

Bachelor of Business Administration (Honours) in Marketing

Programme Guide 2013/14

(for students admitted to the 4-year curriculum in the
2013/14 intake)



Bachelor of Business Administration (Honours) in Marketing

Programme Guide

(For the cohort of students admitted to the 4-year undergraduate programme in the 2013/14 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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Curriculum Map of BBA (Hons) in Marketing	A1-1
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** The updated subject description forms (SDF) are posted online for students' access

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS) IN MARKETING

1. GENERAL INFORMATION

Programme Title:

Bachelor of Business Administration (Honours) in Marketing
市場學(榮譽)工商管理學士學位

Programme Code: 02402-MKT

Mode of Attendance: Full-time

Duration:

Normal 4 years
Maximum 8 years

Credit Requirements for Graduation:

A minimum of 120 academic credits, plus
3 training credits for Work-Integrated Education (WIE) *(Please refer to Section 5 for details)*

Implementation Date:

The first cohort for the revised 4-year curriculum was admitted in September 2012

Host Department:

Department of Management and Marketing

Final Award:

BBA (Hons) in Marketing
市場學(榮譽)工商管理學士

Programme Management:

Chairman of BBA Scheme
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Professional Recognition*

Graduates of our BBA (Hons) in Marketing can direct entry onto the Chartered Institute of Marketing (CIM)'s Professional Diploma in Marketing or the Chartered Postgraduate Diploma in Marketing if meeting the qualification criterion (note: senior marketing management experience is also required). Graduates can also obtain exemption of relevant subjects from the professional examinations of both the Association of Chartered Certified Accountants (ACCA) and the Chartered Institute of Management Accountants (CIMA).

**Recognition for the new curriculum is subject to assessment*

2. AIMS AND LEARNING OUTCOMES OF THE PROGRAMME

The BBA (Hons) in Marketing is part of the BBA (Hons) Scheme. The Learning Outcomes for the PolyU BBA are driven very directly by the mission of the University, which is in turn a reflection of its well-defined place in the Hong Kong community and the nature of its incoming students. 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.

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 of 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 aspires to develop all its students as all-round graduates with professional competence, and has identified a set of highly valued graduate attributes as the learning goals for students. While many of these graduate attributes can be developed through the curricular activities of this programme, some attributes, such as sense of social and national responsibility, cultural appreciation and entrepreneurship, are primarily addressed through co-curricular activities offered by faculties, departments and various teaching and learning support units of the University. Students are encouraged to make full use of such opportunities to develop these attributes.

2.1.6 The curriculum map for BBA (Hons) in Marketing is in Appendix, 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 co-curricular 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:

3.1.1 For those applying on the basis of HKDSE results:

- Level 3 in English Language and Chinese Language¹; AND
- Level 2 in Mathematics, Liberal Studies and one other Elective subject

Preferred subjects: English Language and Mathematics

3.1.2 For those applying on the basis of other local qualifications:

- An appropriate Diploma passed with credit or a Higher Certificate from a recognised institution; OR
- An appropriate Associate Degree / Higher Diploma from a recognised institution (suitable candidates will be considered for advanced standing entry to the senior year curriculum).

3.1.3 Other local/ non-local qualifications deemed to be acceptable for admission purpose

The University accepts attainments in HKALE / HKASLE, GCEALE / GCEASLE and International Baccalaureate (IB)² Diploma for admission to its 4-year degree programmes. Applicants holding A-Level and IB qualifications will be granted credit transfer upon admission. When considering attainments in HKALE / HKASLE and GCEALE / GCEASLE, weightings will be applied to GCE attainments for admission consideration.

Entry for applicants with *alternative qualifications* will be dealt with in accordance with the University's *Academic Regulations and Procedures*.

3.1.4 Language requirements:

- (i) Applicants seeking admission to full-time Bachelor's degree programmes on the strength of non-HKDSE qualifications are required to hold one of the following qualifications for English language:-
 - a. A Test of English as a Foreign Language (TOEFL) score of 550 or above for the paper-based tests, OR a score of 213 or above for the computer-based tests, OR a score of 80 or above for the internet-based tests; OR
 - b. An overall Band Score of 6 in the International English Language Testing System (IELTS).
 - c. For applicants applying on the strength of GCE results, Grade C or above in GCSE / IGCSE English or equivalent.
 - d. For applicants possessing IB qualifications, Level 4 in English.

¹ Alternative Chinese qualifications will continue to be accepted for students who meet the conditions specified by EDB: (a) students who have learned Chinese Language for less than 6 years while receiving primary and secondary education; (b) students who have learned Chinese Language for 6 years or more in schools, but have been taught an adapted and simpler Chinese Language curriculum not normally applicable to the majority of students in local schools. Students achieving the required grade [i.e. Grade C or above in IGCSE/GCSE/GCE(O-level)] will be regarded as obtaining a Level 3 in HKDSE Chinese for meeting our entrance requirements and for calculation of the related admission scores.

² For applicants seeking admission on the strength of International Baccalaureate (IB) qualifications, a minimum score of 24 with at least Level 4 in 2 Higher Level subjects are required.

- (ii) As for Chinese Language, non-HKDSE applicants are allowed to use GCEASLE Chinese Language at Grade B or above, or GCSE / IGCSE Other Languages at Grade C or above to fulfill the requirement.
- (iii) Individual cases will be considered on their own merit. Applicants concerned may be required to attend interviews or tests to further ascertain their language proficiency.

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.
- 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 exempted credits will be counted towards the maximum limit for credit transfer when students apply for further credit transfer after their 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.

