POLYU POSTGRADUATE PROGRAMMES IN MANAGEMENT AND MARKETING

MSc in Business Analytics MSc in Human Resource Management MSc in Marketing Management







Department of MANAGEMENT <u>& MARKETING</u> 管理及市場學系



2023-2024

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
- MSc in Business Analytics (Mixed-mode)
- 10 MSc in Human Resource Management (Mixed-mode)
- 14 MSc in Marketing Management (Mixed-mode)
- 19 Enquiries



WHY POLYU

- Providing application-oriented education since 1937
- Collaborating with over 280 institutions
- Offering over 160 taught programmes
- Working on over 2,750 research projects

#1

International **Rankings**

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

Times Higher Education (THE) Asia University Rankings 2022



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



Clarivate Web of Science 2019-2021: Shipping Research

JIS

#25

Times Higher Education (THE) World University Rankings 2022: **Business & Economics**

ShanghaiRanking Global **Ranking of Academic** Subjects (GRAS) 2022: Management

#63

#()4

UTD (University of Texas at Dallas) Top 100 Worldwide Business School Rankings based on Research Contributions 2017-2021



Welcome to the Faculty of Business of PolyU.

Faculty of Business, popularly known as PolyU Business School (PBS), 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).

PBS 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.

PBS 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 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 Case Consortium and 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 63rd in the world (*The UTD Top 100 Worldwide Business School Rankings based on Research Contributions 2017-2021*).

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.

Edwin Chen

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



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 63rd 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 2017 and 2021. According to the QS Ranking 2022, we are ranked 48th in the Business and Management Studies area (CUHK and CityU ranked 56th and 76th respectively).

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. We are also determined to provide useful career development services to help our students to be competitive on the job market, especially in the Greater Bay Area.

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.

m

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

Structure

For the MSc, students complete 31 credits

- 4 Compulsory Subjects (3 credits each)
- 6 Elective Subjects (3 credits each)
- 1 Ethics Subject (1 credit)

- 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.

OR

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
- Transformation to Sustainable Smart Cities

+ 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 www.polyu.edu.hk/fb/study/tpg-landing/common-pool-electives.



^t 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).

Mode of study: Mixed-mode

Student may purse their studies with either a full-time study load (taking 9 credits or more in a semester) or a part-time study load (taking 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\$292,330 per programme (HK\$9,430 per credit).

Non-local students: The tuition fee is HK\$316,200 per programme (HK\$10,200 per credit).

<u>Targeted Taught Postgraduate Programmes Fellowships Scheme</u> 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-tpgprogrammes-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

- (i) (852) 2766 7381 / (852) 2766 7952
- mm.msc@polyu.edu.hk

For academic matters

- Dr Vincent Cho 👔 (852) 2766 6339
- ₩ vincent.cho@polyu.edu.hk

www.polyu.edu.hk/mm/study/tpg/baOnline application: www.polyu.edu.hk/study

Messages from our Alumni



In information generation, data intelligence rules our daily lives: recommendation systems, behaviour profiling, decision optimisation, robotic automation, and more. So, business analytics is an extremely important weapon to systematically describe or predict companies' problems and prescribe solutions. Applying analytical techniques is not only the science of building codes and scripts, but a series of humanized methodologies to link those untouchable observations to actionable calls.

The MSc BA programme offers a well-structured syllabus for learners to choose their path. I chose a technical path to finish my programme. The path I chose certainly enhanced my ability to solve big data problems, and showed me how to become a proficient business analyst by demonstrating the professional use of analytical techniques such as business intelligence, statistics, data analytics and strategic thinking. But what impressed me most was the opportunity to apply theory to discover and solve business pain points. This also improved my ability to turn complicated business problems into simple insightful stories.

Ma Dickson (2020/21 Graduate)

In today's business environment, big data and analytics are becoming increasingly important for enterprises of all kinds. Marketing is no longer just the art of intuition and inspiration. In addition to storytelling, it is important to use a statistically proven process to find the target audience. The learning journey of the MSc BA programme demonstrated the power of business analytics methods such as customer profile clustering, Apriori algorithm, behavioural prediction modelling, and more. It expanded my perspective with statistical analysis techniques and equipped me with the specialist skills I need for my career as a business analyst.

I currently work for an industry-leading company, where I'm responsible for developing new models to support business decision-making on initiatives and strategies. I play a key role in improving business efficiency and adding value through data analytics to identify needs and provide data-driven recommendations. I'm pleased to be able to contribute valuable insights to my work building on the knowledge and skills that I learned from this programme.



Mok Wan Yee, Winny (2020/21 Graduate)

MSc in HUMAN RESOURCE MANAGEMENT

1000

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

Structure

For the MSc, students complete 31 credits.

- 4 Compulsory Subjects (3 credits each)
- 6 Elective Subjects (3 credits each)
- 1 Ethics Subject (1 credit)

- 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.

OR

Compulsory Subjects +

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

Elective Subjects +@

- Employee Relations
- Entrepreneurship
- Global Leadership in the Asian Context
- Human Resource Management in China
- HRM Seminars
- International Management
- Management Information Systems
- Management of Pay and Benefits
- Marketing Management

- Mediation at Workplace
- 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 www.polyu.edu.hk/fb/study/tpg-landing/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).

