

BBA (Hons) Scheme in Management and Marketing

管理及市場學(榮譽)工商管理學士組合課程 (JUPAS Programme Code: JS3080)



	BBA (Hons) in Management	BBA (Hons) in Marketing
PROGRAMME CHARACTERISTICS	<p>Management skills are required by all business professionals. As an area of study, management is concerned with how to get the best out of people and other resources.</p> <p>This programme provides students with</p> <ul style="list-style-type: none"> Comprehensive business education Training in general management Opportunity to specialise in human resource management <p>Students are equipped with a wide range of management skills to give them the potential to develop as business leaders</p>	<ul style="list-style-type: none"> Equips students with comprehensive knowledge and practical skills in marketing principles, strategies, and tools for effective marketing management Incorporates cutting-edge digital marketing, Business analytics, and Artificial Intelligence and big data for business modules for the digital transformation in marketing Offers experiential learning, internships, and industry project collaborations to provide hands-on experience <p>Graduates are job-ready for careers in advertising, brand management, market research, sales, digital marketing, and other marketing-related fields</p>
CAREER PROSPECTS	<ul style="list-style-type: none"> Executive Officer or Administrative Assistant Customer Service Officer Management Trainee Personnel Officer / HR Assistant Training Officer Recruitment or Staffing Officer Compensation Specialist Employee Relations Professional HR / Personnel Consultant 	<ul style="list-style-type: none"> Marketing Manager Product / Brand Manager Market Analyst Public Relations Officer Customer Relationship Officer Advertising Executive Retailing Officer Marketing Consultant Event Organizer
PROFESSIONAL RECOGNITION#	<p>Hong Kong Institute of Human Resource Management (HKIHRM) – on completion of 3 specialist electives</p> <ul style="list-style-type: none"> Associate Membership of HKIHRM 	<p>The Chartered Institute of Marketing (CIM)</p> <ul style="list-style-type: none"> CIM Affiliate Studying Membership 

Flexible Study Options

- **Secondary Major in Artificial Intelligence and Data Analysis (AIDA)**
- **Fast-track Integrated Bachelor's and Master's Degree Programmes (Fast-track Programmes)** with MSc Scheme in Hospitality and Tourism Management

Programme Overview

4 Year (MGT/MKT) students must complete at least **120 academic credits**.

Year 1

Students will take the common courses of the Scheme.

- University's Compulsory Core subjects
- Fundamental business subjects
- Broadening subjects
- Language and Communication Requirements subjects

Years 2 - 4

Students will follow the curriculum of their selected Major programme (**Management** or **Marketing**).

You can graduate with the following study options:

- Major + Free Electives (120 credits) OR
- Major + Secondary Major in AIDA (132 credits) OR
- Major + Minor (120 credits) OR
- Major + Non-FB Minor (129 credits) OR
- Major + Minor + Secondary Major in AIDA (144 credits)

Work-Integrated Education (WIE)

Work-Integrated Education (WIE) is a **compulsory component** of the curriculum, with the aim of equipping students with relevant work experience and professional network before graduation.

Student Exchange Programme

Students gain global exposure through overseas learning experiences.

Professional Mentorship Programme (PMP)

Students gain career advice and development through individual mentorship provided by senior executives.

MM Academy (MMA)

Through targeted workshops, MMA enhances students' competitiveness, academic performance, and employability, equipping them with essential skills for success in both academic and business careers.



Admissions

JUPAS

Applicants must satisfy the University's General Entrance Requirements (**332A33**) of **4 core and 2 elective subjects** with:

- ☐ Level 3 in English Language and Chinese Language
- ☐ Level 2 in Mathematics and "Attained" in Citizenship and Social Development
- ☐ Level 3 in 2 elective subjects (including M1/M2)

Admission Score Calculation Mechanism

Any Best 5 Subjects

Average HKDSE Score of Admittees in 2025/26

22.8 (Any Best 5 subjects) - unweighted
184.0 (Any Best 5 Subjects) - weighted

Programme Quota

39

Subject Weighting

- ☐ English Language & Mathematics (x 10)
- ☐ Most other HKDSE regular subjects (x 7)
- ☐ Other technical / Language subjects (x 5)



NON-JUPAS

Minimum Entrance Requirements:

English Language Requirements

meeting **one** of the requirements listed:

GCE A-level / International A-level

At least 3B in 3 AL subjects

International Baccalaureate (IB)

32 or above out of 45

Associate Degree / Higher Diploma



General Enquiries

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