

Bachelor of Business Administration
(Honours) in
**Aviation Management
and Logistics**
(Two-year Full-time Top-up
Degree Programme)

Programme Guide
2017/18

Faculty of Business

Bachelor of Business Administration (Honours) in Aviation Management and Logistics

Programme Guide

(For the cohort of intake admitted in the 2017/18 academic year)

**This document is subject to review and changes which the programme offering department can decide to make from time to time. Students will be informed of the changes as and when appropriate.*

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BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) IN AVIATION MANAGEMENT AND LOGISTICS

1. GENERAL INFORMATION

Programme Title:

Bachelor of Business Administration (Honours) in Aviation Management and Logistics
航空管理及物流 (榮譽) 工商管理學士學位

Programme Code

02402-AML
(Articulation degree programme)

Duration

- Normal 2 years
- Maximum 4 years

Credit Requirement

- Academic credits 65 -71[^]
- Training Credits for Work-integrated Education (WIE)* 3

[^] Depending on an individual's academic merits, the credit requirement for graduation is between 60 and 75.

* Please refer to Section 5 for details.

Mode of Attendance: Full-time

Implementation Date:

First cohort in September 2017

Host Department:

Department of Logistics and Maritime Studies (LMS)

Final Award:

BBA (Hons) in Aviation Management and Logistics
航空管理及物流 (榮譽) 工商管理學士

Programme Management:

| | | |
|----------------------------------|--|------------------------------|
| Chairman of BBA Scheme | Dr Man-kwong Leung Associate Dean (Academic Support) | man-kwong.leung@polyu.edu.hk |
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| Programme Leader | Dr Achim I. Czerny | achim.czerny@polyu.edu.hk |
| Deputy Programme Leader | Dr Sarah Wan | sarah.wan@polyu.edu.hk |

Professional Recognition:

Graduates are expected to be granted partial or full exemption from the Professional Qualifying Examination (PQE) of The Chartered Institute of Logistics and Transport in Hong Kong (CILTHK)*.

* Recognition is subject to assessment

2. AIMS AND LEARNING OUTCOMES OF THE PROGRAMME

The BBA (Hons) in Aviation Management and Logistics is part of the BBA (Hons) Scheme. The Learning Outcomes for the PolyU BBA are driven very directly by the mission of the University and the Faculty of Business. The Learning Outcomes set out below therefore represent a balance between the continuing need for ‘practicality’ in programmes and the pressing need for ‘whole person development’ in our students.

2.1 Aim and Learning Outcomes for the BBA

2.1.1 Aim of the BBA (Hons) Scheme

The over-arching *aim* of the BBA is:

To equip the young people who enter the PolyU's BBA programme with the professional knowledge and personal skills they need to make an effective contribution to the economy and society of Hong Kong and of China, Asia and beyond.

2.1.2 Learning Outcomes for the BBA (Hons) Scheme

The intellectual abilities, knowledge, skills and attributes to be developed in all BBA students are defined in the **programme outcomes** set out below. There are two types of outcomes – ‘generic’ and ‘business and management-specific’.

2.1.3 On graduating from the BBA programme all students will be able to:

Generic Outcomes

1. Communicate effectively in English, Putonghua and written Chinese, at a level appropriate for business purposes and general conversation;
2. Demonstrate a global outlook and understand cultural diversity globalization and their implications for business;
3. Apply creative thinking in the business setting;
4. Identify and respond appropriately to ethical issues as they arise generally and in the business setting;
5. Adopt an entrepreneurial perspective, identifying and evaluating business opportunities as they arise.

Business and Management –Specific Outcomes

6. Understand the applications of information systems in business and evaluate their effectiveness and managerial implications;
7. Apply basic financial theories, analyze financial reports and understand the operation of financial markets;
8. Identify and analyze the means by which value is created in goods and services and delivered to users;
9. Evaluate the processes and structures through which organizations plan, decide, motivate and control their activities;

10. Identify and analyze those aspects of the domestic and global business environment that set the 'parameters of choice' within which business organizations set objectives and take actions;

2.1.4 In addition to the outcomes specified for the BBA scheme as a whole, students graduating from specific Major awards should:

1. Have sufficient professionally-specific skills and knowledge to make an immediate contribution to the organization in which they are first employed.
2. Have a foundation of professionally-specific skills and knowledge, on which to base the process of continuous professional development.

(The profession referred to here is that relating to the particular award.)

2.1.5 PolyU's educational mission is to nurture competent professionals who are also critical thinkers, effective communicators, innovative problem solvers, lifelong learners, and ethical leaders. The institutional learning outcomes for acquiring these graduate attributes at UG level are appropriately addressed by the totality of the BBA programme learning outcomes. In addition, some generic learning outcomes such as global outlook, sense of social and national responsibility, cultural appreciation and entrepreneurship are also addressed through co-curricular activities offered by faculties, departments and various teaching and learning support units of the University. Students are encouraged to take full use of such opportunities to achieve these learning outcomes.

2.1.6 The curriculum map for BBA (Hons) in Aviation Management and Logistics is in Appendix 1, which presents an analysis of the curriculum in terms of the coverage of the programme outcomes. The analysis identifies how each of the programme outcomes is introduced, reinforced and assessed. Entrance requirements and other learning activities, such as WIE, independent language learning, and exchange programmes, are also included, to provide a complete overview of how the programme outcomes are to be met.

3. ADMISSION AND REGISTRATION

3.1 General Minimum Entrance Requirements

The minimum entrance requirements are the University's General Minimum Entrance Requirements for Bachelor's degree programmes, as specified below:

- An appropriate Associate Degree / Higher Diploma from a recognised institution

3.2 Subject Exemption

Students may be exempted from taking any specified subjects, including mandatory General University Requirements (GUR) subjects, if they have successfully completed similar subjects previously in another programme or have demonstrated the level of proficiency/ability to the satisfaction of the subject offering Department. Subject exemption is normally decided by the subject offering Department. However, for applications which are submitted by students who have completed an approved student exchange programme, the subject exemption is to be decided by the programme offering Department in consultation with the subject offering Departments. In case of disagreement between the programme offering Department and the subject offering Department, the two Faculty Deans/School Board Chairmen concerned will make a final decision jointly on the application. If students are exempted from taking a specified subject, the credits associated with the exempted subject will not be counted towards meeting the award requirements (except for exemptions granted at admission stage). It will therefore be necessary for the students to consult the programme offering Department and take another subject in order to satisfy the credit requirement for the award.

3.3 Credit Transfer

3.3.1 Students may be given credits for recognised previous studies (including mandatory General University Requirements (GUR) subjects) and the credits will be counted towards meeting the requirements for award. Transferred credits may be counted towards more than one award. The granting of credit transfer is a matter of academic judgment. In assessing the transferability of subjects previously taken, the syllabus of that subject should be carefully scrutinized to ascertain that it is comparable to the PolyU's curriculum. Whether the previous studies are from institutions on credit-based or non-credit-based system should not be a matter of concern, and the subject size need not be a perfect match. To ascertain the academic standing of the institution offering the previous studies, the Department might need to request the institutions concerned to provide more relevant information.

3.3.2 Credit transfer may be done with or without the grade being carried over; the former should normally be used when the credits were gained from PolyU. Credit transfer with the grade being carried over may be granted for subjects taken from outside the University, if deemed appropriate, and with due consideration to the academic equivalence of the subjects concerned and the comparability of the grading systems adopted by the University and the other approved institutions. Subject credit transfer is normally decided by the subject offering Department. However, for applications which are submitted by students who have completed an approved student exchange programme, the decision will be made by the programme offering Department in consultation with the subject offering Departments.

- 3.3.3** Normally, not more than 50% of the credit requirement for award may be transferable from approved institutions outside the University. For transfer of credits from programmes offered by PolyU, normally not more than 67% of the credit requirement for award can be transferred. In cases where both types of credits are being transferred (i.e. from programmes offered by PolyU and from approved institutions outside the University), not more than 50% of the credit requirement for award may be transferred. For students admitted to an Articulation Degree or Senior Year curriculum which is already a reduced curriculum, irrespective of the entry qualifications they held when applying for admission to the programmes, they should not be given credit transfer for any required GUR subjects, and they must complete at least 60 credits to be eligible for award.
- 3.3.4** If a student is waived from a particular stage of study on the basis of advanced qualifications held at the time of admission, the student concerned will be required to complete fewer credits for award. For these students, the 'deducted' credits at the admission stage will be counted towards the maximum limit for credit transfer when students apply for further credit transfer after their admission. This also applies to students admitted to an Articulation Degree or Senior Year curriculum when they claim further credit transfer after admission.
- 3.3.5** Credit transfer can be applicable to credits earned by students through study at an overseas institution under an approved exchange programme. Students should, before they go abroad for the exchange programme, seek prior approval from the programme offering Department (who will consult the subject offering Departments as appropriate) on their study plan and credit transferability. As with all other credit transfer applications, the Departments concerned should scrutinise the syllabuses of the subjects which the students are going to take at the overseas institution, and determine their credit transferability based on academic equivalence with the corresponding subjects on offer at the PolyU, and the comparability of the grading systems adopted by PolyU and the overseas institution. The transferability of credits, and the suitability for allowing grades to be carried over, must be determined and communicated to students before they go abroad for the exchange programme. In order to overcome the problems associated with subject-to-subject mappings, block credit transfer rather than subject-by-subject credit transfer can be given.
- 3.3.6** All credit transfers approved will take effect only in the semester for which they are approved. A student who applies for transfer of credits during the re-enrolment or the add/drop period of a particular semester will only be eligible for graduation at the end of that semester, even if the granting of credit transfer will immediately enable the student to satisfy the credit requirement for the award.
- 3.3.7** Regarding credit transfer for GUR subjects, the Programme Host Department is the approval authority at the time of admission to determine the number of GUR credits which an Advanced Standing student will be required to complete for the award concerned.
- 3.3.8** For credit transfer of retaken subjects, the grade attained in the last attempt should be taken in the case of credit transfer with grade being carried over. Students applying for credit transfer for a subject taken in other institutions are required to declare that the subject grade used for claiming credit transfer was attained in the last attempt of the subject in their previous studies. If a student fails in the last attempt of a retaken subject, no credit transfer should be granted, despite the fact that the student may have attained a pass grade for the subject in the earlier attempts.
- 3.3.9** Students should not be granted credit transfer for a subject which they have attempted and failed in their current study.

