

Full-time 4-year Undergraduate Degrees - Minor Programmes

1.	Title of Minor Programme & Programme Code		Minor in Product Engineering with Marketing (45498-YPE)			
2.	Offering Department(s) in Full & in Abbreviation		Department of Industrial and Systems Engineering (ISE)			
3.	Requirement for Claiming the Minor Award		For student admitted from 2017-18 onwards (4-year Undergraduate Degrees) Attained 18 credits from the subjects listed under section 7 of which at least 9 credits are at level 3 or above.			
4.	Exclusive Programme(s) & Programme Code(s)		BEng (Hons) in Product Engineering with Marketing (45498-PEM)			
5.	Effective Year		For students admitted from 2017-18 onwards			
6.	Professional Recognition		N/A			
7.	Subject Code	Subject Title	Subject Offering Department/ Faculty	Level	Credit Value	Subject Nature (Compulsory /Elective)
	MM2711	Introduction to Marketing	MM	2	3	Compulsory
	ISE204	Instrumentation and Product Testing	ISE	2	3	Compulsory
	SD348	Introduction to Industrial Design	SD	3	3	Compulsory
	ISE386	Integrated Design for Manufacture	ISE	3	3	Compulsory
	ISE330	Product Safety and Reliability	ISE	3	3	Elective
	ISE369	Quality Engineering	ISE	3	3	Elective
	MM3761	Marketing Research	MM	3	3	Elective
	MM4711	Business to Business Marketing	MM	4	3	Elective
	MM4732	Global Marketing	MM	4	3	Elective
	ISE430	New Product Planning and Development	ISE	4	3	Elective
	ISE4005	Eco-design and Manufacture	ISE	4	3	Elective
For detailed syllabus and subject pre-requisite/co-requisite/exclusion requirement, please visit the following website: Location: http://www.polyu.edu.hk/student > Information > Subject Search For details of the programme, please visit the Department website at http://www.ise.polyu.edu.hk/programmes/view/9/tab:2						