

Minor in e-Business

The Undergraduate Programmes Office of the Faculty of Business coordinates the offering of the Minor in e-Business. This Minor programme is open to BBA, BBA-RIM and non-BBA students, except e-Business and Digital Business Stream/Major students.

Students are required to complete 15 credits in total.

Required Courses (6 credits for BBA and BBA-RIM students / 9 credits for non-BBA Students)

BAI3007	Introduction to Digital Transformation (titled as Introduction to e-Business in 2024-25 or before) (coded as CDS3007 in 2024-25 or before)
BAI3009	Social Media and Customer Relationship Management for e-Business (coded as CDS3009 in 2024-25 or before)
BUS2206 ^(Note 1)	Information Systems Management

Elective Courses (9 credits for BBA and BBA-RIM students / 6 credits for non-BBA students)

BAI3008 ^(Note 2)	Business Analytics for e-Business (coded as CDS3008 in 2024-25 or before)
BAI4009	e-Business Models and Start-ups (coded as CDS4009 in 2024-25 or before)
BAI4010	Web Programming for e-Business (coded as CDS4010 in 2024-25 or before)
MKT3301	e-Marketing
ORM4011	e-Business Logistics (coded as CDS4011 in 2024-25 or before)

Notes:

1. BBA and BBA-RIM students are exempted from this course. This course is a BBA functional core course and is normally taken after BBA students have completed at least 3 foundation core courses (i.e., BUS1102 Statistics for Business, BUS1103 Financial Accounting, BUS1104 Managerial Accounting, BUS2105 Microeconomics for Business, BUS2107 Legal Aspects of Business and BUS2108 Global Business Environment). Correspondingly, non-BBA students should have taken at least three required courses in their majors/streams before enrolling for BUS2206 to demonstrate the appropriate level of intellectual maturity that is required to evaluate the potential use of technology in their relevant disciplines and to integrate cross-disciplinary knowledge.
2. The pre-requisite requirement is waived for data science students and students who have completed a course similar to BUS1102 (such as ECO3101).