3.4 Subject Registration and Withdrawal

- 3.4.1** In addition to programme registration, students need to register for the subjects at specified periods prior to the commencement of the semester. An add/drop period will also be scheduled for each semester / term. Students may apply for withdrawal of their registration on a subject after the add / drop period, if they have a genuine need to do so. The application should be made to the relevant programme offering Department and will require the approval of both the subject lecturer and the host Department Programme Leader concerned (or an alternate academic staff authorised by the programme offering Department). Applications submitted after the commencement of the examination period will not be considered. For approved applications of subject withdrawal, the tuition fee paid for the subject will be forfeited and the withdrawal status of the subject will be shown in the examination result notification and transcript of studies, but will not be counted in the calculation of the GPA.
- 3.4.2** The pre-requisite requirements of a subject must have been fulfilled before a student registers for that subject. However, the subject offering Department has the discretion to waive the pre-requisite requirements of a subject, if deemed appropriate. If the pre-requisite subject concerned forms part of the requirements for award, the subject has to be passed in order to satisfy the graduation requirements for the programme concerned, despite the waiving of the pre-requisite.
- 3.4.3** Subject to the maximum study load of 21 credits per semester and the availability of study places, students are allowed to take additional subjects on top of the prescribed credit requirement for award before they become eligible for graduation. Students will be allowed to take additional subjects for broadening purpose, after they fulfill the graduation requirements and for the following semester. However, they will still be subject to the maximum study load of 21 credits per semester and the availability of places in the subjects concerned, and their enrolment will be as subject-based students only.

3.5 Study Load

- 3.5.1** For students following the progression pattern specified for their programme, they have to take the number of credits and subjects, as specified in the Definitive Programme Document, for each semester. Students cannot drop those subjects assigned by the department unless prior approval has been given by the department.
- 3.5.2** The normal study load is 15 credits in a semester. The maximum study load to be taken by a student in a semester is 21 credits, unless exceptional approval is given by the Head of the programme offering Department. For such cases, students should be reminded that the study load approved should not be taken as grounds for academic appeal.
- 3.5.3** To help improve the academic performance of students on academic probation, these students will be required to take a reduced study load in the following semester (Summer Term excluded) and consult their academic advisor for study plan. The maximum number of credits to be taken by the students will be subject to the approval of the Department.
- 3.5.4** Students are not allowed to take zero subject in any semester, including the mandatory summer term as required by some programmes, unless they have obtained prior approval from the programme offering Department; otherwise they will be classified as having unofficially withdrawn from their programme. Students who have been approved for zero subject enrolment (i.e. taking zero subject in a semester) are allowed to retain their student status and continue using campus facilities and

library facilities. Any semester in which the students are allowed to take zero subject will nevertheless be counted towards the maximum period of registration.

- 3.5.5** Students who have obtained approval to pace their studies and students on programmes without any specified progression pattern who wish to take more than the normal load of 15 credits in a semester should seek advice from the Department concerned before the selection of subjects.

3.6 Deferment of Study

- 3.6.1** Students may apply for deferment of study if they have a genuine need to do so such as illness or posting to work outside Hong Kong. Approval from the Department offering the programme is required. The deferment period will not be counted towards the maximum period of registration.
- 3.6.2** Application for deferment of study will be entertained only in exceptional circumstances from students who have not yet completed the first year of a full-time or sandwich programme.
- 3.6.3** Where the period of deferment of study begins during a stage for which fees have been paid, no refund of such fees will be made.
- 3.6.4** Students who have been approved for deferment are not entitled to enjoy any campus facilities during the deferment period.

4. CURRICULUM STRUCTURE

This section sets out the requirements for graduation. It defines the structure of the 2-year full-time top-up degree programme within the BBA scheme.

To qualify for graduation, a student must complete **at least 65 academic credits**, including the followings:

- 9 credits of General University Requirements (GUR);
- 56 credits of Discipline Specific Requirement (DSR);

Students are also required to complete 3 training credits in Work-integrated Education (WIE) in order to graduate.

Students can base on their own learning needs and interest to take more elective subjects beyond GUR and DSR until the total number of credits reaches 75 without incurring a higher tuition rate. Students can use these extra electives for taking advanced electives, or for further broadening purposes.

According to the University regulations, Minor study option will not be applicable to students admitted to the advanced stage of a programme, nor to students who are admitted to an articulation degree programme.

4.1 General University Requirements (GUR) (9 credits)

Students are required to complete the following general requirements for graduation in addition to programme specific requirements:

| Area and Credit Requirement | Curriculum Requirement |
|---|---|
| (a) Cluster-Area Requirements (CAR) [not more than 6 credits; min. 3 credits should be in subject designated as "China-related"] | <ul style="list-style-type: none">• Students should not take more than 3 credits (normally 1 subject) from the same cluster area.• Students need to fulfill the English and Chinese reading and writing requirements and 3 credits of China Studies Requirement (CSR).• Students may apply for a waiver if they have fulfilled the English and Chinese reading and writing requirements and/or CSR requirement in their previous studies. |
| (b) Service Learning [3 credits] | |

No further credit transfer will be given to the required GUR unless the student is admitted on qualification more advanced than Associate Degree/Higher Diploma¹ and had also completed comparable components in their earlier studies.

Regarding Language and Communication Requirements (LCR), this is normally not required. Only those students not meeting the equivalent standard of the Undergraduate Degree LCR (based on their previous studies in AD/HD programmes and their academic performance will be required to take degree LCR subjects on top of the normal curriculum requirement. The Programme offering department will refer to the guidelines provided by the Language Centres (ELC and CBS) to determine

¹ The admission of students to UGC-funded Articulation Degree programmes and Senior Year intakes on the basis of qualification(s) more advanced than Associate Degree/Higher Diploma is subject to the conditions stipulated by UGC governing the UGC-funded Senior Year places.
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whether a new student has met the equivalent standard. Non-Chinese speakers and those students whose Chinese standards are at junior secondary level or below will be default be exempted from the DSR-Chinese and CAR-Chinese Reading and Writing requirements. However, this group of students would still be required to take one Chinese LCR subject to fulfil their Chinese LCR.

(a) Cluster Areas Requirement (CAR) (6 credits)

To expand students' intellectual capacity beyond their disciplinary domain and to enable them to tackle professional and global issues from a multidisciplinary perspective, students are required to successfully complete at least one 3-credit subject in each of the following two Cluster Areas:

- History, Culture and World Views
- Science, Technology and Environment

Reading and Writing Requirement

To enhance students' literacy skills in reading and writing, students must, among the Cluster Areas Requirement (CAR) subjects they take, pass one subject that includes the requirement for a substantive piece of writing in English (EW Requirement) and one subject with the requirement of a substantive piece of writing in Chinese (CW Requirement). Subjects approved for meeting the Writing Requirement will be given a "W" designation.

Students must also, among the CAR subjects they take, pass one subject that includes the requirement for the reading of an extensive text in English (ER Requirement) and one subject with the requirement for the reading of an extensive text in Chinese (CR Requirement). Subjects approved for meeting the Reading Requirement will be given an "R" designation.

Students who are non-Chinese speakers or those whose Chinese standards are at junior secondary level or below will be, by default, exempted from the Reading and Writing Requirements in Chinese.

China-Studies Requirement

To enable students to develop a deeper understanding of China (i.e., its history, culture and society, as well as emerging issues or challenges), students are further required to complete at least 3 credits of CAR subjects which are designated as "China-related" from any of the four Cluster Areas.

(b) Service-Learning (3 credits)

All students must successfully complete one 3-credit subject designated to meet the service-learning requirement, in which they are required to:

- (1) participate in substantial community service or civic engagement activities that will benefit the service users or the community at large in a meaningful way,
- (2) apply the knowledge and skills acquired from their Major or other learning experiences at the University to the community service activities, and
- (3) reflect on their service learning experience in order to link theory with practice for the development of a stronger sense of ethical, social and national responsibility.