3.4 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 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 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.

3.5.4 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 4-year full-time programme within the BBA scheme.

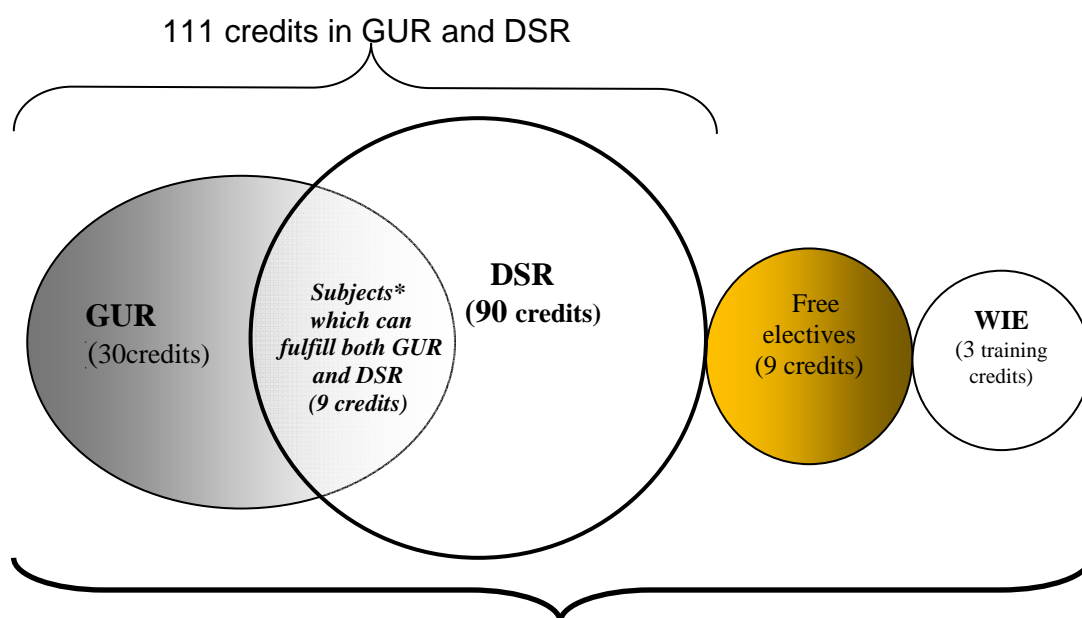
To qualify for graduation, a student must complete **at least 120 academic credits**, including the followings:

- 30 credits of General University Requirements (GUR);
- 90 credits of Discipline Specific Requirement (DSR);
- 9 credits of free elective subjects

Since 9 credits of GUR subjects can be fulfilled by DSR, students may take a minimum total of 111 credits in GUR and DSR

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

Figure 1: Diagram of the Curriculum



Minimum credit requirement for graduation = 120 academic credits + 3 training credits

***Subjects which can satisfy both GUR and DSR:**

GUR categories (3 credits each)	DSR subjects in BBA curriculum
CAR(A) - Human Nature, Relations and Development	APSS111 Introduction to Psychology APSS112 Introduction to Sociology
CAR(B) - Community, Organisation and Globalisation	AF1605 Introduction to Economics LGT2106 Principles of Operations Management MM2711 Introduction to Marketing
Leadership and Intra-personal Development (LIPD)	MM1051 Tango! Managing Self & Leading Others

According to the decision of Academic Regulations Committee, students taking a DSR subject that qualifies as a GUR subject are regarded as having satisfied both the DSR and the GUR concerned. However, the missing 3 credits have to be made up by taking any other subject.

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 150 without incurring a higher tuition rate. Students can use these extra electives for fulfilling the requirements of a particular combination of study options (e.g. Minor programme), for taking advanced electives, or for further broadening purposes.

4.1 General University Requirements (GUR) (minimum 30 credits)

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

Areas	Credits
Language & Communication Requirements (LCR) ^(a)	9
▪ English	(6)
▪ Chinese	(3)
Cluster-Area Requirements (CAR) ^(b)	12
▪ 3 credits from each of the following 4 cluster areas:	
(A) Human Nature, Relations and Development	(3)
(B) Community, Organisation and Globalisation	(3)
(C) History, Cultures and World Views	(3)
(D) Science, Technology and Environment	(3)
and of which	
▪ A minimum of 3 credits on subjects designated as "China-related" ^(c)	
Other Requirements	
▪ Leadership and Intra-personal Development ^(d)	3
▪ Service-Learning ^(e)	3
▪ Freshman Seminar ^(f)	3
▪ Healthy Lifestyle (non-credit bearing) ^(g)	0
Total GUR credits	30

(a) Language and Communication Requirements (LCR)

1. English (At least 6 credits)

All students must successfully complete two 3-credit English language subjects as stipulated by the University (Table 1). These subjects are designed to suit students' different levels of English language proficiency at entry, as determined by their HKDSE score or the English Language Centre (ELC) entry assessment (when no HKDSE score is available).

Students who can demonstrate that they have achieved a level beyond that of the LCR proficient level subjects as listed in Table 2 (based on an assessment by ELC) may apply for subject exemption or credit transfer of the LCR subject or subjects concerned.

