



POLYU POSTGRADUATE
PROGRAMMES IN
MANAGEMENT
AND
MARKETING

MSc in Business Analytics


2022-2023

MSc in Human Resource Management

MSc in Marketing Management

CONTENTS

02	Why PolyU
02	Why PolyU Faculty of Business
03	Dean's Message
04	Head's Message
05	Master of Science Scheme in Management and Marketing
06	• MSc in Business Analytics (Mixed-mode)
09	• MSc in Human Resource Management (Mixed-mode)
12	• MSc in Marketing Management (Mixed-mode)
15	Enquiries



WHY POLYU

- Providing application-oriented education since 1937
- Collaborating with over 320 institutions
- Offering over 160 taught programmes
- Working on over 2,860 research projects

International Rankings

#06 QS Top 50 under 50
(for universities under 50 years old) 2021

#23 Times Higher Education
(THE) Asia University
Rankings 2021



WHY POLYU FACULTY OF BUSINESS

- A comprehensive portfolio of academic programmes
- Over 170 world-class scholars including specialists in accounting, finance, logistics, management, marketing, and transport
- Research and specialist centres facilitate single and multidisciplinary studies
- International context and culturally diverse environment
- Network of 52,000 alumni

Accreditations



International Rankings

#01 Shipping research (based on Thomson Reuters' *ISI Web of Science* data 2018-2020)

#05 ShanghaiRanking's Global Ranking of Academic Subjects (GRAS) 2021: Management

#29 Times Higher Education (THE) World University Rankings 2021 by Subject – Business and Economics

#59 UTD (University of Texas at Dallas) Top 100 Worldwide Business School Rankings Based on Research Contributions 2016-2020



DEAN'S MESSAGE

Welcome to the Faculty of Business (FB) of PolyU.

FB is a world-class business school that offers high-quality academic programmes and leads cutting-edge research in business and related disciplines. We have achieved accreditations from AACSB (The Association to Advance Collegiate Schools of Business) and EQUIS (EFMD Quality Improvement System).

FB is dedicated to the pursuit of **IDEAS (Innovation-driven Education and Scholarship) with a 3D focus on Discovery, Design and Delivery**. We realise knowledge and technology transfer through educational programmes, as well as partnership and close links with industry and the professional community.

FB offers a comprehensive portfolio of undergraduate and postgraduate programmes, many of which are recognised by professional bodies in the fields of accounting, finance, logistics, management, marketing and transport. Apart from the BBA, MBA, DBA, and specialised master's and doctoral degrees, there are also research programmes leading to the MPhil and PhD awards.

To maintain currency of our academic programmes and specialist consultancy, faculty members undertake pioneering and impactful research, both within and across their disciplines, facilitated by our centres for Belt and Road development, branding and marketing, digital transformation, financial technology, leadership and innovation, maritime studies, shipping and logistics, and sustainability and entrepreneurial finance. Our research has been ranked 59th in the world (*The UTD Top 100 Worldwide Business School Rankings Based on Research Contributions 2016-2020*).

We look forward to welcoming you to our community of over 170 world-class scholars from around the world, 4,900 students and 52,000 alumni.

Ir Prof. T.C. Edwin Cheng

IASCYS Academician, FHKEng, ScD, PhD

Dean, Faculty of Business

Fung Yiu King – Wing Hang Bank Professor in Business Administration

Chair Professor of Management

HEAD'S MESSAGE



Welcome to the postgraduate programmes offered by the Department of Management and Marketing of the Faculty of Business at The Hong Kong Polytechnic University.

Our Faculty has been ranked 59th in the world, according to the University of Texas at Dallas (UTD) Top 100 Worldwide Business School Rankings based on research contributions to 24 leading business journals between 2016 and 2020. According to the QS Ranking 2021, we are ranked 52nd in the Business and Management Studies area (the same as CUHK, and CityU ranked 58th).

Our postgraduate programmes in Management, Marketing, and Business Analytics, taught by an international faculty of experienced academics, are designed exclusively for business executives who wish to advance the frontiers of knowledge and skills in management and marketing in meeting tomorrow's challenges. The curriculum of our programmes is designed to enable you to apply cutting-edge theories to business practices, and to embrace challenges in the fields of management and marketing. The elite cohort and well-connected alumni and business partners help you to widen your horizon and social network.

Join us and be inspired by our programmes – you will find yourself better equipped for continued success and future challenges where it counts most in the real world.

A handwritten signature in black ink, appearing to read 'Wu Liu', written in a cursive style.