4.2 Discipline Specific Requirements (DSR) (56 credits)

4.2.1 Compulsory BBA core subjects (30 credits)

| <u>Subject Code</u> | <u>Subject Title</u> | <u>Credit</u> |
|---------------------|---|---------------|
| AF2110 | Management Accounting 1 | 3 |
| AF2504 | Introduction to Business Law | 3 |
| AF2602 | Global Economic Environment | 3 |
| AF3313 | Business Finance | 3 |
| CBS3221P | Chinese Language Communication for Business | 3 |
| ELC3221 | Workplace English for Business Students I | 3 |
| ELC3222 | Workplace English for Business Students II | 3 |
| LGT2106 | Principles of Operations Management | 3 |
| MM4311 | Strategic Management | 3 |
| MM4513 | Corporate Social Responsibility | 3 |

4.2.2 Specialist Subjects in BBA-AML programme (26 credits)

Compulsory Subjects (6 subjects / 20 credits)

| <u>Subject Code</u> | <u>Subject Title</u> |
|---------------------|--|
| ISE3012 | Introduction to Aviation Industries (2 credits) |
| ISE3016 | Aviation Safety and Security Management |
| LGT3007 | Air Transport Logistics |
| LGT4012 | Airport Management |
| LGT4800 | Airline Strategy and Management |
| LGT4801 | Aviation Management and Logistics Capstone Project (6 credits) |

Specialist Elective Subjects (choose any 2 subjects / 6 credits)

| <u>Subject Code</u> | <u>Subject Title</u> |
|---------------------|--|
| HTM4401 | In-flight Service Management |
| HTM4402 | Environmental Management for the Travel and Hospitality Industry |
| ISE449 | Mobile Technologies for Logistics Systems |
| ISE461 | Green Legislation and Supply Chain Logistics |
| ISE4014 | Aircraft Service Engineering and Logistics |
| ISE4023 | Risk Management in Aviation |
| LGT3027 | Air Flight Operations Management |
| LGT3106 | Quality Management |
| LGT3800 | Airline Operations and Revenue Management |
| LGT4017 | Information Systems for Logistics Management |

4.2.3 Work-Integrated Education (please refer to Section 5 for details)

| <u>Subject Code</u> | <u>Subject Title</u> | <u>Training Credit</u> |
|---------------------|---------------------------|------------------------|
| FB3002 | Work-Integrated Education | 3 |

Student must acquire at least 3 'WIE credits' (classified as training credits) in addition to the minimum 65 academic credits to be eligible for graduation.

4.3 Indicative Progression Pattern

An indicative progression pattern for the programme / discipline-specific requirements (DSR) of BBA (Hons) in Aviation Management and Logistics is shown in Table 4.3.1. As this is a credit-based programme, these are indicative and students may choose to proceed at a slower or faster pace. However, it is anticipated that the great majority of students will follow these or similar patterns. Subjects which are in particularly high demand may be offered more than once per year, which would give students additional flexibility in determining their own pattern of progression. The maximum study load that a student can take in a semester is 21 credits.

Table 4.3.1 Indicative Progression Pattern for BBA (Hons) in Aviation Management and Logistics (02402-AML)

| Suggested Semester | Code | Subject | Credit |
|--|----------|---|-----------|
| Year 1 (Semester 1) | | | |
| 1 | AF2602 | Global Economic Environment | 3 |
| 1 | AF2504 | Introduction to Business Law | 3 |
| 1 | CBS3221P | Chinese Language Communication for Business | 3 |
| 1 | ISE3012 | Introduction to Aviation Industries | 2 |
| 1 | LGT4012 | Airport Management | 3 |
| 1 | | CAR 1 | 3 |
| | | | 17 |
| Year 1 (Semester 2) | | | |
| 2 | AF2110 | Management Accounting 1 | 3 |
| 2 | AF3313 | Business Finance | 3 |
| 2 | ELC3221 | Workplace English for Business Students I | 3 |
| 2 | LGT2106 | Principles of Operations Management | 3 |
| 2 | LGT4800 | Airline Strategy and Management | 3 |
| 2 | | Specialist Elective 1 | 3 |
| | | | 18 |
| Year 2 (Semester 1) | | | |
| 1 | LGT3007 | Air Transport Logistics | 3 |
| 1 | LGT4801 | AML Capstone Project | 3 |
| 1 | MM4311 | Strategic Management | 3 |
| 1 | | Service-Learning | 3 |
| 1 | | Specialist Elective 2 | 3 |
| | | | 15 |
| Year 2 (Semester 2) | | | |
| 2 | ISE3016 | Aviation Safety and Security Management | 3 |
| 2 | ELC3222 | Workplace English for Business Students II | 3 |
| 2 | LGT4801 | AML Capstone Project | 3 |
| 2 | MM4513 | Corporate Social Responsibility | 3 |
| 2 | | CAR 2 | 3 |
| | | | 15 |
| Total academic credits: 65 Plus Training credits in WIE (FB3002): 3 | | | |

Notes:

- (1) *The indicative progression pattern is for illustration purpose.*
- (2) *Depending on an individual's academic merits, the credit requirement for graduation is between 60 and 75.*

5. WORK-INTEGRATED EDUCATION (WIE)

FB3002 Work-Integrated Education WIE (3 training credits) is a mandatory component of BBA curriculum. It is “work-based learning experiences which take place in an organizational context relevant to a student’s future profession, or the development of generic skills that will be valuable in that profession.” An essential and compulsory component in the Faculty’s BBA education, WIE facilitates the integration of knowledge, skills, and competences between the classroom and the real-world, thus equipping students with valuable work experience as well as practical readiness for full-time employment upon graduation.

WIE Assessment:

Students are required to obtain a “Pass” in the subject **FB3002 Work-Integrated Education** upon graduation, i.e. successfully complete at least 100 hours of placement in one organization, a maximum 10 hours each can come from WIE related training workshops and from taking on a leadership role in a student association respectively, e.g. the Hong Kong Polytechnic University Students’ Union, Faculty of Business Students’ Association, Accounting and Finance Society, Logistics and Maritime Studies Society, or Management and Marketing Society. The WIE fulfillment will be recorded under “Other Fulfillment” in SRS System as well.

5.1 Learning Objectives of WIE

At the end of WIE, the student should be able to:

5.1.1 Areas of Personal Development

- a. Appreciate his/her own learning style and determine the best approach to enhancing his/her learning;
- b. Appreciate his/her own learning and development needs and chart his/her learning and development plan for the next 3-5 years;
- c. Make informed choices/preferences for his/her career and formulate a suitable plan for achieving it;

5.1.2 Areas of Workplace Appreciation

- a. Understand the issues involved in the practical application of the skills, knowledge and information acquired in the University environment;
- b. Appreciate the requirements and demands of the real-world work environment, especially in the industry/sector where WIE was done so as to facilitate the smooth transition to full-time employment after graduation;
- c. Identify factors in organizational culture that influences sustainable competitive advantage, excellence, and progress.

5.1.3 Areas of Key Skills

- a. Develop strategic approaches to anticipate and handle challenges;
- b. Analyze problems and strategize solutions;
- c. Appreciate the computing skills he/she has acquired, determine areas that require further development, and make plans to achieve them;
- d. Communicate effectively and confidently;
- e. Work effectively individually as well as in teams;

5.2 Requirements of WIE

- 5.2.1** A student must acquire at least 3 'WIE credits' (classified as training credits) in addition to the 120 academic credits to be eligible for graduation and is highly recommended to complete the requirement before promotion to the final year of study.
- 5.2.2** Students may choose to fulfill the minimum 100-hour requirement through placement in one organization.
- 5.2.3** Students can undertake more than 1 WIE placement, but each WIE placement should preferably be at least 100 hours to make it more meaningful.
- 5.2.4** All work for WIE credit must be structured and measurable, where structured means that objectives are set for the work experience before it begins and measurable means that the attainment of those objectives is monitored and attested to by a person other than the student, usually the internship supervisor at the organisation where the work is done.
- 5.2.5** All work for WIE credits must take place in an organizational context relevant to the degree programme for which students are enrolled, OR must demonstrate that it develops generic transferable skills relevant to that programme.
- 5.2.6** WIE credits can be achieved through full-time, part-time, or project work done locally or overseas. The list of activities that can count towards earning WIE credits is available at the Faculty's WIE website www.polyu.edu.hk/fb/wie.
- 5.2.7** Students may participate in internship positions secured by themselves and/or the Faculty, their School or Department and the Office of Careers and Placement Services (CAPS). Internship placements secured by students must be approved by their School/Department WIE Coordinator in order for the hours to be counted towards achieving their WIE credit.
- 5.2.8** In general, it is recommended that students start their WIE internships after two semesters of studies in PolyU.
- 5.2.9** Students are encouraged to prepare for their WIE placements through a series of workshops and seminars organized by the University or the Faculty WIE Office. Up to ten (10) hours of approved WIE training can be counted towards WIE work hours.
- 5.2.10** Students can also accumulate up to ten (10) hours as their required WIE work hours from taking on a leadership role in a recognized student association as stipulated in the WIE assessment above.