Table 1: Framework of English LCR subjects

HKDSE	Subject 1	Subject 2
Level 5 or equivalent	Advanced English for University Studies (ELC1014) 3 credits	Any LCR elective at proficient level (see Table 2) 3 credits
Level 4 or equivalent	English for University Studies (ELC1012/1013) 3 credits	Advanced English for University Studies (ELC1014) 3 credits
Level 3 or equivalent	Practical English for University Studies (ELC1011) 3 credits	English for University Studies (ELC1012/1013) 3 credits

Table 2: LCR Proficient level subjects in English

For students entering with HKDSE Level 5, or at an equivalent level or above	Advanced English Reading and Writing Skills (ELC2011)	3 credits each
	Persuasive Communication (ELC2012)	
	English in Literature and Film (ELC2013)	

2. Chinese (At least 3 credits)

All students must successfully complete one 3-credit Chinese language subject as stipulated by the University (Table 3). These subjects are designed to suit students' different levels of Chinese language proficiency at entry, as determined by their HKDSE score or the Chinese Language Centre (CLC) entry assessment (when no HKDSE score is available). Students can opt to take additional Chinese LCR subjects (Table 5) in their free electives.

Students who are non-Chinese speakers (NCS), or whose Chinese standards are at junior secondary level or below, are also required to meet the LCR-Chinese requirements by taking subjects specially designed to suit their language background and entry standard as shown in Table 4.

Students who can demonstrate that they have achieved a level beyond that of the course "Advanced Communication Skills in Chinese" as listed in Table 3 (based on an assessment by CLC) may apply for subject exemption or credit transfer of the LCR subject concerned.

Table 3: Framework of Chinese LCR subjects

HKDSE	Required Subject
HKDSE Level 4 and 5 or equivalent	Advanced Communication Skills in Chinese (CBS1102P) 3 credits
HKDSE Level 3 or equivalent	Fundamentals of Chinese Communication (CBS1101P) 3 credits
For non-Chinese speakers or students whose Chinese standards are at junior secondary level or below	One subject from Table 4 below

Table 4: Chinese LCR Subjects for non-Chinese Speakers or students whose Chinese standards are at junior secondary level or below

Subject	Pre-requisite / exclusion	
Chinese I (for non-Chinese speaking students) (CBS1151)	<ul style="list-style-type: none"> ▪ For non-Chinese speaking students at beginners' level 	3 credits each
Chinese II (for non-Chinese speaking students) (CBS1152)	<ul style="list-style-type: none"> ▪ For non-Chinese speaking students; and ▪ Students who have completed Chinese I (CBS1151), or equivalent 	
Chinese III (for non-Chinese speaking students) (CBS2151)	<ul style="list-style-type: none"> ▪ For non-Chinese speaking students at higher competence levels; and ▪ Students who have completed Chinese II (CBS1152), or equivalent 	
Chinese Literature – Linguistics and Cultural Perspectives (for non-Chinese speaking students) (CBS2152)	<ul style="list-style-type: none"> ▪ For non-Chinese speaking students at higher competence levels; and ▪ Students who have completed Chinese III (CBS2151), or equivalent 	

Table 5: Other LCR Electives in Chinese

Subject	Pre-requisite / exclusion	
Putonghua in the Workplace (CBS2101P)	<ul style="list-style-type: none"> ▪ Students have completed “Fundamentals of Chinese Communication” (CBS1101P) or could demonstrate the proof with basic Putonghua proficiency ▪ For students whose native language is not Putonghua 	3 credits each
Chinese and the Multimedia (CBS2102P)	<ul style="list-style-type: none"> ▪ For students entering with HKDSE level 4 or above; or ▪ Students with advanced competence level as determined by the entry assessment; or ▪ Students who have completed “Fundamentals of Chinese Communication” (CBS1101P) 	
Creative writing in Chinese (CBS2103P)	<ul style="list-style-type: none"> ▪ For students entering with HKDSE level 4 or above; or ▪ Students with advanced competence level as determined by the entry assessment; or ▪ Students who have completed “Fundamentals of Chinese Communication” (CBS1101P) 	
Elementary Cantonese (Taught in Putonghua) (CBS1153P)	For students whose native language is Putonghua	
Elementary Cantonese (Taught in English) (CBS1153)	For students whose native language is not Chinese	

3. Reading and Writing Requirement

In addition to the LCR in English and Chinese explained above, 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.

(b) **Cluster Areas Requirement (CAR) (12 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 four Cluster Areas:

- Human Nature, Relations and Development
- Community, Organisation and Globalisation
- History, Culture and World Views
- Science, Technology and Environment

**Two Cluster Areas (6 credits) are already fulfilled by DSR subjects in BBA curriculum:*

Cluster Area	DSR subjects in BBA curriculum
Human Nature, Relations and Development	APSS111 Introduction to Psychology APSS112 Introduction to Sociology
Community, Organisation and Globalisation	AF1605 Introduction to Economics LGT2106 Principles of Operations Management MM2711 Introduction to Marketing

(c) **China-Studies Requirement (3 credits)**

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.

(d) Leadership and Intra-Personal Development (3 credits)**

All students must successfully complete one 3-credit subject in the area of leadership and intra-personal development (LIPD), which is designed to introduce to students the concepts and theories of leadership and prepare them to become “preferred leaders” for the profession.

***BBA DSR subject, MM1051 Tango! Managing Self & Leading Others, already fulfills requirement of ‘Leadership and Intra-personal Development’ under GUR.*

(e) 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.

(f) Freshman Seminar (3 credits; FB1003; year-long subject)

All students must successfully complete in their first year of study, one 3-credit Freshman Seminar offered by their chosen Broad Discipline. The purpose is to:

- (1) introduce students to their chosen discipline and enthuse them about their major study,
- (2) cultivate students’ creativity, problem-solving ability and global outlook,
- (3) give students an exposure to the concepts of, and an understanding of, entrepreneurship, and
- (4) engage students, in their first year of study, in desirable forms of university learning that emphasises self-regulation, autonomous learning and deep understanding.

