All government-funded full-time degree programmes offered by the Faculty of Business fall under the Broad Discipline of Business. Instead of applying to each Business programme separately, you can apply for admission to the Broad Discipline of Business (BD913). If you are interested in any Business programmes, this will allow you the flexibility to take a range of subjects in Business before making a decision and declaring your target award no later than the end of semester one in your second year of study. There is no quota restriction and you will be free to pursue any one of the seven awards.

ENQUIRIES
Tel: (852) 2333 0600 (admissions) or (852) 2766 7310 (academic matters)
Fax: (852) 2766 0611
Email: mm.dpt@polyu.edu.hk
Website: www.polyu.edu.hk/mm
DEPARTMENT OF MANAGEMENT AND MARKETING

With more than 60 full-time academic staff, the Department of Management and Marketing is one of the most established departments in the Hong Kong Polytechnic University. It has expertise in general and strategic management, entrepreneurship, organizational behaviour, human resource management, international business, public sector management and marketing. Staff members are actively engaged in research and consultancy, in Hong Kong, the Chinese mainland and the international arena.

The Department’s teaching philosophy embraces an earnest commitment to excellence and innovation in learning and teaching. The Department adopts a wide range of experiential, problem-based, and case-based learning methods. The aim is to groom graduates with not only competent business and management knowledge, but also sound interpersonal skills and teamwork, and most importantly of all, a strong sense of corporate social responsibility.

Our mission is to provide undergraduate and postgraduate business education, and to undertake scholarly research to advance knowledge and improve practice in management and marketing.

Specifically, we strive to:

• Cultivate capable and responsible executives and practitioners who have the knowledge, skills and global perspective necessary to work with others to solve business problems in an increasingly interdependent, culturally diverse, and technologically advanced world.
• Discover and disseminate new and frontier knowledge in management and marketing through academic research and active participation in professional and public organizations.

We have positioned learning and teaching as our core activities, and hence have committed our diligent efforts to supporting our students in the development of professional competence and all-round well-being. Overall, we work closely with the professional community in research, consultancy and service for achieving teaching and learning excellence.

Professor Carlos Lo
Head and Professor
Department of Management and Marketing
Aims

This programme provides you with
- A rounded business education and training in management and the qualifications to become a recognized human resource management (HRM) professional
- The management skills for development into a business leader in Hong Kong, mainland China and the region
- A well-coordinated package of academic and extra-curricular opportunities that prepare our students to be creative with pragmatism and professionalism, as well as cosmopolitan with principles and sensitivity

Characteristics

- There is a wide range of subject choices in relation to general management, HRM and international business.
- Emphasis is placed on interactive and student-centred learning with case studies, role-play and simulation exercises. To train you to be effective and entrepreneurial problem-solvers who can capture or create opportunities in the business environment with ideas that add value to the society.
- There are visits to companies and organizations, and practitioners are invited to share their extensive and direct experience with us. To equip you to be professionals with sound practical knowledge, good communication and leadership skills, strong work ethics, and a flexible demeanor that reflects positively of your training.
- Based on your performance you may be awarded a scholarship from a professional body such as the Hong Kong Institute of Human Resource Management.
- For hands-on experience before graduation, every student is required to complete 300 hours (3 training credits) of Work Integrated Education (WIE). Students may take up summer placements in Hong Kong, mainland China or overseas, or part-time employment during a semester. It affords you the opportunity to train up your pragmatism, professionalism, sensitivity and allows you to explore various career choices.

Career Prospects

- Students are encouraged to participate in the Whole Person Development Programme (WPDP), which includes a range of extra-curricular activities such as leadership training camps, peer tutoring, mentorship, and exchange study at an overseas university to cultivate your cosmopolitanism, sensitivity, and ideally, creativity.
- Graduates are qualified for a wide variety of general management and administrative positions including administrative assistant, executive officer and management trainees.
- Students taking Human Resource Management subjects have been offered positions such as HR personnel officer, training specialist, recruitment officer, compensation specialist and HR consultants.

