

Minor in Global Business

The Undergraduate Programmes Office of the Faculty of Business coordinates the offering of the Minor in Global Business. This Minor programme is open to all students.

Students are required to complete five courses (15 credits) to fulfill the requirements of this Minor.

For Non-BBA, Non-BBA-RIM and non-BLA GDS students

Required Courses (6 credits)

BUS2108 Global Business Environment
MKT3321 International Marketing Management

Elective Courses (9 credits)

Choose any THREE of the following courses:

CLA9019^ International Entrepreneurship
CLE9015^ Rethinking Global Issues
FIN3352 International Financial Management
HRM3202 Global Talent Management
MGT3352 Global Leadership Development with Analytics
MKT2241 International Business Management
MKT2243 Doing Business in Emerging Markets
MKT2246 International Event Marketing: Social Media and Societal Impact

For BBA, BBA-RIM, and BLA GDS students

Required Courses (6 credits)

MKT2243 Doing Business in Emerging Markets
MKT3321 International Marketing Management

Elective Courses (9 credits)

Choose any THREE of the following courses:

CLA9019^ International Entrepreneurship
CLE9015^ Rethinking Global Issues
FIN3352 International Financial Management
HRM3202 Global Talent Management
MGT3352 Global Leadership Development with Analytics
MKT2241 International Business Management
MKT2246 International Event Marketing: Social Media and Societal Impact

^ According to the Academic Regulations for Undergraduate Programmes, at most two cluster courses can be double counted to fulfill both the requirement of the Core Curriculum and the requirement of any Minor programme.

Note 1: MKT2241 has been redesignated from a Required course to an Elective course in the revised programme structure above. It will be counted as a Minor Required course if it is completed in the 2025-26 academic year or before.

Note 2: The following four Elective courses included in the previous programme structure will be counted as Minor Electives if they are completed in the 2025-26 academic year or before:

- i) CLA9021 Innovation and Entrepreneurship for Global Grand Challenges;
- ii) CLC9011 China as a Business and Consumer Society;
- iii) ECO4305 International Trade and Trade Policy; and
- iv) MKT2221 Marketing in the Chinese Mainland.