Prof. Wu Liu

Professor and Head
Department of Management and Marketing

MASTER OF SCIENCE SCHEME IN MANAGEMENT AND MARKETING

The Master of Science Scheme in Management and Marketing comprises the following programmes designed to enhance students' competence in combining theoretical knowledge with practical applications to assess and solve organizational, marketing and analytics issues.

MSc in Business Analytics (Mixed-mode)

MSc in Human Resource Management (Mixed-mode)

MSc in Marketing Management (Mixed-mode)

MSc in BUSINESS ANALYTICS

Programme Code:

23090 – MAF (Full-time)

23090 – MAP (Part-time)

Programme Director:

Dr Xin Xu

Deputy Programme Director:

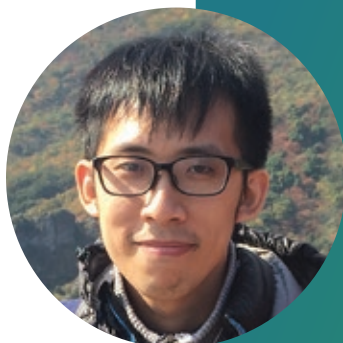
Dr Vincent Cho

Aim

This programme starts with fundamentals of applying analytical techniques on big data for decision supports of an organization, and progresses to in-depth studies of various application domains.

Features

- Emphasizes essential skills and knowledge of business analytics
- Applies domains of business analytics
- Covers theoretical knowledge and research findings of decision making using big data
- Offers opportunities to apply theories to investigating and solving business problems
- Focuses on systematic training and development of skills and competence in business analytics
- Enhances ability to solve big data problems



“ MSc BA was a grateful experience. It expanded my horizons in my life and profession and enabled me to gain knowledge of business analytics, including data analysis, data mining, and information technology, as well as skills and techniques that are useful and practical. Now I can transform raw data into meaningful insights and help management make prompt and better business decisions. ”

Wong Shing Fung, Riva (2020/21 Graduate)

Structure

For MSc, students complete 31 credits

- 4 Compulsory Subjects (3 credits each)
 - 6 Elective Subjects (3 credits each)
 - 1 Ethics Subject (1 credit)
- OR
- 4 Compulsory Subjects (3 credits each)
 - 2 Elective Subjects (3 credits each)
 - 1 Ethics Subject (1 credit)
 - the subject Research Methods (3 credits) and a Dissertation (9 credits)

Students may, on completion of 4 Compulsory Subjects and 3 Elective Subjects (21 credits), opt for the Postgraduate Diploma.

Compulsory Subjects ⁺

- Business Analytics ^{*}
- Business Intelligence and Decisions ^{*}
- Management Information Systems
- Organization and Management ^{*}

Ethics Subject ⁺

- Business Ethics

Elective Subjects ^{+@}

- Applications of Decision Making Models
- Business Applications of Blockchain
- Business Forecasting
- E-Commerce
- Enterprise Resource Planning
- Managing Operations Systems
- Marketing Management ^{*}
- Models for Decision Making
- Research Methods
- Seminars in Emerging Technology
- Social Media Marketing
- Strategic Management
- Technology Innovation and Management

⁺ The offering of subjects is subject to class quota availability. Programme structure, course names and content are subject to continuous review and change.

[@] Students may also choose from a list of "Common Pool Electives", subject to the prescriptions of the programme curriculum. For details, please refer to <https://fb.polyu.edu.hk/study/taught-postgraduate-programmes/common-pool-electives/>.



^{*} These subjects have been included in the list of reimbursable courses under the Continuing Education Fund with effect from 4 May 2020. The programme (MSc in Business Analytics) is recognized under the Qualifications Framework (QF Level 6).



The MSc BA programme emphasized how to handle practical problems using managerial skills, critical thinking, and data analysis, which I found incredibly beneficial. It taught me how to think analytically so that I can transform data into business strategies and help companies become more efficient and discover the best deal.



Yung Wai Him, William (2020/21 Graduate)



Mode of study: Mixed-mode

Full-time students study 9 credits or more in a semester. Part-time students study less than 9 credits in a semester.

Duration

Students normally complete the programme full-time in 1.5 years or part-time in 2.5 years. Students who wish to extend their studies beyond normal duration can submit such request to the Department of Management and Marketing for consideration.

The programme offers a structured progression pattern. Classes are normally scheduled on weekday evenings. Each subject requires 39 contact hours over a teaching semester, with one 3-hour class per week.

Entrance Requirements

- Applicants should have a Bachelor's degree or equivalent academic/professional qualifications, preferably with at least one year of relevant work experience.
- Applicants, normally aged 27 or above, with other post-secondary qualifications and at least 6 years of work experience in industry, commerce or public administration, including 3 years in a managerial capacity, will also be considered.