Professional Recognition*

- The Hong Kong Institute of Human Resource Management (HKIHRM) recognizes the BBA (Hons) in Management programme. Graduates meeting the specific requirements are eligible to apply for HKIHRM Associate Membership.
- Graduates also obtain exemption from relevant subjects of the professional examinations of two global professional bodies, the Association of Chartered Certified Accountants (ACCA) and the Chartered Institute of Management Accountants (CIMA).

For details, please refer to the PolyU 2-year Undergraduate Curriculum website curricula.polyu.edu.hk.

COMMON SUBJECTS for all BBA students

- Business Finance
- Chinese Language Communication for Business
- Corporate Social Responsibility
- Finance Accounting
- Global Economic Environment
- Introduction to Business Law
- Introduction to Economics
- Introduction to Marketing
- Introduction to Psychology
- Introduction to Statistics for Business
- Introduction to Sociology
- Management Accounting I
- Managing Business Information Systems and Applications
- Management & Organisation
- Principles of Operations Management
- Strategic Management
- Teams/Managing Self and Leading Others
- Workplace English for Business Students II
- Workplace English for Business Students I

SPECIALIST SUBJECTS

Core subjects:
- Entrepreneurship
- Global Business Management
- Human Resource Management
- Management Capstone Project
- Management Leadership
- Organizational Behaviour
- Research Methods for Management

Elective subjects:
- General Management & Strategy subjects
- Business Negotiation
- China Business Management
- Environmental Management for Business
- Gender and Organizations
- Global Organizational Analysis
- Management Practice Through Real Work Projects
- Managing Diversity in Organizations

HRM subjects:
- Employee Relations
- Employment Law
- Human Resource Management in China
- International Human Resource Management
- Reward and Performance Management
- Staffing and Selection
- Training and Development

MSI subjects:
- Applied Statistical Analysis for Management
- E-Commerce for Management
- Knowledge Management
- Management Information Systems

* Recognition is subject to assessment
• In addition to the Major and University Core Curriculum, students are required to take more credits of elective subjects, which can be used for broadening purposes, or for fulfilling the requirements of a Minor, or for taking additional special electives.

• For Senior Year intakes admitted to 4-year B.G. degree programmes on the strength of their AHSME qualifications, students are expected to complete the major study by taking 60 to 70 credits in order to graduate and therefore the option for taking a Minor programme will not be available.

Work-Integrated Education (WIE)

WIE is a mandatory component of the BBA curriculum. Students are required to successfully complete at least 300 hours of placement in one or more organisations or through one or more eligible WIE activities.

Entrance Requirements

For entry with HKDSE (Hong Kong Diploma of Secondary Education) qualifications, local applicants must satisfy the General Entrance Requirements of the University:

4 core subjects and a elective subject with:

• Level 5 in English Language and Chinese Language, AND
• Level 3 in Mathematics, Liberal Studies and one elective subject.

English Language and Mathematics are given the highest weighting in the calculation of the admission score.

For further details, please refer to the Study@PolyU website www.polyu.edu.hk/programmes.
Aims

This programme provides you with:

- A rounded business and marketing education
- The knowledge and skills for a professional career in marketing and related areas.
- Training in analysis and planning, making marketing decisions and monitoring implementation.
- Development in analytical thinking and research application.
- Practice in communication and other interpersonal skills necessary for marketing.
- Appreciation of the responsibilities of marketing professionals within broader international contexts.
- Up-to-date knowledge of information systems and technology relevant to marketing.

Characteristics

- Emphasis is placed on practical marketing skills and sound professional knowledge.
- Student-centred interactive learning is encouraged. To train you to be diverse who contribute to the society through your actions and to be mindful of feasibility and practical concerns as critical criteria of innovation.
- For hands-on experience before graduation, every student is required to complete 360 hours (3 training credits) of Work-Integrated Education (WIE). Students may take up summer placements in Hong Kong, Mainland China or overseas, or part-time employment during a semester. It affords you the opportunity to train up your pragmatics, professionalism, sensibility and allows you to explore various career choices.

Career Prospects

Graduates build a professional career in account management, advertising, marketing research, marketing / product / brand management, customer service, public relations, consumer affairs and protection.