Mode of study: Mixed-mode

Student may purse their studies with either a full-time study load (taking 9 credits or more in a semester) or a part-time study load (taking less than 9 credits in a semester).

Ethics Subject*

Business Ethics

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\$272,800 per programme (HK\$8,800 per credit).

Non-local students:

The tuition fee is HK\$291,400 per programme (HK\$9,400 per credit).

Enquiries

For further information

- (i) (852) 2766 7381 / (852) 2766 7952
- mm.msc@polyu.edu.hk

For academic matters Dr Annie Ko (852) 3

- Dr Annie Ko (852) 3400 2124
- 🔀 aanko@polyu.edu.hk

www.polyu.edu.hk/mm/study/tpg/hrm
Online application: www.polyu.edu.hk/study

Messages from our Alumni



This programme was an excellent opportunity for me to develop specific skills and knowledge to excel as an HR professional. The course content enabled me to understand HR theories, business strategies, practical skills, and strategic analysis. It also helped strengthen my critical thinking skills. Professional educators shared their insights and experiences, broadening my horizons and enabling me to manage practical issues at work professionally. This well-designed programme gave me in-depth HR knowledge as the coursework emphasised practical information and techniques, and the professors gave helpful feedback that enabled me to think deeply and hence improve. Fellow students from diverse backgrounds shared their workplace experiences through group discussion, allowing me to learn about more approaches to deal with HR-related matters. Overall, it was a fascinating journey that equipped me with the skills to lead the strategic deployment of human capital for all sorts of organisations.

"

Kwong Hoi Ying, Athena (2020/21 Graduate)

The MSc HRM programme is an excellent postgraduate programme for both industry professionals with experience in Human Resources, and people who want to extend their industrial knowledge.

The core modules contained HRM foundation knowledge and its latest business applications, providing practical learning materials to refresh our knowledge of the field. We were also able to select a variety of elective courses from leadership development and negotiation skills to trending topics such as wellbeing.

This programme enabled me to think differently, both from an employee's perspective and from a management perspective. The ideas I learnt from the programme have guided me through my daily tasks and shown me how to build trustworthy relationships with my stakeholders.



Leung Tsz Yan, Shirley (2020/21 Graduate)

MSc in MARKETING MANAGEMEN

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

Structure

For the MSc, students complete 31 credits

- 4 Compulsory Subjects (3 credits each)
- 6 Elective Subjects (3 credits each)
- 1 Ethics Subject (1 credit)

- 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.

OR

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.
- [®] Students may also choose from a list of "Common Pool Electives", subject to the prescriptions of the programme curriculum. For details, please refer to www.polyu.edu.hk/fb/study/tpg-landing/common-pool-electives.



* 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).

Mode of study: Mixed-mode

Student may purse their studies with either a full-time study load (taking 9 credits or more in a semester) or a part-time study load (taking 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.

Shortlisted candidates may be invited to attend admission interviews.

Fee

Local students: The tuition fee is HK\$272,800 per programme (HK\$8,800 per credit).

Non-local students: The tuition fee is HK\$291,400 per programme (HK\$9,400 per credit).

Enquiries

For further information

- (i) (852) 2766 7381 / (852) 2766 7952
- mm.msc@polyu.edu.hk

For academic matters

- Dr Zhang Xubing (852) 2766 4060
- Zhang.xubing@polyu.edu.hk

www.polyu.edu.hk/mm/study/tpg/mmOnline application: www.polyu.edu.hk/study

Messages from our Alumni



As a marketing practitioner, studying the MSc MM programme at PolyU was an inspiring and thought-provoking journey. It contributed a lot to my current job and sharpened my skills in preparing for future challenges in the dynamic environment of marketing. The curriculum is well-structured, covering essential marketing knowledge in core subjects along with a diverse range of elective subjects that kept me abreast of the fast changing marketing landscape in the new digital era. The theories that I learned have supported me in my day-to-day decision-making and planning, while the up-to-date case studies have also broadened my horizons. The case studies enabled me to put theory into practice by applying them in individual assignments, class discussions, and group projects. Collaborating in group projects with my fellow students from diverse trade backgrounds was also a valuable way of expanding my personal and trade network.

Hui Yan Ki, Shannon (2021/22 Graduate)

The MSc MM programme is a well-organised programme that has given me comprehensive, analytic marketing knowledge. The curriculum is very practical. There are different courses to choose from to fit your career direction. The professors are very experienced in international, globalised business. They are willing to share their knowledge and provide deep insights into their areas of expertise.

As a product designer, I had a fresh perspective after finishing this programme. It helped me develop new knowledge within the marketing field, which has significantly enhanced the marketability of my designs. It is a programme for someone who wishes for intellectual stimulation and growth.



Wu Suet Yin, Violet (2021/22 Graduate)



Department of Management and Marketing

M801, Li Ka Shing Tower The Hong Kong Polytechnic University Hung Hom, Hong Kong

- (i) (852) 2766 7370 / (852) 2766 7381
- (852) 2765 0611
- mm.dept@polyu.edu.hk
- www.polyu.edu.hk/mm

The content of this publication is updated until September 2022.