(g) Healthy Lifestyle (0 credit)

Healthy lifestyle is the platform for all-round development. All students are required to successfully complete a non-credit-bearing programme in healthy lifestyle offered by the Student Affairs Office. The programme will cover:

- (1) fitness evaluation,
- (2) concepts on health and fitness,
- (3) sports skills acquisition, and
- (4) exercise practicum

4.2 Discipline Specific Requirements (DSR) (90 credits)

4.2.1 Compulsory core subjects to all BBA awards (57 credits)

<u>Subject Code</u>	<u>Subject Title</u>	<u>Credit</u>
AF1605	Introduction to Economics*	3
AF2108	Financial Accounting	3
AF2110	Management Accounting 1	3
AF2504	Introduction to Business Law	3
AF2602	Global Economic Environment	3
AF3313	Business Finance	3
AMA1501	Introduction to Statistics for Business	3
APSS111	Introduction to Psychology*	3
APSS112	Introduction to Sociology*	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
MM1051	Tango! Managing Self & Leading Others*	3
MM2021	Management & Organisation	3
MM2422	Managing Business Information Systems and Applications	3
MM2711	Introduction to Marketing*	3
MM4311	Strategic Management	3
MM4513	Corporate Social Responsibility	3

*These subjects can satisfy both DSR and GUR

4.2.2 Specialist Subjects in each BBA programme (33 credits)

BBA students will need to take 33 credits of subjects in their respective business discipline, including a Capstone Project (6 credits).

Specialist Subjects (33 credits)

Compulsory Subjects (8 subjects / 27 credits)

<u>Subject Code</u>	<u>Subject Title</u>
MM3711	Integrated Marketing Communications
MM3721	Consumer Behaviour
MM3761	Marketing Research
MM4711	Business to Business Marketing
MM4732	Global Marketing
MM4751	Marketing Strategy
MM4772	Product Management
MM4942	Marketing Capstone Project (6 credits)

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

<u>Subject Code</u>	<u>Subject Title</u>
MM2392	Social Entrepreneurship Practicum^
MM3771	Further Marketing Research
MM3782	Marketing Channel Management
MM3791	Retailing and Merchandising
MM3841	Internet Marketing
MM4391	Management Practice Through Real World Projects
MM4721	Marketing Management in China
MM4741	Market Decision Analysis
MM4781	Sales Management
MM4791	Services Marketing
MM4831	Strategic Brand Management

^ subject to approval

4.2.3 Nine credits of free electives (9 credits)

In addition to the minimum total 111 credits for GUR and DSR, students are required to take 9 credits of free electives, which can be used for fulfilling the requirements of a particular combination of study options (e.g. Minor programme), for taking advanced electives, or for further broadening purposes, subject to meeting the pre-requisite requirements.

Students may make use of the 9 credits of free electives for pursuing a Minor. The credit requirement for a Minor is 18, at least 9 of which should be at Level 3 or above. Subject to approval by the Minor-offering department, students may count up to 6 credits from their Major/GUR (including LCR subjects at proficient level) towards their chosen Minor. Some possible study options are suggested below:

- a) Minor programmes offered by Departments in Faculty of Business
BBA students may take 18 credits for a Minor programme, which may be a business specialization other than the Major. If there are 6 overlapping credits between BBA student's Major and the business Minor concerned, students may spend the 9 credits of free electives and an additional 3 credits for the Minor, and graduate with a minimum of 123 credits.
- b) Minor programmes offered by Departments outside Faculty of Business
BBA students may also take 18 credits for a Minor in a non-business field, students may graduate with a Major and a non-Business Minor with 129 credits. Subject to approval by the Minor-offering department, students may count up to 6 credits from GUR towards their chosen Minor, in which case, students will need 12 more credits and can graduate with a Major and Minor at a minimum of 123 credits.

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

<u>Subject Code</u>	<u>Subject Title</u>	<u>Training Credit</u>
FB3001	Work-Integrated Education	3

Student must acquire at least 3 'WIE credits' (classified as training credits) in addition to the minimum 120 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 Marketing 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 Marketing

Suggested Semester	Code	Subject	Credit
Year 1 (Semester 1)			
1	AMA1501	Introduction to Statistics for Business	3
1	APSS111	Introduction to Psychology ⁽¹⁾	3
1		LCR-English 1	3
1		LCR-Chinese	3
1		Healthy lifestyle	0
1 & 2	FB1003	Freshman Seminar	1.5
			13.5
Year 1 (Semester 2)			
2	AF1605	Introduction to Economics ⁽²⁾	3
2	APSS112	Introduction to Sociology ⁽¹⁾	3
2	MM1051	Tango! Managing Self & Leading Others ⁽³⁾	3
2	MM2711	Introduction to Marketing ⁽²⁾	3
2		LCR-English 2	3
1 & 2	FB1003	Freshman Seminar	1.5
			16.5
Year 2 (Semester 1)			
1	AF2108	Financial Accounting	3
1	AF2602	Global Economic Environment	3
1	LGT2106	Principles of Operations Management ⁽²⁾	3
1	MM2422	Managing Business Information Systems & Applications	3
1	MM3721	Consumer Behaviour	3
			15
Year 2 (Semester 2)			
2	AF2110	Management Accounting 1	3
2	AF2504	Introduction to Business Law	3
2	MM2021	Management and Organization	3
2	MM3761	Marketing Research	3
2		CAR 1	3
			15
Year 3 (Semester 1)			
1	CBS3221P	Chinese Language Communication for Business	3
1	ELC3221	Workplace English for Business Students I	3
1	MM3711	Integrated Marketing Communications	3
1	MM4513	Corporate Social Responsibility	3
1	MM4772	Product Management	3
1		Free Elective 1	3
			18
Year 3 (Semester 2)			
2	AF3313	Business Finance	3
2	ELC3222	Workplace English for Business Students II	3
2	MM4711	Business to Business Marketing	3
2	MM4732	Global Marketing	3
2		Service-Learning	3
2		Free Elective 2	3
			18

