Grand Challenges	APSS	DS-E
APSS454	Legal Aspects of Human Services	APSS	DS-E
BME31147	Biomedical Engineering Innovation for the Community	BME	DS-E
BME34143	MedTech Innovation and Entrepreneurship	BME	IE-E; DS-E
BME44262	Company Attachment	BME	C-DS
BRE4291	Real Estate Marketing	BRE	DS-E
BRE465	Asset Management	BRE	DS-E
BRE4999	Company Attachment	BRE	C-DS
BSE3515	Construction Management for Building Sciences and Engineering	BEEE	DS-E

Subject Code	Subject Title	Subject Offering Dept[^]	Subject type: C/ C-DS / IE-E / DS-E / G-E*
BSE4317	Fire Safety Engineering Management	BEEE	DS-E
BSE4417	Energy Efficient Buildings and Assessment	BEEE	DS-E
BSE4419	Renewable Energy and Smart Grid	BEEE	DS-E
BSE449	Environmental Economics and Policy	BEEE	G-E
BSE4511	Principles of Ecological Design	BEEE	G-E
BSE4512	Building Aquaponics	BEEE	DS-E
BSE4513	Urban Environments for Older Citizens	BEEE	DS-E
BSE457	Facility Management and the Workplace	BEEE	DS-E
BSE458	Building Performance Diagnosis and Management	BEEE	DS-E
BSE484	Company Attachment	BEEE	C-DS
COMP3531	IT Entrepreneurship	COMP	IE-E; DS-E
ENG4001	Project Management	ISE	DS-E
ENGL3011	Content Design for Social Media	ENGL	G-E
ENGL3029	The Language of Advertising	ENGL	G-E
ENGL3031	Language and Intercultural Communication for the Professions	ENGL	G-E
ENGL4004	Effective Communication for Public Relations	ENGL	G-E
HTM3227	Attractions Management	SHTM	DS-E
HTM4352	Integrated Resort and Gaming Management	SHTM	DS-E; G-E
HTM4354	Wine Studies	SHTM	G-E
HTM4356	Innovation and Entrepreneurship in Hospitality, Tourism and Events I	SHTM	G-E
HTM4357	Innovation and Entrepreneurship in Hospitality, Tourism and Events II	SHTM	G-E
HTM4360	Experience Mapping in Hospitality, Tourism and Events	SHTM	G-E
HTM4361	Luxury Management	SHTM	G-E
HTM4366	Company Attachment	SHTM	C-DS
ISE376	Entrepreneurship and Innovation	ISE	DS-E
ISE4018	Company Attachment	ISE	C-DS
ISE430	New Product Planning and Development	ISE	DS-E

Subject Code	Subject Title	Subject Offering Dept[^]	Subject type: C/ C-DS / IE-E / DS-E / G-E*
LGT/MM3161	Creativity, Innovation and Entrepreneurship	LMS/MM	C
LGT4312	Managing Innovation and Technology	LMS	IE-E
MM2021	Management and Organisation	MM	C
MM2711	Introduction to Marketing	MM	IE-E
MM2901	GBA Immersion	MM	C
MM2902	Field Study for Innovation Ecosystems	MM	C
MM3162	Innovation and Entrepreneurship Colloquium	MM	C
MM3422	Business Information Systems	MM	IE-E
MM3451	Knowledge Management	MM	IE-E
MM3842	Digital Marketing	MM	IE-E
MM3851	Social Media Marketing	MM	IE-E
MM4191	Business Negotiation	MM	IE-E
MM4342	Global Business Management	MM	IE-E
MM4351	Entrepreneurship	MM	IE-E
MM4361	Social Innovation: Achieving Sustainable Development Goals through Business	MM	IE-E
MM4392	Innovation and Entrepreneurship Project	MM	IE-E
MM4393	Business Innovation Project	MM	C
MM4411	E-Commerce for Management	MM	IE-E
MM4522	China Business Management	MM	IE-E
MM4711	Business to Business Marketing	MM	DS-E
MM4772	Product Management	MM	IE-E
MM4831	Strategic Brand Management	MM	IE-E
SD3272	User Studies Seminar	SD	DS-E
SD4003	Company Attachment	SD	C-DS
SD4306	Design for Social and Culture Business	SD	DS-E
SD4772	Interactive Media and Marketing	SD	DS-E
SFT321FS	Environment, Social, and Governance in Fashion Business	SFT	DS-E
SFT328FB	Fashion Retail Buying	SFT	DS-E

Subject Code	Subject Title	Subject Offering Dept [^]	Subject type: C/ C-DS / IE-E / DS-E / G-E*
SFT329FB	Fashion Visual Merchandising	SFT	DS-E
SFT339E	Omni-channel marketing and Retailing	SFT	DS-E
SFT340E	Luxury Fashion Marketing and Management	SFT	DS-E
SFT418E	Fashion Entrepreneurship Management	SFT	DS-E
SFT4217G	Company Attachment	SFT	C-DS
SO4044	Practice Management	SO	DS-E
SO4050	Company Attachment	SO	C-DS

* Subject type

- C : Core / Compulsory
C-DS : Discipline-specific compulsory subject
IE-E : IE elective
DS-E : Discipline-specific elective
G-E : General elective

[^] Subject Offering Departments

- ABCT Department of Applied Biology and Chemical Technology
AF School of Accounting and Finance
AMA Department of Applied Mathematics
AP Department of Applied Physics
APSS Department of Applied Social Sciences
BEEE Department of Building Environment and Energy Engineering
BME Department of Biomedical Engineering
BRE Department of Building and Real Estate
COMP Department of Computing
ENGL Department of English and Communication
ISE Department of Industrial and Systems Engineering
LMS Department of Logistics and Maritime Studies
MM Department of Management and Marketing
SD School of Design
SFT School of Fashion and Textiles
SHTM School of Hotel and Tourism Management
SO School of Optometry