5.3 Compensation and Regulatory Matters

- 5.3.1** WIE does not necessarily have to be paid. In general, the University will make no payment to students for WIE, and any payment by employers will be at the employer's discretion.
- 5.3.2** If there is an employment relationship between the student and the WIE offering organization, both the Minimum Wage Ordinance (http://www.labour.gov.hk/eng/news/pdf/SMW_Latest_Revision.pdf) and the MPF Ordinance (http://www.mpfa.org.hk/eng/information_centre/faq/index.jsp) should be applied. However, these are subject to Employment Ordinance (<http://www.labour.gov.hk/eng/legislat/content2.htm>) that may apply during the internship period.

- 5.3.3** The University covers all students under the Group Personal Accident insurance scheme which is applied world-wide. Students going on internship placements outside Hong Kong are encouraged to take up additional travel insurance.
- 5.3.4** Students going on internship placements in the Chinese Mainland or at international locations may apply for the University's Offshore WIE Sponsorship (OWS), offered via the Office of Careers and Placement Services (CAPS).
- 5.3.5** Non-local students are not exempted from WIE. However, they are required to obtain a valid "No Objection Letter" (NOL) issued by the Hong Kong Immigration Department (IMMD) before any engagement in a university recognized internship in Hong Kong.
- 5.3.6** The WIE requirements do not apply to overseas students on exchange in the University.

5.4 WIE Placement Procedures

- 5.4.1** WIE placements opportunities and relevant WIE announcements are made available year-round to relevant students via FB WIE Online System (<http://www.fb.polyu.edu.hk/wieonline>). It is students' responsibility to search for suitable placements and follow the respective application procedures and deadlines.
- 5.4.2** Suitable candidates will be selected from a short-list of applicants through tests and/or interviews (individual or group) by the Faculty/Department WIE Office as well as the WIE partner organizations.

5.5 WIE Assessments

- 5.5.1** Assessment of WIE will be on a pass/fail basis, based upon:
- An initial statement from the student on the objectives and duration of the work; and
 - A statement from the student's employer(s) confirming the duration of the work and satisfactory performance; and
 - A Self-Evaluation/Reflection from the student.

These three requirements need to be met for every WIE activity.

- 5.5.2** As with every course of study in their degree programme, students should note that it is their responsibility to secure the necessary 3 WIE credits for graduation.
- 5.5.3** Students should take note that their termination of internships without valid reason(s) or their being terminated from their internship will render them to have failed the WIE activity.

5.6 Information on WIE

Further information and updates on WIE is available at www.polyu.edu.hk/fb/wie as well as through students' campus email regularly.

Students should contact their School/Department WIE Coordinator for assistance should they have questions and queries.

6. EXAMINATION AND ASSESSMENT

6.1 Introduction

- 6.1.1** The University's *General Assessment Regulations (GAR)* shall apply to the BBA (Hons) Scheme. The specific assessment regulations are set out here, having been developed within the framework of the *GAR*. These regulations apply to all students within the BBA (Hons) Scheme.
- 6.1.2** Students progress by credit accumulation, i.e. credits earned by passing individual subjects can be accumulated and counted towards the final award.
- 6.1.3** A 'level' in a programme indicates the intellectual demand placed upon students and may characterize each subject with respect to its recommended sequencing within that programme.
- 6.1.4** A 'subject' is defined as a discrete section of the programme which is assigned a separate assessment. A list of subjects, together with their weightings, is included in this document.
- 6.1.5** The language of assessment shall be English, unless approval is given for it to be otherwise.

6.2 Principles of Assessment

- 6.2.1** Assessment of learning and assessment for learning are both important for assuring the quality of student learning. Assessment of learning is to evaluate whether students have achieved the intended learning outcomes of the subjects that they have taken and have attained the overall learning outcomes of the academic programme at the end of their study at a standard appropriate to the award. Appropriate methods of assessment that align with the intended learning outcomes should be designed for this purpose. The assessment methods will also enable the teacher to differentiate students' different levels of performance within the subject. Assessment for learning is to engage students in productive learning activities through purposefully designed assessment tasks.
- 6.2.2** Assessment will also serve as feedback to students. Students will be informed of their performance in the assessment so that they are aware of their progress and attainment.
- 6.2.3** The ultimate authority in the University for the confirmation of academic decisions is the Senate, but for practical reasons, the Senate has delegated to the Faculty Board the authority to confirm the decisions of Boards of Examiners provided these are made within the framework of the *General Assessment Regulations*. Recommendations from Board of Examiners which fall outside these Regulations shall be ratified by the Academic Planning and Regulations Committee and reported to the Senate.

6.3 Assessment Methods

- 6.3.1** Students' performance in a subject shall be assessed by continuous assessment and/or examinations as deemed appropriate. Where both methods are used, the weighting of each in the overall subject grade is stated in the respective subject syllabus.
- 6.3.2** Continuous assessment may include tests, assignments, projects, laboratory work, field exercises, presentations and other forms of classroom participation. The contribution made by each student in coursework involving a group effort shall be determined and assessed separately and this can result in different grades being awarded to students in the same group.
- 6.3.3** Assessment methods and parameters of subjects shall be determined by the subject offering department.
- 6.3.4** At the beginning of each semester, the subject teacher should inform students of the details of the methods of assessments to be used within the assessment framework as specified in this Definitive Programme Document / Programme Guide.
- 6.3.5** To ensure that students' English capabilities are better developed, every subject offered by FB departments would contain some significant elements of individual writing tasks in English.

6.4 Progression/Academic Probation/Deregistration

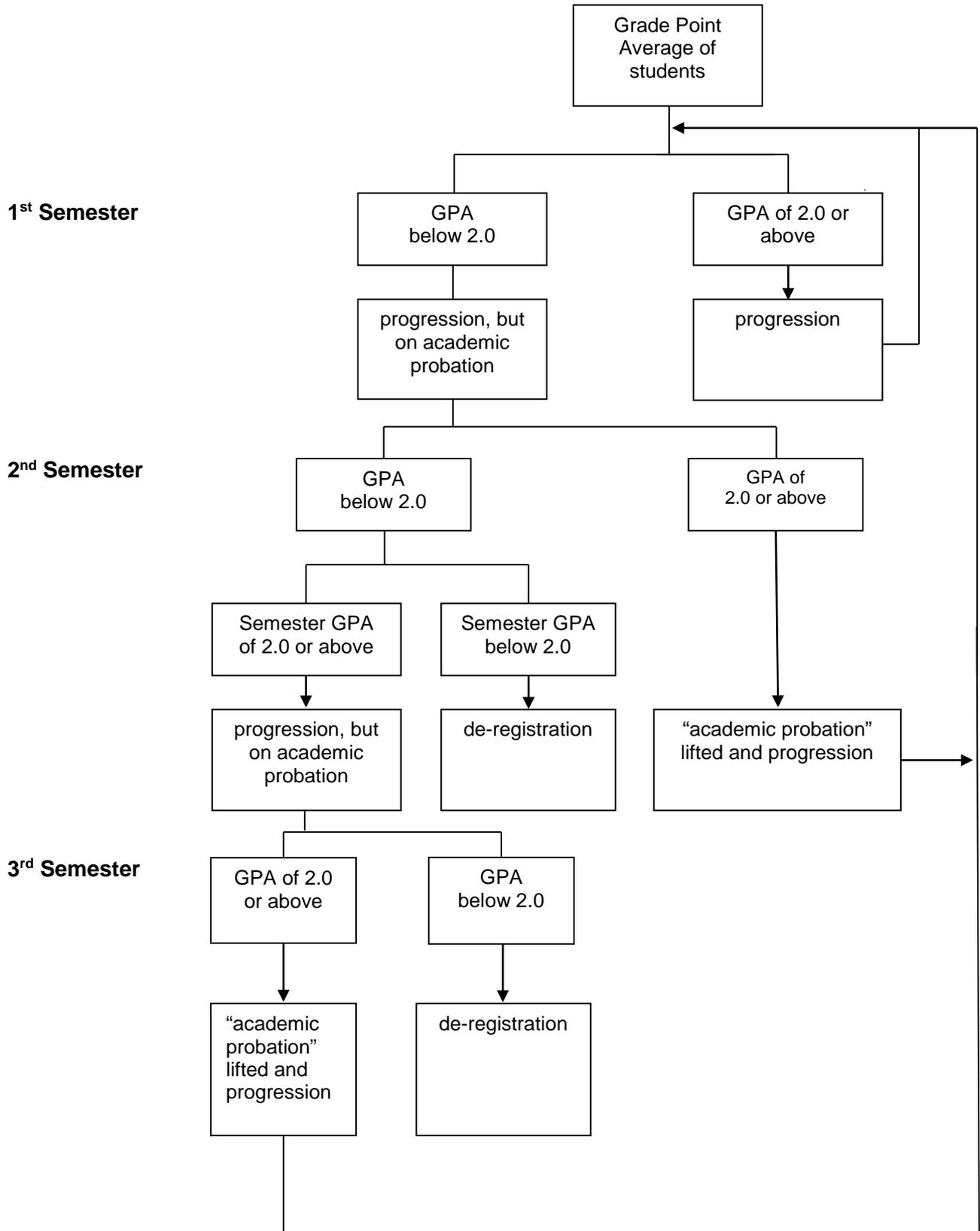
- 6.4.1** The Board of Examiners shall, at the end of each semester (except for Summer Term unless there are students who are eligible to graduate after completion of Summer Term subjects), determine whether each student is:
- (i) eligible for progression towards an award; or
 - (ii) eligible for an award; or
 - (iii) required to be deregistered from the programme.
- 6.4.2** Students with a Grade Point Average (GPA) (see Section 6.7.3 below) lower than 2.0, will be put on academic probation in the following semester. When a student is able to pull their GPA up to 2.0 or above at the end of the probation semester, the status of "academic probation" will be lifted. The status of "academic probation" will be reflected in the examination result notification but not in transcript of studies.
- 6.4.3** Students will have 'progressing' status unless they fall within any one of the following categories, which may be regarded as grounds for deregistration from the programme:
- (i) the student has exceeded the maximum period of registration for that programme as specified in this Definitive Programme Document / Programme Guide; or
 - (ii) the student's GPA is lower than 2.0 for two consecutive semesters and his Semester GPA in the second semester is also lower than 2.0; or
 - (iii) the student's GPA is lower than 2.0 for three consecutive semesters.