Year 4 (Semester 1)			
1	MM4311	Strategic Management	3
1	MMxxxx	Specialist Elective 1	3
1 & 2	MM4942	Marketing Capstone Project	3
1		CAR 2	3
			12
Year 4 (Semester 2)			
2	MM4751	Marketing Strategy	3
1 & 2	MM4942	Marketing Capstone Project	3
2	MMxxxx	Specialist Elective 2	3
2		Free Elective 3	3
			12
Total minimum academic credits: 120 plus Training credits in WIE (FB3001): 3			

Notes:

- (1) Cluster Area in Human Nature, Relations and Development under GUR can be fulfilled by APSS111 Introduction to Psychology, APSS112 Introduction to Sociology;
- (2) Cluster Area in Community, Organization and Globalization under GUR can be fulfilled by AF1605 Introduction to Economics, LGT2106 Principles of Operations Management, MM2711 Introduction to Marketing;
- (3) 'Leadership and Intra-personal Development' under GUR can be fulfilled by MM1051 Tango! Managing Self & Leading Others.

4.4 Minor

Students who opt for Minor study will be subject to the following regulations.

- (i) A Minor programme is a collection of subjects totalling 18 credits with at least 50% (9 credits) of the subjects at Level 3 or above. The subjects under a Minor should have a coherent theme introducing students to a focused area of study.
- (ii) Students interested in a Minor must submit their applications to and obtain approval from the Minor-offering Department, starting from their second year of study;
- (iii) Students are expected to complete their approved Minor as part of their graduation requirements. Students who wish to withdraw from a Minor need to apply for approval officially from the Minor offering department, prior to the end of the add/drop period of the Semester when they indicate their intention to graduate;
- (iv) Students with approved Minor will be given a higher priority in taking the Minor subjects over the students who take the subjects as free-electives;
- (v) Subject to approval by the Minor-offering Department, students may count up to 6 credits from their Major/GUR [including Language Communication Requirement (LCR) subjects at proficiency level] towards their chosen Minor;
- (vi) Only students with a GPA of 2.5 or above can be considered for Minor study enrolment. The Minor-offering Department may set a quota (normally cap at 15% of the Major intake quota) and additional admission requirements for their Minor; and
- (vii) Students are required to obtain a GPA of at least 2.0 for both Major and Minor programmes, and also an overall GPA of at least 2.0 in order to satisfy the requirement for graduation with a Major plus a Minor.

4.5 Double Majors

Double Majors will provide an opportunity for the more capable students, who are interested in expanding their study beyond a single degree, to take a Second Major study. Students who opt for a double Major study will be subject to the following regulations:

- (i) Completion of Double Majors requires more than the normative study period of 4/5 years and extra credits on self-financed basis (i.e. higher tuition fee). The total credit requirements of a Double Major will depend on the degree of commonality between the 2 Majors. Apart from the 30 credits of GUR subjects, up to 1/3 of the Discipline-Specific Requirements (DSR) of the First Major which are common to the Second Major can be double-counted towards the Second Major.
- (ii) Students who wish to take a Second Major must obtain approval from the host Department of the first Major. They can then submit their applications to the second Major-offering department starting from their second year of study. Only students with a GPA of 3.0 or above can be considered for admission to a Second Major, while Departments offering the Second Major can stipulate a higher GPA requirement if appropriate.

- (iii) Students enrolled in a second Major will be given priority in taking second Major subjects over the students who take the subjects as free electives.
- (iv) Students will be put on academic probation if they fail to obtain a GPA of 2.0 or above for the First Major or the Second Major.
- (v) Students are required to obtain an overall GPA of at least 2.0 for each of the 2 Majors, in order to satisfy the requirement for graduation with Double Majors. They will not be allowed to graduate with one of the 2 Majors.
- (vi) Students who wish to withdraw from a Second Major must obtain approval from the Department offering the Second Major before the end of the first week of the semester in which they anticipate that they will become eligible for award.
- (vii) Students will not be allowed to withdraw from a First Major and continue with the Second Major only.

5. WORK-INTEGRATED EDUCATION (WIE)

FB3001 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 **FB3001 Work-Integrated Education** upon graduation, i.e. successfully complete at least 300 hours of placements in one or more organizations OR through one or more eligible WIE activities. 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 300-hour requirement through placements in one or more organizations OR through one or more eligible WIE activities. The 300 hours of internship work is approximately equivalent to 8 weeks of full-time internship engagement.
- 5.2.3** Students can occupy more than 1 WIE experience, but each WIE experience should 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. 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 in their first year of studies in the University are encouraged to prepare for their WIE experience through a series of workshops and seminars organized by the University or the Faculty WIE Office. Up to thirty (30) hours of approved WIE training can be counted towards WIE

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/Notes_for_Student_Employees_and_Employers.pdf) and the MPF Ordinance (http://www.immd.gov.hk/ehtml/faq_ipoe.htm) 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:
- a. An initial statement from the student on the objectives and duration of the work; and
 - b. A statement from the student's employer(s) confirming the duration of the work and satisfactory performance; and
 - c. 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. LANGUAGE EXIT TESTS

All BBA students in the Faculty of Business are required to sit for the Graduating Students' Proficiency Assessments (GSLPAs) in both Chinese and English before graduation. Except for those who are given exemptions from attempting the GSLPAs, students who have not taken both of the GSLPAs shall not be eligible for graduation.

