



THE UNIVERSITY OF HONG KONG  
Faculty of Business and Economics



# BACHELOR OF BUSINESS ADMINISTRATION [BBA]

MAJOR IN ENTREPRENEURSHIP,  
DESIGN AND INNOVATION (EDI MAJOR)

Programme Code: 6781

# MAJOR IN ENTREPRENEURSHIP, DESIGN AND INNOVATION (EDI)

## INTRODUCTION

Major in Entrepreneurship, Design and Innovation (EDI Major) teaches you the transformative business and innovation management skills and knowledge for excelling in traditional and new economies. You will be guided by our academic and industry leaders tutors, through a combination of cross-disciplinary teaching and experiential learning programme that resembles executive innovation and entrepreneurship education.

The EDI Major aims to put you in a creative entrepreneur mindset with the combined quantitative and qualitative mentality, backed by financial and economic industrial knowledge, where you can discover and explore new opportunities: Creativity that exhibits a variety of interests and knowledge, and combining things in a new way; Quantitative logic and data analysis that gives you the understanding and ground to build innovation on; Qualitative stakeholders-centric methodology that addresses existing and revolutionary user experience. You will be able to apply design thinking to deal with the complexity in the practical business environment and innovation projects.

Since the first intake in 2009/10 (previously known as Business Design and Innovation (BDI) Major), it has been a successful pioneering programme – focusing on innovation in business and design. Students have acquired basic business knowledge and be trained with creative mindset and skill-set to adapt to or to lead different business circumstances and evolving industries. Since after, the start-up and innovative business has been booming internationally and in mainland China. The current EDI has incorporated ‘Entrepreneurship’ in the programme, which enhances the implementation of innovative business and design ideas, whether as a start-up or via a corporate, as the programme is further developed to align with current market needs.

## What is Entrepreneurship, Design and Innovation?

The EDI major focuses on business management in innovation development and commercialization, as well as how purpose-led and values-driven organisations that serve societal needs with sustainable businesses model will transform and be operated.

You will learn from local and international business cases and be introduced to practical toolkits, applicable to established corporate, social venture and start-up businesses. The programme will allow you to gain the practical knowledge needed to plan and implement changes at established businesses or to build a new business as a start-up.

For research and education that leads to a new generation of technology, which includes quantum information, internet of things and blockchain etc., EDI is the major that trains you to aspire from stakeholders’ understanding, to inject vision and creativity into the research and business, to lead and manage the innovation plan, and to add value and drive its market adoption.



## Why do we offer a Major in Entrepreneurship, Design and Innovation in the BBA curriculum?

This is the age of the Fourth Industrial Revolution where all the industries, as well as job nature, are being reshaped by the advancing new technologies, quick changing business and economic environment and a VUCA world (Volatility, Uncertainty, Complexity, Ambiguity). You will be building the capability to drive and manage the T-shaped innovation which combines both the vertical in-depth research and development and the horizontal multi-disciplinary uses – innovation that could be transformative, disruptive and redefining what we currently experience.

The EDI major is nurturing a talent pool. It addresses the rise of the creative class that includes but not limited to research and development across different industries, venture capital, scientific or fintech infrastructure, business consulting, service design or provider, education facilitator - when human creativity is the ultimate economic resource. The curriculum of EDI major will be enhanced to cater to industry needs, to embrace technological innovation and to stay abreast with latest market trend. You will build up the capabilities in complex multi-layers problem solving, critical thinking for analysis and decision making, and creativity as a leader. We are preparing you to apply your knowledge, skills and capabilities to make positive impact in the social and business environment.

# Student Activities & Learning Support

The EDI major emphasizes on multi-cultural and experiential learning. There will be a broad range of enrichment value-enhancing learning activities to equip you with professional knowledge and soft skills. Our collaboration with industry partners is bringing you in line with the global trend of business approach with insight from hands-on experience. Our selected learning enhancement activities are:



## Exchanges

You may apply for exchange through either Faculty or University exchange programmes across continents with prestigious institutions.



## Overseas and Mainland Summer Programmes

You may apply to the credit-bearing summer programmes offered by the Faculty of Business and Economics (FBE) that expand your horizon of the international business world, industry knowledge and network – EDI major students will have the priority to be considered for the programmes.



## Industry Pioneering Programme

You may participate in industry activities (e.g. Hong Kong Design Centre's Design Thinking Programme collaborating with FBE) to learn directly from the industry experts.



## External Competitions

You may take part in the events like hackathon, social entrepreneurship or case competition – to jump start your career or to demonstrate your abilities. Our students have been winning awards in different competitions through the years.



## Career Prospect

The careers of graduates majoring in EDI are not limited to commerce and finance industry; they have been making significant impact and contribution across a wide range of industries – including but not limited to banking, financial services, marketing, public sector, social enterprises, education, business consulting, luxury products and branding, digital industry, legal, art, technology, and blockchain. We have graduates joining the global leadership programme at multi-national corporation and bring changes there.

You may also start your own company as an entrepreneur or join a start-up company, which some of our students do after graduation, as they are well-equipped from our EDI major.

# Major in Entrepreneurship, Design and Innovation - Programme Structure

Course code	Course title	Year of study	Credits
<b>Faculty Core courses - complete all of the following courses:</b>			
ACCT1101	Introduction to financial accounting	1	6
ECON1210	Introductory microeconomics	1	6
Statistics requirement - choose one of the following courses:			
ECON1280 <i>or</i>	Analysis of economic data <i>or</i>		
STAT1602 <i>or</i>	Business statistics <i>or</i>	1	6
STAT1603	Introductory statistics		
FINA1310	Corporate finance	2	6
<b>Disciplinary Core courses - complete all of the following courses:</b>			
IIMT2601	Management information systems	2 or 3	6
MGMT2401	Principles of management	2 or 3	6
MKTG2501	Introduction to marketing	2 or 3	6
IIMT3623	Design thinking: concepts and applications	3 or 4	6
STRA4701	Strategic management	3 or 4	6
IIMT3624	Design studio (Capstone course)	4	6
<b>Disciplinary electives - complete three of the following courses, at least one of them must be IIMT3627 or IIMT3682:</b>			
BUSI1807	Business consulting practicum	2 or 3	
IIMT3621	Creativity and business innovation	2 or 3	
IIMT3626	Values-driven innovation	2 or 3	18
IIMT3627	Venture and entrepreneurship management	2 or 3	
IIMT3682	IT and entrepreneurship	3 or 4	
<b>Total</b>			<b>78</b>

## ADMISSION TO EDI MAJOR

The EDI Major is offered under the Bachelor of Business Administration [BBA] programme (programme code: 6781). Students can declare a major in EDI after they are admitted to the BBA programme.

### Admission Requirements for BBA

#### JUPAS Admission

Local candidates applying on the strength of the Hong Kong Diploma of Secondary Education (HKDSE) shall obtain:

- Level 4 or above in English Language;
- Level 3 or above in Chinese Language;
- Level 3 or above in Mathematics;
- Level 2 or above in Liberal Studies; and
- Level 3 or above in two Elective Subjects.

#### International / Non-JUPAS Admission

The following candidates should submit their application via the International/Non-JUPAS Admissions Scheme. Applications will be considered individually.

- Local candidates who wish to apply for admission on qualifications other than the HKDSE examination
- Non-local candidates with qualifications other than the mainland China's National Joint College Entrance Examination (NJCEE/Gao Kao)

#### Enquiries

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Find out more:  
<https://www.fbe.hku.hk/ug/programmes/bba/edi-major>