If you are not a native speaker of English, and your Bachelor's degree or equivalent qualification is awarded by an institution where the medium of instruction is not English, you are expected to fulfil the University's minimum English language requirement for admission purpose. Please refer to the "Admission Requirements" section at Study@PolyU for details.

Shortlisted candidates may be invited to attend admission interviews.

Fee

Local students:

The tuition fee is HK\$254,200 per programme (HK\$8,200 per credit).

Non-local students:

The tuition fee is HK\$300,080 per programme (HK\$9,680 per credit).

Targeted Taught Postgraduate Programmes Fellowships Scheme

A total of 12 fellowships shall be awarded to local students.

For details, please refer to website:

<https://www51.polyu.edu.hk/eprospectus/tpg/targeted-tpg-programmes-fellowships-scheme>.

PolyU reserves the right to change or withdraw the fellowship at any time. In case of dispute/disagreement, PolyU's decision is final.

Enquiries

For further information

 (852) 2766 7381 / (852) 2766 7952

 mm.msc@polyu.edu.hk

For academic matters

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 vincent.cho@polyu.edu.hk

 <https://mm.polyu.edu.hk/study/tpg/ba>

Online application: www.polyu.edu.hk/study

MSc in HUMAN RESOURCE MANAGEMENT

Programme Code:
23090 – MHF (Full-time)
23090 – MHP (Part-time)

Programme Director:
Dr Annie Ko

Aim

This programme combines theoretical knowledge with practical applications to help students understand and solve organisational issues. This helps students to manage effectively.

Features

- A conversion programme for general and HR professionals and managers
- A wide range of people management courses
- Emphasis on both theory and practice
- Local and global perspectives in private and public sectors



To adapt to the new normal, HR professionals need to upskill or reskill in order to cope with different challenges. This programme helped me apply dynamic knowledge and skills to support my organization in achieving success in the transforming market. It was an exhilarating journey during which I developed strong HR skills and networked with brilliant people. The interactive and engaging learning environment enabled me to learn effectively and the professors were inspiring and supportive.



Cheng Suk Ling, Kennis (2019/20 Graduate)



Structure

Students complete 31 credits.

10 three-credit subjects (4 Compulsory and 6 Elective), plus one-credit subject Business Ethics;

OR

4 three-credit Compulsory Subjects and 2 three-credit Elective Subjects, plus one-credit Business Ethics, three-credit Research Methods, and nine-credit Dissertation

Students may graduate with a Postgraduate Diploma upon completing 4 Compulsory Subjects and 3 Elective Subjects (21 credits).

Compulsory Subjects⁺

- Human Resource Management *
- Human Resource Development
- Organization and Management *
- Organizational Behaviour *

Ethics Subject⁺

- Business Ethics

Elective Subjects^{+@}

- Employee Relations
- Entrepreneurship
- Global Leadership in the Asian Context
- Human Resource Management in China
- International Management
- Management Information Systems
- Management of Pay and Benefits
- Marketing Management
- Negotiation and Conflict Management
- Political and Economic Environment for Management
- Practice of Human Resource Management
- Research Methods
- Strategic Human Resource Management
- Strategic Management *
- Wellbeing at Work

⁺ The offering of subjects is subject to class quota availability. Programme structure, course names and content are subject to continuous review and change.

[@] Students may also choose from a list of "Common Pool Electives", subject to the prescriptions of the programme curriculum. For details, please refer to <https://fb.polyu.edu.hk/study/taught-postgraduate-programmes/common-pool-electives/>.



* These subjects have been included in the list of reimbursable courses under the Continuing Education Fund. The programme (MSc in Human Resource Management) is recognized under the Qualifications Framework (QF Level 6).



This programme was a fulfilling journey that led me to the human resources industry. With a wide range of common core subjects and electives, I could select the contents that were related to my career goals and directions. The human resources professionals and fellow students from different industries, case studies and theoretical framework broadened my horizons in addition to helping me consider daily business scenarios and realize my aspiration of becoming an HR professional.

Wai Hiu Tung, Kobie (2019/20 Graduate)



Mode of study: Mixed-mode

Full-time students study 9 credits or more in a semester. Part-time students study less than 9 credits in a semester.

Duration

Students should normally be able to complete the programme full-time in 1.5 years or part-time in 2.5 years. Classes are normally scheduled on weekday evenings. Students who wish to extend their studies beyond normal duration can submit such request to the Department of Management and Marketing for consideration.

The programme offers a structured progression pattern. Students are encouraged to follow the pattern to benefit from a cohort-based structure.