7. EXAMINATION AND ASSESSMENT

7.1 Introduction

- 7.1.1** 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. Students whose Major lies outside the Scheme, but who are taking a Minor from within the Scheme are subject to the academic regulations of the single-discipline programme from which their Major programme is developed.
- 7.1.2** Students progress by credit accumulation, i.e. credits earned by passing individual subjects can be accumulated and counted towards the final award.
- 7.1.3** 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.
- 7.1.4** 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.
- 7.1.5** The language of assessment shall be English, unless approval is given for it to be otherwise.

7.2 Principles of Assessment

- 7.2.1** 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.
- 7.2.2** 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.
- 7.2.3** 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 Regulations Committee and reported to the Senate.

7.3 Assessment Methods

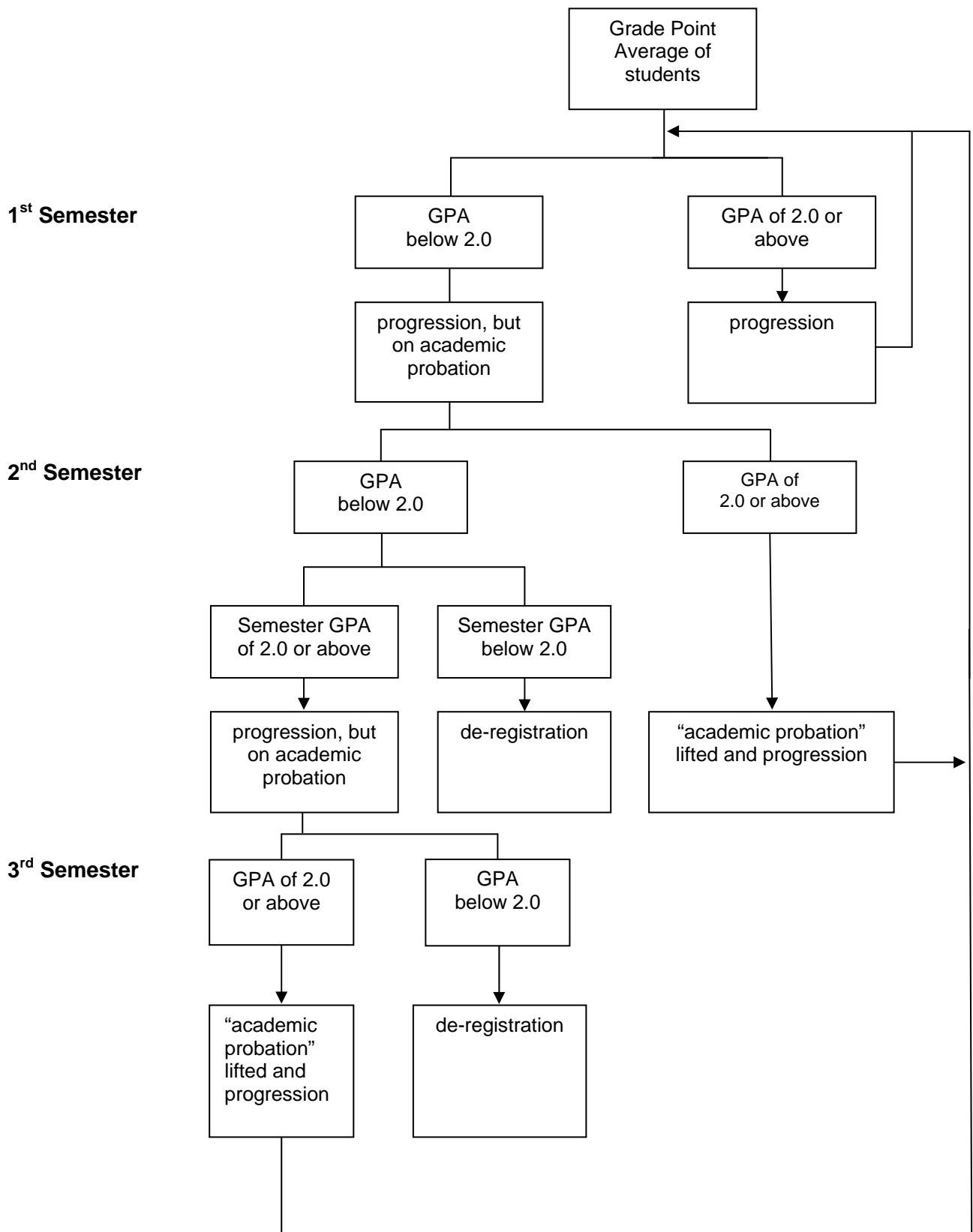
- 7.3.1** Students' performance in a subject shall be assessed by continuous assessment and/or examinations as deemed appropriate. Where both methods are used, the weighting of each in the overall subject grade is stated in the respective subject syllabus.

- 7.3.2** 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.
- 7.3.3** Assessment methods and parameters of subjects shall be determined by the subject offering department.
- 7.3.4** 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.
- 7.3.5** 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.