When a student falls within the categories as stipulated above, the Board of Examiners shall de-register the student from the programme without exception.

- 6.4.4** The progression of students to the following academic year will not be affected by the GPA obtained in Summer Term.

- 6.4.5** A student may be de-registered from the programme enrolled before the time frame specified in Sections 6.4.3(ii) and 6.4.3(iii) above if their academic performance is poor to the extent that the Board of Examiners deems that the chance of attaining a GPA of 2.0 at the end of the programme is slim or impossible.
- 6.4.6** If the student is not satisfied with the de-registration decision of the Board of Examiners, he/she can lodge an appeal. All such appeal cases will be referred directly to Academic Appeals Committee (AAC) for final decision. Views of Faculties/Schools/Departments will be sought and made available to AAC for reference.

Diagram 1: PROGRESSION AND ACADEMIC PROBATION SYSTEM



6.5 Retaking of Subjects

- 6.5.1** Students may retake any subject for the purpose of improving their grade without having to seek approval, but they must retake a compulsory subject which they have failed, i.e. obtained an F grade. However, students who have passed a General University Requirements (GUR) subject are not allowed to re-take the same GUR subject for the purpose of improving their grade. Retaking of subjects is with the condition that the maximum study load of 21 credits per semester is not exceeded. Students wishing to retake passed subjects will be accorded a lower priority than those who are required to retake (due to failure in a compulsory subject) and can only do so if places are available.
- 6.5.2** The number of retakes of a subject is not restricted. Only the grade obtained in the final attempt of retaking (even if the retake grade is lower than the original grade for originally passed subject) will be included in the calculation of the Grade Point Average (GPA). If students have passed a subject but failed after retake, credits accumulated for passing the subject in a previous attempt will remain valid for satisfying the credit requirement for award. (The grades obtained in previous attempts will only be reflected in transcript of studies.)
- 6.5.3** In cases where a student takes another subject to replace a failed elective subject, the fail grade will be taken into account in the calculation of the GPA, despite the passing of the replacement subject. Likewise, students who fail a Cluster Area Requirement (CAR) subject may need to take another subject from the same Cluster Area in order to fulfill this part of the GUR, since the original CAR subject may not be offered; in such cases, the fail grade for the first CAR subject will be taken into account in the calculation of the GPA, despite the passing of the second CAR subject. In these circumstances when students do not have a choice to retake a failed subject, such as when the failed subject has been phased out, a 'tie-subject' arrangement can be made with the approval of the Faculty/School Board. Under the arrangement, another appropriate subject can be taken as equivalent to the subject which is not offered. Upon passing the equivalent subject, the fail grade of the original subject will be replaced by the latest grade of the retake subject and the failure grade of the original subject will not be taken into account in the calculation of the GPA.

6.6 Exceptional Circumstances

Absence from an Assessment Component

- 6.6.1** If a student is unable to complete all the assessment components of a subject, due to illness or other circumstances which are beyond his control and considered by the subject offering Department as legitimate, the Department will determine whether the student will have to complete a late assessment and, if so, by what means. This late assessment shall take place at the earliest opportunity, and before the commencement of the following academic year (except that for Summer Term, which may take place within 3 weeks after the finalisation of Summer Term results). If the late assessment cannot be completed before the commencement of the following academic year, the Faculty Board Chairman shall decide on an appropriate time for completion of the late assessment.
- 6.6.2** The student concerned is required to submit his/her application for late assessment in writing to the Head of Department offering the subject, within five working days from the date of the examination, together with any supporting documents. Approval of applications for late assessment and the means for such late assessments shall be given by the Head of Department offering the subject or the Subject Lecturer concerned, in consultation with the Programme Leader.

Assessment to be completed

For cases where students fail marginally in one of the components within a subject, the BoE can defer making a final decision until the students concerned have completed the necessary remedial work to the satisfaction of the subject examiner(s). The remedial work must not take the form of re-examination.

Aegrotat Award

- 6.6.3** If a student is unable to complete the requirements of the programme in question for the award due to very serious illness, or other very special circumstances which are beyond his control, and considered by the Board of Examiners as legitimate, the Faculty Board will determine whether the student will be granted an aegrotat award. Aegrotat award will be granted under very exceptional circumstances.
- 6.6.4** A student who has been offered an aegrotat award shall have the right to opt either to accept such an award, or request to be assessed on another occasion to be stipulated by the Board of Examiners; the student's exercise of this option shall be irrevocable.
- 6.6.5** The acceptance of an aegrotat award by a student shall disqualify him from any subsequent assessment for the same award.
- 6.6.6** An aegrotat award shall normally not be classified, and the award parchment shall not state that it is an aegrotat award. However, the Board of Examiners may determine whether the award should be classified provided that they have adequate information on the students' academic performance.

Other Particular Circumstances

- 6.6.7** A student's particular circumstances may influence the procedures for assessment but not the standard of performance expected in assessment.

6.7 Grading

6.7.1 Assessment grades shall be awarded on a criterion-referenced basis. A student's overall performance in a subject (including GUR subjects) shall be graded as follows:

| Subject grade | Short description | Elaboration on subject grading description |
|----------------------|---------------------------|--|
| A+ | Exceptionally Outstanding | The student's work is exceptionally outstanding. It exceeds the intended subject learning outcomes in all regards. |
| A | Outstanding | The student's work is outstanding. It exceeds the intended subject learning outcomes in nearly all regards. |
| B+ | Very Good | The student's work is very good. It exceeds the intended subject learning outcomes in most regards. |
| B | Good | The student's work is good. It exceeds the intended subject learning outcomes in some regards. |
| C+ | Wholly Satisfactory | The student's work is wholly satisfactory. It fully meets the intended subject learning outcomes. |
| C | Satisfactory | The student's work is satisfactory. It largely meets the intended subject learning outcomes. |
| D+ | Barely Satisfactory | The student's work is barely satisfactory. It marginally meets the intended subject learning outcomes. |
| D | Barely Adequate | The student's work is barely adequate. It meets the intended subject learning outcomes only in some regards. |
| F | Inadequate | The student's work is inadequate. It fails to meet many of the intended subject learning outcomes. |

'F' is a subject failure grade, whilst all others ('D' to 'A+') are subject passing grades. No credit will be earned if a subject is failed.

6.7.2 A numeral grade point is assigned to each subject grade, as follows:

| Grade | Grade Point |
|--------------|--------------------|
| A+ | 4.5 |
| A | 4 |
| B+ | 3.5 |
| B | 3 |
| C+ | 2.5 |
| C | 2 |
| D+ | 1.5 |
| D | 1 |
| F | 0 |

6.7.3 At the end of each semester/term, a Grade Point Average (GPA) will be computed based on the grade point of all the subjects as follows:

$$\text{GPA} = \frac{\sum_n \text{Subject Grade Point} \times \text{Subject Credit Value}}{\sum_n \text{Subject Credit Value}}$$

where n = number of all subjects (inclusive of failed subjects) taken by the student up to and including the latest semester/term, but for subjects which have been retaken, only the grade obtained in the final attempt will be included in the GPA calculation

In addition, the following subjects will be excluded from the GPA calculation:

- (i) Exempted subjects
- (ii) Ungraded subjects
- (iii) Incomplete subjects
- (iv) Subjects for which credit transfer has been approved without any grade assigned[^]
- (v) Subjects from which a student has been allowed to withdraw (i.e. those with the grade 'W')

[^]Subjects taken in PolyU or elsewhere and with grades assigned, and for which credit transfer has been approved, will be included in the GPA calculation.