Entrance Requirements

- A Bachelor's degree or equivalent professional qualifications, preferably with at least one year of relevant work experience.
- Applicants, normally aged 27 or above, with other post-secondary qualifications and at least 6 years of work experience in industry, commerce or public administration, including 3 years in a managerial capacity, will also be considered.

If you are not a native speaker of English, and your Bachelor's degree or equivalent qualification is awarded by an institution where the medium of instruction is not English, you are expected to fulfil the University's minimum English language requirement for admission purpose. Please refer to the "Admission Requirements" section at Study@PolyU for details.

Suitable candidates may be invited to attend admission interviews.

Fee

Local students:

The tuition fee is HK\$237,150 per programme (HK\$7,650 per credit).

Non-local students:

The tuition fee is HK\$275,280 per programme (HK\$8,880 per credit).

Enquiries

For further information

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 mm.msc@polyu.edu.hk

For academic matters

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 aanko@polyu.edu.hk

 <https://mm.polyu.edu.hk/study/tpg/hrm>

Online application: www.polyu.edu.hk/study

MSc in MARKETING MANAGEMENT

Programme Code:
23090 – MKF (Full-time)
23090 – MKP (Part-time)

Programme Director:
Dr Zhang Xubing



Aim

This programme enables non-marketing graduates to connect theory with practice in the field of marketing. It covers a range of specialist marketing issues in areas such as online consumer market analysis, managerial issues in marketing, analytical methods for market research and global marketing strategy.

Features

- Equips students with sound knowledge and skills in marketing and related areas
- Offers a comprehensive range of marketing electives
- Covers applied marketing and leading-edge marketing practices and issues
- Focuses on finding marketing opportunities and solving marketing problems in Hong Kong and mainland China



This rigorous and well-designed programme equipped me with in-depth marketing management knowledge and the necessary skills to thrive in a fast-paced, ever-changing world. Learning from experts and educators who shared practical insights and first-hand experience broadened my perspective and helped me handle marketing-related issues with a strategic mindset.



Choy Tin Wan, Tiffany (2019/20 Graduate)

Structure

For MSc, students complete 31 credits

- 4 Compulsory Subjects (3 credits each)
 - 6 Elective Subjects (3 credits each)
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 - 2 Elective Subjects (3 credits each)
 - 1 Ethics Subject (1 credit)
 - the subject Research Methods (3 credits) and a Dissertation (9 credits)

Students may, on completion of 4 Compulsory Subjects and 3 Elective Subjects (21 credits), opt for the Postgraduate Diploma.

Compulsory Subjects ⁺

- Consumer Behaviour *
- Introduction to Customer Value *
- Marketing Management *
- Organization and Management

Ethics Subject ⁺

- Business Ethics

Elective Subjects ^{+@}

- Brand Management
- Business Analytics
- Business to Business Marketing
- E-Commerce
- International Management
- Marketing Management in China
- Marketing Strategy
- Promotion and Advertising
- Research Methods
- Sales Management
- Services Marketing
- Social Media Marketing
- Technology Innovation and Management

⁺ The offering of subjects is subject to class quota availability. Programme structure, course names and content are subject to continuous review and change.

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* These subjects have been included in the list of reimbursable courses under the Continuing Education Fund. The programme (MSc in Marketing Management) is recognized under the Qualifications Framework (QF Level 6).



It was a terrific journey of integrating theoretical studies and practices. Through applying conceptual knowledge to real-life situations during class and take-home projects, we were able to understand the theories in different contexts. We worked with teammates from diverse backgrounds to solve problems in a creative way and prepared ourselves for future challenges.

Lau Hoi Yuen, Natalie (2020/21 Graduate)



Mode of study: Mixed-mode

Full-time students study 9 credits or more in a semester. Part-time students study less than 9 credits in a semester.

Duration

Students normally complete the programme full time in 1.5 years or part time in 2.5 years. Students who wish to extend their studies beyond normal duration can submit such request to the Department of Management and Marketing for consideration.

The programme offers a structured progression pattern. Classes are normally scheduled on weekday evenings. Each subject requires 39 contact hours over a teaching semester, with one 3-hour class per week.

Entrance Requirements

Applicants should have a Bachelor's degree or equivalent academic/professional qualifications. There is no restriction on their previous background – business, engineering, social sciences, natural sciences, humanities, law and others are all acceptable.

Priority will be given to applicants with relevant work experience.

If you are not a native speaker of English, and your Bachelor's degree or equivalent qualification is awarded by an institution where the medium of instruction is not English, you are expected to fulfil the University's minimum English language requirement for admission purpose. Please refer to the "Admission Requirements" section at Study@PolyU for details.

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