

Hong Kong Baptist University
Curriculum for Minor Programmes

Minor Programme : Strategic Retail Management and Innovation (*SRMI)

Course Group	Course	Course Title	Unit	Core (C) / Elective (E)
MKT Minor Required Courses (#R-REMT-CORE-001)				
	BUSI1005	The World of Business (for non-BBA students)	3.00	C
	MKTG2005	Marketing Management	3.00	C
	REMT3005	Strategic Retail Operation Management	3.00	C
MKT Minor Elective Courses (#R-REMT-ELECT-001)				
	BUSI2035	Entrepreneurship and Innovative Thinking	3.00	E
	ISEM2005	Management Information Systems	3.00	E
	ISEM4006	Electronic Commerce	3.00	E
	ISEM4016	Web Site Design and Business Applications	3.00	E
	ISEM4017	Consumer Insight: Online Customer Data Analytics and Machine Learning Approaches	3.00	E
	MKTG3017	Services Marketing	3.00	E
	MKTG3026	Strategic Digital Marketing	3.00	E
	MKTG4006	Customer Relationship Management	3.00	E
	REMT3006	Smart Retailing	3.00	E
	REMT3015	Seminar in Creative Retailing	3.00	E

- Remarks:
1. For non-BBA students only.
 2. Students have to take:
 - 9 units from #R-REMT-CORE-001,
 - 6 units from #R-REMT-ELECT-001.
 3. Students who have taken any of the above courses in their major programmes have to take additional elective course(s) to fulfill the minor programme requirement.
 4. Students must take at least one 3-unit course at Level 3 or above.

* 4-Year Curriculum