Subject which has been given an "S" subject code, i.e. absent from examination, will be included in the GPA calculation and will be counted as "zero" grade point. GPA is thus the unweighted cumulative average calculated for a student for all relevant subjects taken from the start of the programme to a particular reference point of time. GPA is an indicator of overall performance and is capped at 4.0.

6.7.4 For the BBA (Hons) Scheme, the Work-Integrated Education training credits will not be counted in the GPA calculation.

6.7.5 In order to pass in a subject offered by the School/Departments in the Faculty of Business (i.e. subjects with prefix of AF/LGT/MM/FB), all students have to obtain Grade D or above in both the continuous assessment and examination components of the subject.

6.8 Different Types of GPA's

6.8.1 GPA's will be calculated for each Semester including the Summer Term. This Semester GPA will be used to determine students' eligibility to progress to the next Semester alongside with the 'cumulative GPA'. However, the Semester GPA calculated for the Summer Term will not be used for this purpose, unless the Summer Term study is mandatory for all students of the programme concerned and constitutes part of the graduation requirements.

6.8.2 The GPA calculated after the second Semester of the students' study is therefore a 'cumulative' GPA of all the subjects taken so far by students, and without applying any level weighting.

6.8.3 Along with the 'cumulative' GPA, a weighted GPA will also be calculated, to give an indication to the Board of Examiners on the award classification which a student will

likely get if he makes steady progress on his academic studies. GUR subjects will be included in the calculation of weighted GPA for all programmes.

6.8.4 When a student has satisfied the requirements for award, an award GPA will be calculated to determine his award classification. GUR subjects will be included in the calculation of award GPA for all programmes.

6.8.5 The relationship between the different types of GPA's, and the methods for calculating each, is further explained in the following table.

Different types of GPAs, and their calculation methods

| Types of GPA | Purpose | Rules for GPA calculation |
|---------------------|---|---|
| GPA | Determine Progression/ Graduation | (1) All academic subjects taken by the student throughout his study, both inside and outside the programme curriculum, are included in the GPA calculation. (2) For training subjects, including WIE and Clinical/Field subjects, departments can decide whether to include them in the GPA calculation. (3) For retake subjects, only the last attempt will be taken in the GPA calculation. (4) Level weighting, if any, will be ignored. |
| Semester GPA | Determine Progression | Similar to the rules for GPA as described above, except that only subjects taken in that Semester, including retaken subjects, will be included in the calculation. |
| Weighted GPA | To give an interim indication on the likely Award GPA | (1) Similar to the rules for GPA, except that only subjects inside the programme curriculum concerned will be included in the calculation. Subjects outside the programme curriculum will be excluded. (2) Departments can decide whether the training subjects are to be counted towards the Weighted GPA. (3) For retake subjects, only the last attempt will be taken in the Weighted GPA calculation. (4) The weighted GPA will be the same as the Award GPA unless a student has taken more subjects than required. |
| Award GPA | For determination of award classification | If the student has not taken more subjects than required, the Award GPA will be as follows: (1) For single Major: Award GPA = Weighted GPA (2) For Major/Minor programmes: Award GPA = Major GPA |

6.9 Eligibility for Award

6.9.1 Students are eligible for an award if they satisfy all the conditions listed below:

- (i) Complete successfully a minimum of 65 credit², and
- (ii) Earn a cumulative GPA of 2.00 or above at graduation, and
- (iii) Complete 3 training credits (100 hours) of Work-integrated Education (WIE);
- (iv) Satisfy the following GUR requirements:

| | |
|--|--------------------------|
| (a) Cluster Areas Requirement (CAR) | 6 credits |
| (b) China Studies Requirement | (3 of the 6 CAR credits) |
| (c) Service-Learning | 3 credits |
| (d) Language and Communication Requirements ³ | |
| | Total = 9 credits |

6.9.2 There are subjects which are designed to fulfil the credit requirement of different types of subject. Students passing these subjects will be regarded as having fulfilled the credit requirements of the particular types of subject concerned. Nevertheless, the subject passed will only be counted once in fulfilling the credit requirements of the award, and the students will be required to take another subject in order to meet the total credit requirement of the programme concerned.

Senior Year intakes admitted to the 4-year Undergraduate Degree programmes on the strength of the Associate Degree/Higher Diploma qualifications are required to complete at least 60 credits in order to be eligible for a Bachelor's degree. Exemption may be given from subjects already taken in the previous Associate Degree/Higher Diploma studies. In that case, students should take other electives (including free electives) instead to make up the total of 60 credits required. As from the 2017/18 intake cohort, all students admitted to an Articulation Degree or Senior Year curriculum, irrespective of the entry qualifications they held when applying for admission to the programmes, are required to complete at least 60 credits to be eligible for award.

Students are required to graduate as soon as they satisfy all the conditions for award (see Section 6.9.1 above). The student concerned is required to apply for graduation, in the semester in which he is able to fulfill all his graduation requirements, and after the add/drop period for that semester has ended.

Level-0 subjects and training subjects (i.e. WIE) will not be counted to fulfill free elective requirement for graduation purpose.

² This minimum only applies to students who are admitted through the normal route.

³ This is normally not required. Only those students not meeting the equivalent standard of the Undergraduate Degree LCR (based on their previous studies in AD/HD programmes and their academic performance) will be required to take degree LCR subjects on top of the normal curriculum requirement. The Programme offering department will refer to the guidelines provided by the Language Centres (ELC and CBS) to determine whether a new student has met the equivalent standard. Non-Chinese speakers and those students whose Chinese standards are at junior secondary level or below will by default be exempted from the DSR-Chinese and CAR – Chinese Reading and Writing requirements. However, this group of students will still be required to take one Chinese LCR subject to fulfil their Chinese LCR.

6.10 Guidelines for Award Classification

6.10.1 The guidelines for award classification are set out in this section. In using these guidelines, the Board of Examiners shall exercise its judgement in coming to its conclusions as to the award for each student, and where appropriate, may use other relevant information.

6.10.2 The Weighted GPA will be used as a guide for helping to determine award classifications. The Weighted GPA will be computed as follows:

$$\text{Weighted GPA} = \frac{\sum_n \text{Subject Grade Point} \times \text{Subject Credit Value} \times W_i}{\sum_n \text{Subject Credit Value} \times W_i}$$

Where W_i = *weighting of between 0 and 1, to be assigned according to the level of the subject*

n = *number of subjects counted in GPA calculation as set out in section 6.7.3*

The level weightings assigned will be applied across all subjects of the same level within a programme. The weighting of each level is a measure of the relevance of the level to the classification of the award. The weights for the BBA (Hons) Scheme are as follows:

| | |
|------------------|-----|
| Level 1 subjects | 0.2 |
| Level 2 subjects | 0.2 |
| Level 3 subjects | 0.3 |
| Level 4 subjects | 0.3 |

The Weighted GPA is capped at 4.0.

6.10.3 Any subjects passed after the graduation requirement has been met will not be taken into account of in the grade point calculation for award classification.

6.11 Classification of Awards

6.11.1 For Honours degree programmes, the awards will be classified as follows:

First Class Honours
Second Class Honours (Division 1)
Second Class Honours (Division 2)
Third Class Honours

6.11.2 The following are guidelines for Boards of Examiners' reference in determining award classifications:

| Honours Degree | Guidelines |
|-----------------------|--|
| 1 st | The student's performance/attainment is outstanding, and identifies him as exceptionally able in the field covered by the programme in question. |
| 2:i | The student has reached a standard of performance/attainment which is more than satisfactory but less than outstanding. |
| 2:ii | The student has reached a standard of performance/attainment judged to be satisfactory, and clearly higher than the 'essential minimum' required for graduation. |
| 3 rd | The student has attained the 'essential minimum' required for graduation at a standard ranging from just adequate to just satisfactory. |

6.11.3 Under exceptional circumstances, a student who has completed an Honours degree programme, but has not attained Honours standard, may be awarded a Pass-without-Honours degree. A Pass-without-Honours degree award will be recommended, when the student has demonstrated a level of final attainment which is below the 'essential minimum' required for graduation with Honours from the programme in question, but when he has nonetheless covered the prescribed work of the programme in an adequate fashion, while failing to show sufficient evidence of the intellectual calibre expected of Honours degree graduates. For example, if a student in an Honours degree programme has a Grade Point Average (GPA) of 2.0 or more, but his Weighted GPA is less than 2.0, he may be considered for a Pass-without-Honours classification. A Pass-without-Honours is an unclassified award, but the award parchment will not include this specification.

6.11.4 Students who have committed academic dishonesty will be subject to the penalty of the lowering of award classification by one level. For undergraduate students who should be awarded a Third class Honours degree, they will be downgraded to a Pass-without-Honours. The minimum of downgraded overall result will be kept at a Pass. In rare circumstances where both the Student Discipline Committee and Board of Examiners of a Department consider that there are strong justifications showing the offence be less serious, the requirement for lowering the award classification can be waived.

- 6.11.5** The official award parchment of the University records the full name of the recipient, together with the title of the degree, the Honours classification obtained by the student, and date of the award.