7.4 Progression/Academic Probation/Deregistration

- 7.4.1** 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.
- 7.4.2** Students with a Grade Point Average (GPA) (see Section 7.7.3 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.
- 7.4.3** 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.
- 7.4.4** The progression of students to the following academic year will not be affected by the GPA obtained in Summer Term.
- 7.4.5** A student may be de-registered from the programme enrolled before the time frame specified in Sections 7.4.3(ii) and 7.4.3(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.
- 7.4.6** In the event that there are good reasons, the Board of Examiners has the discretion to recommend that students who fall into categories as stated in Sections 7.4.3(ii) or 7.4.3(iii) above be allowed to stay on the programme, and these recommendations should be presented to the Faculty Board for final decision.

Diagram 1: PROGRESSION AND ACADEMIC PROBATION SYSTEM



7.5 Retaking of Subjects

- 7.5.1** 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. 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.
- 7.5.2** 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.)
- 7.5.3** 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.

7.6 Exceptional Circumstances

Absence from an Assessment Component

- 7.6.1** 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.
- 7.6.2** 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.

Aegrotat Award

- 7.6.3** 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.

- 7.6.4** 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.
- 7.6.5** The acceptance of an aegrotat award by a student shall disqualify him from any subsequent assessment for the same award.
- 7.6.6** 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

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

7.7 Grading

7.7.1 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.

7.7.2 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

7.7.3 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 assigned³
- (v) Subjects from which a student has been allowed to withdraw (i.e. those with the grade 'W')

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.

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

7.7.5 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.

7.8 Different Types of GPA's

7.8.1 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.

7.8.2 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.

³ 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.

- 7.8.3** 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.
- 7.8.4** 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.
- 7.8.5** For students taking the Major/Minor study route, a separate GPA will be calculated for their Major and Minor programmes. The Major GPA will be used to determine his award classification, which will be so reflected on the award parchment. The Minor GPA can be used as a reference for Board of Examiners to moderate the award classification for the Major.
- 7.8.6** 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.

Types of GPA	Purpose	Rules for GPA calculation
Major/Minor GPA	For reference and determination of award classification	<p><u>Major/Minor GPA</u></p> <p>(1) Only subjects inside the curriculum of the Major/Minor Programmes will be taken in the Major/ Minor GPA calculation.</p> <p>(2) Departments can decide whether the training subjects, are to be counted towards the Major/Minor GPA.</p> <p>(3) For retake subjects, only the last attempt will be taken in the Major/Minor GPA calculation.</p> <p>(4) Up to 6 credits from the Major/GUR [including Language Communication Requirements (LCR) subjects at proficiency level] can be counted towards the chosen Minor.</p> <p><u>Major GPA</u> Level weighting will be included in the calculation of Major GPA.</p> <p><u>Minor GPA</u> Level weighting will <u>not</u> be included in the calculation of Minor GPA</p>
Award GPA	For determination of award classification	<p>If the student has not taken more subjects than required, the Award GPA will be as follows:</p> <p>(1) For single Major: Award GPA = Weighted GPA</p> <p>(2) For Major/Minor programmes: Award GPA = Major GPA</p>

7.9 Eligibility for Award

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

- (i) Complete successfully a minimum of 120 credits⁴, and
- (ii) Earn a cumulative GPA of 2.00 (or both a Major GPA⁵ and Minor GPA⁵ if applicable) or above at graduation, and
- (iii) Complete 3 training credits (300 hours) of Work-integrated Education (WIE);
- (iv) Satisfy the residential requirement for at least 1/3 of the credits to be completed for the award he is currently enrolled, and
- (v) Satisfy the following GUR requirements:

(a) Language and Communication Requirements ⁶	9 credits
(b) Freshman Seminar	3 credits
(c) Leadership and Intra-Personal Development	3 credits
(d) Service-Learning	3 credits
(e) Cluster Areas Requirement (CAR)	12 credits
(f) China Studies Requirement	(3 of the 12 CAR credits)
(g) Healthy Lifestyle	Non-credit bearing
	Total = 30 credits

- (vi) Satisfy the requirement of Faculty of Business of completion of the Graduating Students Language Proficiency Assessment (GSLPA) in both Chinese and English in student's final year at PolyU.

7.9.2 Students are required to graduate as soon as they satisfy all the conditions for award (see Section 7.9.1 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.

7.9.3 Students Taking the Major/Minor Option

Students taking the Major/Minor option will be considered for an award when they have satisfied the requirements for both the Major and Minor studies (i.e. having a GPA of 2.0 or above for the Major programme, Minor programme and overall) and have also submitted an application for graduation. If the 18 credits taken for the approved Minor study can meet the requirements for that Minor, the Major students may apply to graduate with a specific Minor, in addition to their Major. Otherwise, students will graduate with a Major only.

⁴ This minimum only applies to students who are admitted through the normal route. Also, for passing a subject which is designed to fulfill the credit requirement of different types of subject, students will be regarded as having fulfilled the credit requirements of the particular types of subject concerned. Nevertheless, the subject itself will only be counted once in the student's total credit requirements, and the students will be required to make up the total credit requirement by taking another subject.

⁵ These requirements are applicable with effect from the 2012/13 cohorts of intakes, including students on Foundation Year programmes in 2011/12 who progress to stage 1 of FT undergraduate degree programmes in 2012/13. However, these are not applicable to students admitted to Senior Years in 2012/13 either on advanced standing or under the Senior Year quota.

⁶ 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 would still be required to take one Chinese LCR subject to fulfill their Chinese LCR.

Subject to approval by the Minor-offering Department, students may count up to 6 credits from their Major/GUR [including Language Communication Requirements (LCR) subjects at proficiency level] towards their chosen Minor.

