

Graduate Profile

Qualification Title	Bachelor of Entrepreneurial Management (Honours) in Design Business 設計新創企業管理（榮譽）學士
Qualification Type	Bachelor Degree
QF Level	5
Primary Area of Study and Training	A03 Business and Management
Sub-area (Primary Area of Study and Training)	A0305 General Business Management
Programme Objectives	<ol style="list-style-type: none"> 1. To educate and train students in the design business discipline in both academic and professional terms such that on graduation they will be able to assume the role of entrepreneurs in design business 2. To enable students to acquire entrepreneurial management knowledge and skills in a design business context 3. To cultivate in students generic attributes and application skills of information and communication technology to managerial functions 4. To enhance students' integrity as ethical and caring persons 5. To enable students on graduation to function as informed decision-makers and respectable and responsible design business entrepreneurs
Programme Intended Learning Outcomes	<ol style="list-style-type: none"> 1. To integrate and apply a broad range of knowledge vital to design and entrepreneurial management to launch, manage and develop a design business; 2. To apply principles, theories and models of entrepreneurial management to develop and implement financial, marketing and management strategies in a design business context; 3. To apply information and communication technology, critical thinking and analytical skills to decision-making and management in a design business context; 4. To apply ethical reasoning in the performance of personal and professional responsibilities through an innovative business with social impacts; and 5. To develop a sound and feasible business plan to launch new venture for entrepreneurial start-ups and/or corporate projects.

Education Pathways	<p>Graduates of the Programme are expected to be eligible for pursuing:</p> <ul style="list-style-type: none"> ▪ Master’s Degree in Entrepreneurship ▪ Master’s Degree in Business Administration
Employment Pathways	<p>Graduates of the Programme are expected to be able to work as:</p> <ul style="list-style-type: none"> ▪ Intrapreneurs to help their organisations explore new business opportunities ▪ Handle innovative business projects/ventures ▪ Entrepreneurs in design business
Minimum Admission Requirements	<p>The minimum admission requirements of Year 1 entry of the Programme are as follows:</p> <ul style="list-style-type: none"> ▪ Having successfully completed an AD / HD in a design discipline that is pitched at Level 4 of the HKQF; OR ▪ Having obtained an equivalent qualification.
Operator	<p>Caritas Institute of Higher Education 明愛專上學院</p>