Irrespective of whether the students graduate from a Major programme or a Major/Minor programme, the award title to be reflected on the award parchment is identical, which will read as follows:

...has been awarded the degree of
(say) BACHELOR OF BUSINESS ADMINISTRATION IN ACCOUNTANCY
with First Class Honours

The award title of the Minor programme will not be reflected on the parchment. It will be recorded in the Transcript of Studies.

- 6.11.6** The University reserves the right to withhold the issuance of an award parchment to a student who has unsettled matters with the University, or subject to disciplinary action.

6.12 Examination Result Announcements, Transcripts, Testimonials and References

- 6.12.1** At the end of each semester, where appropriate, examination results are announced online for individual students' checking. It provides information on subjects taken and grades attained, the Grade Point Average (GPA) for all subjects, and the overall result for that semester. The announcement serves as an official notification of the student's academic performance.

- 6.12.2** A formal transcript of studies will be issued by the University, upon request, to any student registered on a programme offered by the University, and it will include the following information:

- (i) name and student number;
- (ii) title of the programme(s) on which enrolled, or from which graduated;
- (iii) medium of instruction for the programme (applicable only to programmes which are delivered in Chinese and for which both Chinese and English versions are offered);
- (iv) a full academic record, giving subjects taken and grades attained, and the Grade Point Average (GPA) for all subjects;
- (v) credit requirement of the student if different from the normal credit requirement of the programme;
- (vi) where relevant, the final award(s) (including information on the Minor award, if appropriate), with classification and year of award;
- (vii) a statement indicating that the student has completed the Graduating Students' Language Proficiency Assessment (GSLPA) / Work-integrated Education (WIE) activities / Co-curricular Activities / Healthy Lifestyle, as appropriate.

- 6.12.3** Students may request for a testimonial which is a certification of their studies at the University, but without details on subjects and subject results.

- 6.12.4** Students may also request for references direct from academic staff/members concerned.

6.12.5 Recording of disciplinary actions in students' records

- (i) With effect from Semester One of 2015/16, disciplinary actions against students' misconducts will be recorded in students' records.
- (ii) Students who are found guilty of academic dishonesty will be subject to the penalty of having the subject result concerned disqualified and be given a failure grade with a remark denoting 'Disqualification of result due to academic dishonesty'. The remark will be shown in the students' record as well as the assessment result notification and transcript of studies, until their leaving the University.
- (iii) Students who have committed disciplinary offences (covering both academic and non-academic related matters) will be put on 'disciplinary probation'. The status of 'disciplinary probation' will be shown in the students' record as well as the assessment result notification, transcript of studies and testimonial during the probation period, until their leaving the University. The disciplinary probation is normally one year unless otherwise decided by the Student Discipline Committee.

6.12.6 The University reserves the right to withhold the issuance of any certificate of study to a student who has unsettled matters with the University, or subject to disciplinary action.

6.13 Student Appeal against Examination Results

6.13.1 A student may appeal against (i) assessment results; and/or, (ii) de-registration decisions by the Board of Examiners.

- (i) For appeals against assessment results (other than de-registration decisions), student should make the appeal in writing to the Head of Department within 7 working days upon the public announcement of the overall results. The host School/ Department will inform the student of the appeal result within 7 working days after receipt of all requisite information for making a decision.
- (ii) For appeals against de-registration decisions, student should make the appeal in writing to the Head of Department within 1 calendar week upon the public announcement of the overall results. A designated form should be used when the student submits the appeals. All such appeal cases will be referred directly to Academic Appeals Committee (AAC) for final decision. Under normal circumstances, the AAC will attempt to complete its consideration of the appeal cases within one calendar week upon receiving the cases, making reference to the recommendations from the Departments and Faculty Deans/School Board Chairmen. The decision of AAC is final within the University.

6.13.2 Appeal may lead to a change in the subject grade, which may go upward as well as downward, upon completion of reviewing the appeal case.

6.13.3 For details, please refer to the current edition of the Student Handbook.

7. MEDIUM OF INSTRUCTION

7.1 English is the medium of instruction. Chinese could only be used in small group discussions/tutorials/practical sessions if and when necessary.

7.2 In the presence of non-Cantonese-speaking students, English should be used all the time.

8. ACADEMIC ADVISING

Academic advising at PolyU aims to help students to make informed and intelligent academic decisions/choices about their study at PolyU that suit their intellectual, professional and personal goals. It is instrumental to promoting student success, and plays a vital role in enhancing students' overall learning experience at PolyU.

To empower you to fulfil the General University Requirements (GUR) and the Discipline Specific Requirements (DSR), there are two systems of academic advising at PolyU - department-based academic advising (primarily for broad discipline and major program matters) and academic advising at the institutional level operated by the Office of General University Requirements (OGUR – primarily for matters related to the GUR).

Academic Advising in Department

After you have embarked on your Major, you will be assigned to one full-time academic staff in your Department who will act as your Academic Advisor throughout your study at PolyU. The primary role of your Academic Advisor is to facilitate your choice of your Major study and Free Electives, if applicable. You are expected to take initiative to consult your Academic Advisor before subject registration when there is a need. If you take less than the minimum allowable credits or more than the maximum allowable credits in a semester, you will need the approval of your Programme Leader via the Academic Advisor.

It is expected that you meet with your Academic Advisor periodically (at least once a year individually or in group) to discuss your academic plan and aspirations. You are also encouraged to consult your Academic Advisor especially when you are in academic probation/ deregistration.

Roles and Responsibilities of Academic Advisees

To enable you to maximize your gain from academic advising, please note your responsibilities in academic advising as follows:

1. Take personal responsibility for your academic decisions, plans and outcomes.
2. Become familiar with the academic advising policies, resources and infrastructure at PolyU.
3. Understand your Major requirements and the General University Requirements and monitor your progress with reference to the graduation requirements.
4. Develop a study plan which enables you to complete your undergraduate degree at PolyU.
5. Attend academic advising sessions offered by the Department/Faculty and the Office of General University Requirements.
6. Be prepared for academic advising. Understand your academic progress before meeting your Academic Advisor.
7. If you have any questions regarding your academic study, you should raise them at the academic advising meetings.
8. Have an open mind and be ready to seriously consider advice given by teachers, Academic Advisors and other staff.

9. Read the e-mails and letters sent to you by your Academic Advisor in your Department/Faculty and OGUR Academic Counsellor.
10. Visit the Departmental academic advising website and the OGUR website at least once a semester for updates and new information.
11. Seek help as early as possible. It is a sign of courage.
12. Enjoy your academic advising experience at PolyU.

Useful Links:

Academic Advising website in LMS:

<https://www.polyu.edu.hk/lms/en/teaching-and-learning/academic-advising/>

Website of Office of General University Requirement (OGUR): <http://www.polyu.edu.hk/ogur/>

9. CODE OF CONDUCT FOR STUDENTS IN THE FACULTY OF BUSINESS

Introduction

The University Student Handbook contains a comprehensive statement on Conduct and Discipline, which every student should be aware of. In particular, every student should read, and act on, the section on Plagiarism and Bibliographic referencing.

Plagiarism

- (i) Plagiarism refers to the act of using the creative works of others (e.g. ideas, words, images or sound, etc) in one's own work without proper acknowledge of the sources.
- (ii) Students are required to submit their original work and avoid any possible suggestion of plagiarism in the work they submit for grading or credit.
- (iii) The University/Faculty views plagiarism, whether committed intentionally or because of ignorance or negligence, as a serious disciplinary offence. Excuses such as "not knowing what is required" or "not knowing how to do it" will not be accepted.
- (iv) Depending on the seriousness of the plagiarism cases, they may be referred to the Student Discipline Committee for investigation and decision. If a student is found guilty of the alleged offence, penalties considered appropriate by the Committee may be imposed. These may include:
 - suspension of studies for a specified period of time;
 - expulsion for a specified period or indefinitely; and
 - any other penalties as considered appropriate

Good Manners and Bad Manners

This Code of Conduct is an addition to the information in the Handbook. Its purpose is to explain the expectations that academic staff have for the classroom behaviour of students in the Faculty of Business.

Students who consistently fail to meet these expectations may be excluded from classes or subject to disciplinary action.

More important, students who fail to abide by this Code are developing bad habits that will make them unattractive to employers and in general social situations.

It is GOOD MANNERS to:

- Be punctual for classes. If you are late for a good reason, apologize to the teacher. You have caused them inconvenience. You are also interfering with other students' learning.
- Sit at the front in lecture theatres. It is rude to crowd at the back, leaving the lecturer talking to rows of empty seats at the front.
- Respond to the lecturers when they ask questions.

It is BAD MANNERS to:

- Talk in class when the lecturer is addressing you. It is rude to the lecturer and disturbing for others in the class.
- Leave the class before it is completed. If you cannot stay for the complete class, do not come at all. It is insulting to staff, or to students giving presentations, to leave before they have finished.
- Use your mobile phone in the classroom. Switch it off, or put it on “silent” and do not answer it in class.
- Eat or drink in class. Note that University regulations forbid eating and drinking in teaching rooms.

Lecturers are entitled to ask individual students to leave the classroom if they persist in offending against this code of conduct.