7.9.4 Students Taking the Double Majors Option

Students are required to obtain an overall GPA of at least 2.0 for each of the 2 Majors, in order to satisfy the requirement for graduation with Double Majors. They will not be allowed to graduate with one of the 2 Majors. The total credit requirement of Double Majors will depend on the degree of commonality between the two Majors. Apart from the 30 credits of GUR subjects, up to 1/3 of the DSR of the first Major which are common to the second Major can be double-counted towards the second Major.

7.10 Guidelines for Award Classification

7.10.1 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.

7.10.2 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 7.7.3

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.

7.10.3 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.

7.11 Students Taking the Major/Minor Studies

- 7.11.1** For students who have completed a Major/Minor programme, a single classification will be awarded and their award classification will mainly be based on the "Major GPA", but it can be moderated by the Board of Examiners with reference to the "Minor GPA". For students who have completed a Major programme combined with free electives, their award classification will be determined by their "Major GPA" and the grades obtained for the free electives.
- 7.11.2** "Major GPA" is derived based on all subjects of the Major programme, including those meeting the mandatory General University Requirements (GUR) and programme-specific language requirement, but not necessarily including the training credits.
- 7.11.3** "Minor GPA" is derived based on the 18 credits of specific Minor programme. "Minor GPA" is unweighted.
- 7.11.4** The "Major GPA" and the "Minor GPA" will be presented separately to the Board of Examiners for consideration. The guidelines for determining award classification as stipulated in Sections 7.12 below are applicable to programmes with Major/Minor studies.
- 7.11.5** Where a student has a high GPA for his Major but a lower GPA for his Minor, he will not be 'penalised' in respect of his award classification, which is attached to the Major. On the other hand, if a student has a lower GPA for his Major than his GPA for the Minor, the Board of Examiners may consider giving the student a higher award classification than with reference to his Major GPA.

7.11.6 Students Taking the Double Majors Option

The derivation of GPA for award classification for the First Major and Second Major (particularly on the counting of subjects common to both Majors) will be decided by the Department offering the Major programme. Whilst only one award parchment will be issued for the Double Majors, it will list both Majors and the award classifications, which can be different for the 2 Majors.

7.12 Classification of Awards

- 7.12.1** 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

7.12.2 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.

7.12.3 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.

7.13 Examination Result Announcements, Transcripts, Testimonials and References

7.13.1 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.

7.13.2 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) granted, with classification and year of award; and;
- (vii) a statement indicating that the student has completed the Work-integrated Education (WIE) activities and the Healthy Lifestyle subject which is non-credit bearing.

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

7.13.4 Students may also request for references direct from academic staff/members concerned.

7.14 Student Appeal against Examination Results

7.14.1 A student may appeal against decisions of Subject Assessment Review Panel (SARP)/ Board of Examiners within 7 working days after public announcement of the examination results.

7.14.2 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. The regulations for assessment will be in accordance with the current edition of the University's General Assessment Regulations.

7.14.3 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.

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

8. MEDIUM OF INSTRUCTION

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

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

9. 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 fulfill 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

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 in the Department is to advise you on your Major study and Minor/Free Elective choices. You are expected 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 your Academic Advisor will meet with you periodically (at least once a year individually or in group) to discuss your academic plan and aspirations.

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/Minor 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 MM: http://www.polyu.edu.hk/mm/mm_dev/index.php

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

10. 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.

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.

The Basic Principle: Good Manners

The basic principle lying behind this Code is simply GOOD MANNERS.

This means treating academic staff and other students with respect, and not engaging in activities that make their tasks more difficult, or which cause them embarrassment.

Good manners also means having respect for yourself as a privileged adult and a business executive in the making.

Good Manners and Bad Manners

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 E-mail

E-mail is an official communication channel among staff and students at PolyU. Proper use of e-mail will avoid waste of resources and enable proper communication with target recipients.

Users should not use e-mails for the following purposes:

- 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.

Introduced SubjectsReinforced and Assessed Subjects:

AF1605	Introduction to Economics	MM3711	Integrated Marketing Communications	MM4781*	Sales Management
AF2108	Financial Accounting	MM3721	Consumer Behaviour	MM4791*	Services Marketing
AF2110	Management Accounting 1	MM3761	Marketing Research	MM4831*	Strategic Brand Management
AF2504	Introduction to Business Law	MM4711	Business to Business Marketing	AF3313	Business Finance
AF2602	Global Economic Environment	MM4732	Global Marketing	MM4311	Strategic Management
AMA1501	Introduction to Statistics for Business	MM4751	Marketing Strategy	MM4513	Corporate Social Responsibility
APSS111	Introduction to Psychology	MM4772	Product Management	LGT2106	Principles of Operations Management
APSS112	Introduction to Sociology	MM4942	Marketing Capstone Project	CBS3221P	Chinese Language Communication for Business
LCR-CBS	Chinese – LCR language subject	MM2392*	Social Entrepreneurship Practicum (<i>subject to approval</i>)	ELC3221	Workplace English for Business Students I
LCR-ELC(1)	English – LCR language subject 1	MM3771*	Further Marketing Research	ELC3222	Workplace English for Business Students II
LCR-ELC(2)	English – LCR language subject 2	MM3782*	Marketing Channel Management		
FB1003	Freshman Seminar	MM3791*	Retailing and Merchandising		
MM1051^	Tango! Managing Self & Leading Others	MM3841*	Internet Marketing		
MM2021	Management & Organisation	MM4391*	Management Practice Through Real World		
MM2422	Managing Business Information Systems & Applications	MM4721*	Marketing Management in China		
MM2711	Introduction to Marketing	MM4741*	Market Decision Analysis		

^Subject to Review

*Elective Subject

