

To create, lead, and connect in the age of uncertainty

with our BBA (Hons) in Entrepreneurship and Business Innovation *

The BBA (Hons) in Entrepreneurship and Business Innovation by the Hong Kong Baptist University offers you a unique opportunity to equip yourself with the necessary skills and knowledge for your future development, as well as to nurture your entrepreneurial spirit and to foster your entrepreneurial mindset, to prepare you *“to create, lead, and connect in the age of uncertainty”*.



As a BBA student of the Hong Kong Baptist University, you will take a variety of BBA core courses to build up a strong foundation in business administration. In addition to classroom learning, you will also develop a comprehensive experiential learning experience through internship and overseas exchange programmes. On top of this, there will be specifically designed courses, events, and activities to further your training Entrepreneurship and Business Innovation.

First Year

This is a year to develop a strong base for your future entrepreneurial and innovative pursuit, through taking a wide range of business foundation courses, including the thought provoking course “Entrepreneurship and Innovative Thinking”, and other General Education (GE) courses for your whole person development.



* Subject to approval.



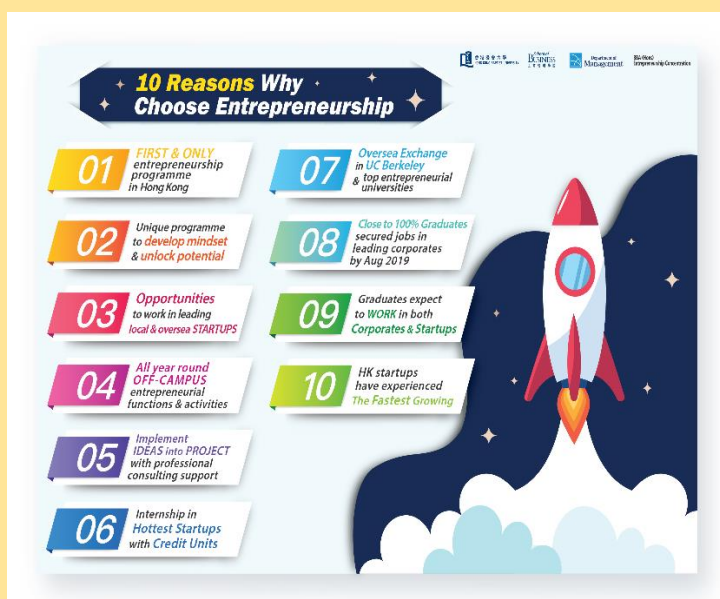
Second Year

The second year of your journey will start with specific courses on Entrepreneurship and Business Innovation, introducing to you a journey into the world of entrepreneurial pursuit. Entrepreneurship Seminars will be organized so that you have the chance of meeting entrepreneurial practitioners, to learn from them, as well as to start building up your own entrepreneurial network. You will also have the opportunity of participating in on-campus entrepreneurship, and business innovation/idea competitions to try out your ideas, to share with others, and, more importantly, to learn from others.



Third and Fourth Years

In your third and fourth years of your journey, you will consolidate your learning and understanding in Entrepreneurship and Business Innovation, as well as to expand your knowledge base through taking a range of concentration required and elective courses, as well as undertaking your final year project in developing your entrepreneurial and innovative idea.



Your education in entrepreneurship and business innovation at the Hong Kong Baptist University goes beyond the classroom, with lots of different opportunities:

- ✓ **sharing by practising entrepreneurs**
- ✓ **internship at local and overseas start-ups**
- ✓ **participation in entrepreneurship and business innovation competitions, local and overseas**
- ✓ **participation in relevant events and activities to further your skills and potentials in entrepreneurship and business innovation**