Professional Recognition*

- The programme has been approved and accredited by the Chartered Institute of Marketing (CIMA) for direct entry to the CIA's Professional Diploma in Marketing programme and meets the eligibility criteria for admission to the Chartered Postgraduate Diploma in Marketing programme. (Senior marketing management experience is required.)
- Graduates can also obtain exemption from relevant subjects of the professional examinations of both the Association of Chartered Certified Accountants (ACCA) and the Chartered Institute of Management Accountants (CIMA).

* Recognition is subject to assessment.

CURRICULUM STRUCTURE

University Core Curriculum

- Broadening Subjects (chosen from four clusters)
- Freshman Seminar
- Language and Communication
- Leadership and Inter-Personal Development
- Service Learning
- Healthy Lifestyle (non-credit bearing)

For details, please refer to the PolyU 4-year Undergraduate Curriculum website at polyu.edu.hk.

Discipline-Specific Subjects (subject to review)

COMMEN SUBJECTS for all BBA students

- Business Finance
- Chinese Language Communication for Business
- Corporate Social Responsibility
- Financial Accounting
- Global Business Environment
- Introduction to Business Law
- Introduction to Economics
- Introduction to Marketing
- Introduction to Psychology
- Introduction to Statistics for Business
- Introduction to Sociology
- Management Accounting 1
- Managing Business Information Systems and Applications
- Management & Organisation
- Principal of Operations Management
- Strategic Management
- TransN'ing - Managing Self and Leading Others
- Workplace English for Business Students A
- Workplace English for Business Students B

SPECIALIST SUBJECTS

Compulsory subjects:

- Business to Business Marketing
- Consumer Behaviour
- Database Marketing
- Integrated Marketing Communications
- Marketing Capstone Project
- Marketing Strategy
- Product Management

Effective subjects:

- Environmental Management for Business
- Future Marketing Research
- Inbound Marketing
- Management Practice Through Real World Projects
- Marketing Channel Management
- Market Decision Analytical
- Marketing Management in China
- Retailing and Merchandising
- Sales Management
- Services Marketing
- Strategic Brand Management
• In addition to the Major and University Core Curriculum, students are required to take 9 more credits of elective subjects, which can be used for broadening purposes, or for fulfilling the requirements of a Minor, or for taking additional specialist electives.

• For Senior Year Intakes admitted to 4-year UG degree programmes on the strength of their AH/IB qualifications, students are expected to complete the major study by taking 60 to 75 credits in order to graduate and therefore the option for taking a Minor programme will not be available.

Work-Integrated Education (WIE)

WIE is a mandatory component of the BBA curriculum. Students are required to successfully complete at least 45 hours of placement in one or more organisations or through one or more eligible WIE activities.

Entrance Requirements

For entry with HKDSE (Hong Kong Diploma of Secondary Education) qualifications, local applicants must satisfy the General Entrance Requirements of the University.

4 core subjects and a elective subject with:

• Level 1 in English Language and Chinese Language, AND
• Level 2 in Mathematics, Liberal Studies and one elective subject.

English Language and Mathematics are given the highest weighting in the calculation of the admission score.

For details of non-AH/IB and non-local applications, please refer to the Study@PolyU website www.polyu.edu.hk/prospect.

Scholarship (subject to review)

• Academic Scholarships for Local Applicants
  Local students with outstanding performance in HKDSE may be eligible for scholarships.

• Academic Scholarships for Non-local Applicants
  Students with excellent academic and overall performance are eligible for scholarships which will cover a maximum of four-year tuition fees and living expenses subject to set criteria.

• Non-academic Scholarships
  Students will be eligible for scholarship consideration if they have got very outstanding achievements in a non-academic area (art, leadership, music, sports, service, etc.).

For further details, please refer to the Study@PolyU website www.polyu.edu.hk/prospect.

Other Information

- Mode of Study: Fulltime
- Admission Duration: 4 Years
- Credit Required: 120 academic credits plus 3 training credits from WIE
- Fund Type: Government-funded
- Intake Number: 48
- Programme Leader: Dr. J. C. Leung
- Department Programme Leader: Dr. C. M. Leung