



# BEng (Hons) in Product Engineering with Marketing

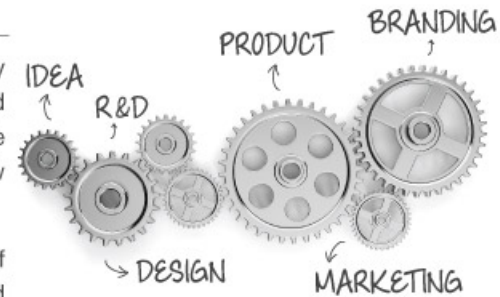
## 產品工程兼市場學 (榮譽) 工學士學位

(JUPAS Programme Code: JS3557)

### Product Engineering with Marketing (PEM)

Globalization continues to create business opportunities for new products and services. Many Hong Kong companies have the edge in the original design manufacturing and original brand manufacturing business because of our free flow of information and good marketing knowledge and experience. This leads to a substantial demand for professionals to design and develop new products, such as smart home appliances, healthcare devices, and energy-efficient products.

Product Engineering with Marketing addresses the identification of market needs, generation of creative ideas, realization of product concepts, and the growth of customer bases. Product and Marketing Engineers are able to analyze the market situation and competitive environment, identifying market needs and converting them into new products that satisfy customer needs.



### Programme Aim and Professional Recognition

The PEM programme aims to provide students with comprehensive education and professional training at honours degree level for preparing engineers and professionals who are competent in product design, production, and marketing. It has been recognized by the Hong Kong Institution of Engineers (HKIE) as a professional engineering degree programme under the Washington Accord. With this international accreditation agreement, the PEM degree is also recognized in the United States, the United Kingdom, Canada, Australia, Japan, Singapore, Korea, Taiwan, Malaysia, New Zealand, and other signatory countries.



### Career Prospects

Our fresh graduates work in well-established organizations, such as Mattel, Parsons Brinckerhoff, BMW, Gibson Innovations, Daikin, Cathay Pacific, Hong Kong Gas, and Hong Kong Productivity Council. Some typical examples of job positions are:

- Product Engineer
- Management Trainee
- Project Engineer
- Marketing Engineer
- Technical Consultant
- Marketing Executive

Some of our PEM graduates pursue Master or Doctoral degree programmes in local or overseas universities based on their interest and career aspiration.

#### Miss Wong Ka Lai Vox Product and Project Management Executive GP Electronics (HK) Limited



My current job is fully in line with my learning experience in PEM which equipped me with a comprehensive mindset of the product creation process, from market research, ideation, product definition, product development, to production. The programme also provided me with lots of chances to practice project management skills, including project planning, resources allocation, team working, etc. All of these experiences and skills significantly facilitate my progress in this career path!

#### Mr Li Tung Yat Olaf Marketing Executive A Hong Kong Based Indoor Air Quality Solution Provider



PEM has equipped me with a solid foundation of product engineering knowledge and a collection of marketing tools and presentation skills. The marketing and management knowledge also assists my voluntary service in the IET, where I grow my network of engineering friends. Thanks, PEM!

#### Mr Lam Ho Lok Cola Associate Consultant Hong Kong Productivity Council



I deliver projects related to RFID applications, robotic application and automation solution for different industries in the Hong Kong Productivity Council. The PEM programme has equipped me with comprehensive knowledge about product development and manufacturing technology. The treasurable things in the PEM program are the practical experience in the Industrial Center and learning how to learn. It helps me to be well prepared for my career development.

#### Miss Cheung Siu Lai Senior Product Engineer Global Dispensing Ltd



The PEM programme has many unique features. The training I received in an international company for the internship programme inspired me a lot and allowed me to see my career direction. The knowledge I learnt from the PEM programme, strengthened my problem solving and practical skills, greatly helping me in my current job.

## Placement Opportunities and Industry-related Final Year Projects

Local and overseas placement opportunities are provided to our students for broadening their horizons, and to apply and practice what they have learnt from their academic studies. By so doing, they gain valuable work experience in organizations in the industrial, service, or public sectors, such as Dragonair, Chiaphua, MTR Corporation, Hong Kong Airport Authority, and SAE Magnetics. In addition, most of our students' final year projects are industry-related. In their projects, they will be guided and mentored by a university supervisor and an industrial supervisor to solve a genuine engineering problem. All these features sharpen our graduates' competitive edge in job hunting by providing them with contemporary knowledge and trends about the market and industry.

## Entrance Requirements

### University's General Entrance Requirements

Applicants must satisfy the University's General Entrance Requirements of Four core and Two elective subjects with

- Level 3 in English Language and Chinese Language
- Level 2 in Mathematics and Liberal Studies
- Level 3 in two elective subjects (M1/M2 can be considered)

There is no compulsory subject requirement.

### Subjects with the Highest Weighting

The Department gives the highest weighting in the calculation of admission scores to the following subjects:

- English
- Mathematics

Satisfactory performance in the following preferred subjects will have a positive influence on admission selection.

- Information and Communication Technology
- All single and combined Science subjects

The following relevant Applied Learning subjects with an attainment at distinction level are accepted as meeting the elective subject requirement of the programme:

- Applied Business Research
- Automotive Technology
- Electrical and Energy Engineering
- Marketing and Online Promotion

This programme is under the **BEng (Hons) Scheme in Product and Industrial Engineering** 產品及工業工程(榮譽)工學士學位組合課程. Students are entirely free to choose to study this programme or **BEng (Hons) in Industrial and Systems Engineering** 工業及系統工程學(榮譽)工學士學位 in Year 2. This provides flexibility to our students to make choices based on their interest after having foundation knowledge in product and industrial engineering.

## Enquiries

### Curriculum Design

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### Admission and General Information

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## Programme Website

<http://www.ise.polyu.edu.hk/pem>

