

# MINOR in SOCIAL ENTREPRENEURSHIP



Social Mission



Innovation



Entrepreneurship  
(Business Model)



## SOCIAL ENTREPRENEURSHIP

15 Credit Units

(1 Core Course + 4 Elective Courses)

### Enquiries

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Project Flame Website

<http://www6.cityu.edu.hk/projectflame/>

# MINOR in SOCIAL ENTREPRENEURSHIP

## Aims of Minor

This minor aims to introduce students to the fundamentals of social entrepreneurship. It provides students with both the theoretical knowledge and practical skills to diagnose social problems and to generate intervention ideas for systemic change from multi-disciplinary perspectives. It includes a core course and a combination of 4 elective courses from public policy, social welfare, business management, marketing and finance.

## Minor Requirement (15 credit units)

### Required Core Course (3 credit units)

Course Code	Course Title	Level	Credit Units	Remarks
POL3900	Fundamentals of Social Entrepreneurship	B3	3	Sem B 14/15

### Electives (12 credit units)

ONE course to be chosen from each of the following three clusters:

#### 1. POL courses – Choose ONE course from the following

Course Code	Course Title	Level	Credit Units	Remarks
POL 2222	The World in Crisis: Meeting Environmental Challenges	B2	3	-
POL 2307	Principles of Public Sector Management	B2	3	Sem B 14/15 Sem A 15/16
POL 2308	Customer Service in a Diverse Society	B2	3	Sem B 14/15
POL 3205	Urban Policy	B3	3	Sem B
POL 3242	Business and the Environment	B3	3	Sem A
POL 3408	Ethics and Practice	B3	3	-
POL 3410	Management Ethics	B3	3	-
POL 3942	Environmental Policy and Ethics	B3	3	Sem B
POL 3901	Meeting Social Needs through Business Approach	B3	3	-

#### 2. SS courses – Choose ONE course from the following

Course Code	Course Title	Level	Credit Units	Remarks
SS2011	Social Welfare Services & Issues	B2	3	Sem A
SS2105	Introduction to Social Work	B2	3	Sem A
SS2116	Working with Organizations and Communities	B2	3	Sem A
SS2024	Social Problems & Interventions	B2	3	Sem B
SS3422	Programme Planning and Evaluation	B3	3	Sem A
SS4111	Management and Supervision in Human Services	B4	3	Sem B
SS4208	Working with the Communities and People with Special Needs	B4	3	Sem B
SS4215	Working with Senior Citizens	B4	3	Sem B
SS4585	Social Capital and Sustainable Development	B4	3	-

#### 3. CB, MGT and MKT courses – Choose ONE course from the following

Course Code	Course Title	Level	Credit Units	Remarks
CB2300	Management	B2	3	Sem B 14/15
CB2601	Marketing	B2	3	Sem A & B
MGT3304	International Corporate Social Responsibility	B3	3	Sem B 15/16
MGT3422	Product and Service Innovation Management	B3	3	Sem B 14/15
MGT3424	Principles of Entrepreneurship	B3	3	Sem A 15/16
MKT3602*	Marketing Research	B3	3	Sem A & B 14/15
MKT3607*	Creativity in Marketing	B3	3	Sem A & B 14-15
MKT4632*	Fundamentals of Public Relations	B4	3	Sem A 14-15

\* CB2601 as a pre-requisite to these CB courses

Any ONE free elective to be chosen from the above three clusters (or any approved course judged to be suitable).

Note: Level 2 courses are intended for students from other disciplines/majors. Normally only ONE Level 2 course is permitted.