

**Minor Programme in Strategic Retail
Management and Innovation**

2023-2024

**Bachelor of Business
Administration (Honours)
Degree Programme**

(March 2023)

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1. General Information

1.1 Minor Programme Title

Minor Programme in Strategic Retail Management and Innovation
策略零售管理與創新學副修

1.2 Major Programme offering the Minor Programme

Bachelor of Business Administration (Honours) Degree Programme

1.3 Department(s) involved in offering the Minor Programme

Department of Management, Marketing and Information Systems

1.4 Philosophy/Rationale of the Minor Programme

The Strategic Retail Management and Innovation Minor is designed for students who aspire to be future leaders in the retail industry. This programme aims to provide students with a strong foundation in retailing concepts as well as practical retail management skills.

1.5 Programme aims, objectives, PILOs, and the alignment of PILOs to the HKBU GAs

Programme Intended Learning Outcomes (PILOs)

Upon completion of the Strategic Retail Management and Innovation Minor, students will be able to

- (1) acquire the knowledge, skills, and mindset essential to retail innovation.
- (2) integrate corporate strategies into the design and implementation of retail operation management
- (3) show a sense of ethics and social responsibility that prepares them to be competent and global visionary retail management practitioners.

Alignment of PILOs to HKBU Graduate Attributes

PILOs	HKBU Graduate Attributes*							No. of GAs addressed by this PILO
	Citizen ship	Knowledge	Learning	Skills	Creativity	Communication	Team work	
PILO1		✓		✓	✓			3
PILO2				✓	✓	✓		3
PILO3	✓		✓				✓	3
No. of PILOs addressing this GA	1	1	1	2	2	1	1	

1.6 Medium of instruction

English

1.7 Target students

Non-BBA students

1.8 Year of implementation

September 2023 (for 2023 bulletin year and onwards)

2. Programme Structure and Content

2.1 Curriculum structure

Students are required to complete the specified courses listed below to claim a minor in strategic retail management and innovation discipline. The selection of minors by individual students is permitted subject to the approval of the major and minor Departments concerned.

2.2 Total number of units required

15 units

2.3 Minor programme contents

Required courses (9 units)

BUSI	1005	The World of Business and Entrepreneurship	3 units
MKTG	2005	Marketing Management	3 units
REMT	3005	Strategic Retail Operation Management	3 units

Elective courses (6 units)

BUSI	2035	Entrepreneurship and Innovative Thinking	3 units
REMT	3006	Smart Retailing	3 units
REMT	3015	Seminar in Creative Retailing	3 units
MKTG	3017	Services Marketing	3 units
MKTG	3026	Strategic Digital Marketing	3 units
MKTG	4006	e-CRM	3 units
ISEM	2005	Management Information Systems	3 units
ISEM	4006	Electronic Commerce	3 units
ISEM	4016	Web Site Design and Business Applications	3 units
ISEM	4017	Consumer Insight: Online Customer Data Analytics and Machine Learning Approaches	3 units

Remarks:

1. Students who have taken any of the above courses in their major programmes have to take additional elective course(s) to fulfil the minor programme requirement.

2.4 Pre-requisites and levels

Students must take at least one 3-unit course at Level III or above.

<i>Alignment of Courses to PILOs (Required/ Elective Courses)</i>			
Courses\ PILOs	PILO1	PILO2	PILO3
BUSI 1005 The World of Business and Entrepreneurship	✓	✓	✓
BUSI 2035 Entrepreneurship and Innovative Thinking	✓	✓	✓
ISEM 2005 Management Information Systems	✓	✓	✓
ISEM 4006 Electronic Commerce	✓	✓	✓
ISEM 4016 Web Site Design and Business Applications	✓	✓	✓
ISEM 4017 Consumer Insight: Online Customer Data Analytics and Machine Learning Approaches	✓	✓	✓
MKTG 2005 Marketing Management	✓	✓	✓
MKTG 3017 Services Marketing	✓	✓	✓
MKTG 3026 Strategic Digital Marketing	✓	✓	✓
MKTG 4006 e-CRM	✓	✓	✓
REMT 3005 Strategic Retail Operation Management	✓	✓	✓
REMT 3006 Smart Retailing	✓	✓	✓
REMT 3015 Seminar in Creative Retailing	✓	✓	✓

3. General Regulations for Minor Programmes

The programme follows the prevailing University regulations.

4. Quality Assurance Implementation

The programme follows the quality assurance provisions and procedures implemented by the BBA Programme, which also aligns with the prevailing quality assurance procedures.

5. Programme Management

The programme follows the programme management structure of BBA Programme.

6. Staffing and Resources

The programme shares the staffing and resources of BBA Programme.

7. Version Control

Last updated date: March 2023