Members of staff in the Faculty of Business expect students to follow this Code of Conduct. It is nothing more than simple politeness.

Use of PolyU E-mail Account

E-mail is an official communication channel among staff and students at PolyU. Students are strongly advised to check their PolyU student e-mails regularly. Missing important information contained in e-mails intentionally or unintentionally will not be accepted as a legitimate reason for their appeal against academic assessments.

Users should not use e-mails in any ways which violate applicable laws and regulations:

- Conducting commercial functions, such as marketing or business transactions
- Sending irrelevant or chain mails to a large number of recipients
- Broadcasting messages which are likely to harass or offend others users
- Any communication which violates applicable laws and regulations

Users should also observe that proper and courteous language should be used in e-mails, and sending e-mails in the name of another person and / or anonymous e-mail is unacceptable. The University's e-mail address lists are for internal use and may not be distributed to external entities for purpose of mass mailing.

Appendix 1: Curriculum Map for BBA (Hons) in Aviation Management and Logistics

| No | Programmed Intended Learning Outcomes | Introduced | | | Reinforced and Assessed | | | | | | | | | | | | | | | | Others | | | | | | | | |
|-------------------------|--|------------|--------|--------|-------------------------|---------|---------|---------|---------|---------|----------|----------|---------|---------|----------|----------|----------|----------|----------|----------|--------|--------|--------|----------|---------|---------|---------|--------|--|
| | | AF2110 | AF2504 | AF2602 | ISE3012 | ISE3016 | LGT3007 | LGT4012 | LGT4800 | LGT4801 | HTM4401* | HTM4402* | ISE449* | ISE461* | ISE4014* | ISE4023* | LGT3027* | LGT3106* | LGT3800* | LGT4017* | | AF3313 | MM4513 | CBS3221P | ELC3221 | ELC3222 | LGT2106 | MM4311 | |
| Generic Outcomes | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1. | Communicate effectively in English, Putonghua and written Chinese, at a level appropriate for business purposes and general conversation | | ✓ | | | | | | | | | | | | | | | | | | | | | | | | | | <ul style="list-style-type: none"> - Entrance requirements in English/ Chinese - English Language Enhancement Programmes (non-credit earning) - Chinese Language Enhancement Programme (non-credit earning) - English: Independent Language Learning Centre programmes, written assessments in all subjects, international exchanges - Putonghua: Department of Chinese & Bilingual Studies Programmes, Mainland Exchanges, written assessments in subjects taught in Chinese |
| 2. | Demonstrate a global outlook and understand cultural diversity, globalization and their implications for business | | | ✓ | ✓ | | | | | | | | | | | | ✓ | | | | | | | | | | | ✓ | <ul style="list-style-type: none"> - Programme level assessment through random sampling using the Global Outlook Inventory, International Exchanges, Mainland Exchanges, exposure to exchange students at PolyU, WIE. |
| 3. | Apply creative thinking in the business setting | ✓ | | | | ✓ | ✓ | ✓ | ✓ | ✓ | | | | | | | | ✓ | | | | | | | | ✓ | | | |

| No | Programmed Intended Learning Outcomes | Introduced | | | Reinforced and Assessed | | | | | | | | | | | | | | Others | | | | | | | | | | | |
|--|---|------------|--------|--------|-------------------------|---------|---------|---------|---------|---------|----------|----------|---------|---------|----------|----------|----------|----------|--------|----------|----------|--------|--------|----------|---------|---------|---------|--------|---|--|
| | | AF2110 | AF2504 | AF2602 | ISE3012 | ISE3016 | LGT3007 | LGT4012 | LGT4800 | LGT4801 | HTM4401* | HTM4402* | ISE449* | ISE461* | ISE4014* | ISE4023* | LGT3027* | LGT3106* | | LGT3800* | LGT4017* | AF3313 | MM4513 | CBS3221P | ELC3221 | ELC3222 | LGT2106 | MM4311 | | |
| 4. | Identify and respond appropriately to ethical issues as they arise generally and in the business setting | ✓ | ✓ | ✓ | | ✓ | | | | | | | | | | ✓ | | | | | | | | | | | | ✓ | - Ethical conduct and decision making is addressed through induction briefings, policies and guidelines on, for example, academic honesty and plagiarism; The Independent Commission Against Corruption (ICAC), as part of their educational outreach programme, provides an annual session for all students on ethical conduct and the avoidance of corruption; Online Tutorial on Academic Integrity. | |
| 5. | Adopt an entrepreneurial perspective, identifying and evaluating business opportunities as they arise | ✓ | | | | | | | ✓ | ✓ | | | | | | | | | | | | | | | | | | | | |
| Business and Management-specific Outcomes | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 6. | Understand the applications of information systems in business and evaluate their effectiveness and managerial implications | | | | | | | | | | | | | | | ✓ | | | | | | | | | | | | | | |
| 7. | Apply basic financial theories, analyze financial reports and understand the operation of financial markets | | | | | | | | | | | | | | | | | | | | | | | | | | | | - Leadership and Intra-personal Development | |

| No | Programmed Intended Learning Outcomes | Introduced | | | Reinforced and Assessed | | | | | | | | | | | | | | | | Others | | | | | | | |
|-----|---|------------|--------|--------|-------------------------|---------|---------|---------|---------|---------|----------|----------|---------|---------|----------|----------|----------|----------|----------|----------|--------|--------|--------|----------|---------|---------|---------|---|
| | | AF2110 | AF2504 | AF2602 | ISE3012 | ISE3016 | LGT3007 | LGT4012 | LGT4800 | LGT4801 | HTM4401* | HTM4402* | ISE449* | ISE461* | ISE4014* | ISE4023* | LGT3027* | LGT3106* | LGT3800* | LGT4017* | | AF3313 | MM4513 | CBS3221P | ELC3221 | ELC3222 | LGT2106 | MM4311 |
| 8. | Identify and analyze the means by which value is created in goods and services and delivered to users | ✓ | | | | | ✓ | ✓ | ✓ | ✓ | | | | | | ✓ | ✓ | ✓ | | | ✓ | | | | | ✓ | ✓ | |
| 9. | Evaluate the processes and structures through which organizations plan, decide, motivate and control their activities | ✓ | | | | ✓ | | | | | | | | ✓ | ✓ | | | ✓ | | | | | | | | | ✓ | - Leadership & Competence for Success Programme - Work-Integrated Education (WIE) - Student and Professional mentorship |
| 10. | Identify and analyze those aspects of the domestic and global business environment that set the 'parameters of choice' within which business organizations set objectives and take actions. | | | ✓ | ✓ | | ✓ | ✓ | | | | | ✓ | | ✓ | ✓ | | | | | | | | | | ✓ | ✓ | |

Introduced SubjectsReinforced and Assessed Subjects:

| | | | | | |
|--------|------------------------------|----------|--|----------|---|
| AF2110 | Management Accounting 1 | ISE3012 | Introduction to Aviation Industries | AF3313 | Business Finance |
| AF2504 | Introduction to Business Law | ISE3016 | Aviation Safety and Security Management | CBS3221P | Chinese Language Communication for Business |
| AF2602 | Global Economic Environment | LGT3007 | Air Transport Logistics | ELC3221 | Workplace English for Business Students I |
| | | LGT4012 | Airport Management | ELC3222 | Workplace English for Business Students II |
| | | LGT4800 | Airline Strategy and Management | LGT2106 | Principles of Operations Management |
| | | HTM4401* | In-flight Service Management | MM4311 | Strategic Management |
| | | HTM4402* | Environmental Management for the Travel and Hospitality Industry | MM4513 | Corporate Social Responsibility |
| | | ISE449* | Mobile Technologies for Logistics Systems | | |
| | | ISE461* | Green Legislation and Supply Chain Logistics | | |
| | | ISE4014* | Aircraft Service Engineering and Logistics | | |
| | | ISE4023* | Risk Management in Aviation | | |
| | | LGT3027* | Air Flight Operations Management | | |
| | | LGT3106* | Quality Management | | |
| | | LGT3800* | Airline Operations and Revenue Management | | |
| | | LGT4017* | Information Systems for Logistics Management | | |
| | | LGT4801 | Aviation Management and Logistics Capstone Project | | |

*Elective Subject

**Honour Declaration
(for individual assignment)**

I declare that the work in this assignment is completely my own work. No part of this assignment is taken from other people's work without giving them credit. All references have been clearly cited.

I understand that an infringement of this declaration leaves me subject to disciplinary action by The Hong Kong Polytechnic University.

Student Name

Signature

Student ID

Date

Department

Programme

Subject Title & Code (for the assignment concerned)

Note:

Suitable for copying

Pro forma to be signed and attached to assignments

or

Copied, by students, onto their assignments

Honour Declaration (for group assignment)

We declare that the work in this assignment is completely our own work. No part of this assignment is taken from other people's work without giving them credit. All references have been clearly cited.

We understand that an infringement of this declaration leaves us subject to disciplinary action by The Hong Kong Polytechnic University.

Student Name Signature Student ID Date

Department Programme

Subject Title & Code (for the assignment concerned)

Note:
*Suitable for copying
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Copied, by students, onto their assignments*

