



Bachelor of Business Administration (Honours) in Marketing

Programme Requirement Document

2021/22



Faculty of Business

Bachelor of Business Administration (Honours) in Marketing Programme Requirement Document

(For the cohort of students admitted in the 2021/22 academic year)

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

Table of Contents

1) General Information	1
2) Aims, Learning Outcomes and Objectives of the Programme	2
3) Admission and Registration	6
4) Curriculum Structure	7
5) Work-Integrated Education	14
6) Examination and Assessment	18
7) Academic Advising	20
8) Code of Conduct for Students in the Faculty of Business	22

This Programme Requirement Document should be read in conjunction with the Student Handbook of the relevant year and the latest version of the Handbook on Academic Regulations for Taught Programmes (Version for University Calendar).

August 2021

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	02402-SYK <i>(For advanced standing students admitted to senior year places)</i>
Normal Duration	4 years	2 years
Credit Requirement		
▪ Academic credits	120	66 [^]
▪ Training Credits for Work-Integrated Education (WIE)	3	3

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

Mode of Attendance: Full-time

Host Department

Department of Management and Marketing (MM)

Final Award

BBA (Hons) in Marketing
市場學(榮譽)工商管理學士

Programme Management:

Programme Leader	Dr Jackie Tam	jackie.tam@polyu.edu.hk
Deputy Programme Leader	Dr Winslet Chan	winslet.ty.chan@polyu.edu.hk

Professional Recognition:

The Chartered Institute of Marketing (CIM)

BBA(Hons) in Marketing students are eligible to apply for CIM Affiliate Studying Membership and gain access to a wide range of membership benefits and online resources.

** Recognition is subject to accreditation assessment.*

2) AIMS, LEARNING OUTCOMES AND OBJECTIVES OF THE PROGRAMME

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

2.1 Programme Aims

This programme provides students with a well-rounded business education; competence in the analysis, planning, implementation and control of marketing decisions; analytical ability and research competence; the ability to communicate, interact and intervene in the integrative role that is ascribed to marketing; appreciation of the responsibilities of marketing professionals within broader environmental and international contexts; and literacy in the use of information systems and technology that is relevant to marketing.

2.2 Learning Outcomes and Objectives

Learning Outcomes provide a broad description of the intellectual abilities, knowledge, skills and attributes to be developed in all students. There are two types of outcomes – ‘generic’ and ‘business and management-specific’. Underpinning each Learning Outcome, there are Learning Objectives that set out specifically what students are expected to achieve or perform at the end of their studies.

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

Outcomes		Corresponding institutional outcome / graduate attribute	Learning Objectives	
Generic Learning Outcomes				
1	Communication Skills	Effective communicator	a	Communicate effectively in English at a level appropriate for business purposes and general conversation
			b	Communicate effectively in Chinese at a level appropriate for business purposes and general conversation
2	Global Outlook	Competent professional (global outlook)	a	Recognize the increasing integration of the world economy
			b	Demonstrate an understanding of international marketing situations and examine how they may affect business decisions
		Socially responsible global citizen	c	Demonstrate a global outlook and understand cultural diversity, globalization in management issues
		Competent professional (professional competence)	d	Demonstrate an understanding on the applications and implications of the latest technologies to practices and decisions pertaining to the global economy

Outcomes		Corresponding institutional outcome / graduate attribute	Learning Objectives	
3	Critical and Creative Thinking	Critical thinker	a	Apply critical thinking in different business contexts
			b	Demonstrate creative thinking in idea expression and presentation
		Competent professional (professional competence)	c	Demonstrate an understanding on the applications and implications of the latest technologies to practices and decisions pertaining to critical and creative thinking
4	Ethical Reasoning	Ethical leader (ethical reasoning)	a	Identify and respond appropriately to ethical issues as they arise in different business settings
		Socially responsible global citizen	b	Analyze ethical issues as they arise generally within the framework of corporate social responsibility
		Competent professional (professional competence)	c	Demonstrate an understanding on ethical issues with respect to the applications of the latest technologies in business contexts
5	Entrepreneurship and Innovation	Competent professional (entrepreneurship)	a	Develop an entrepreneurial mindset in exploring a business solution in a freshman group project
			b	Identify business opportunities and innovative ideas with the support of professional-specific skills and knowledge
		Competent professional (professional competence)	c	Demonstrate an understanding on the applications and implications of the latest technologies to inform entrepreneurship and innovation
Business and Management-specific Learning Outcomes				
6	Information Technology and Data Analytics	Competent professional (professional competence)	a	Apply information technologies in solving business problems and evaluate their effectiveness and managerial implications
			b	Analyze and tackle business problems using various types of business analytics tools
7	Accounting & Finance	Competent professional (professional competence)	a	Prepare and analyze financial reports for organizations
			b	Apply basic financial theories and understand the operations of financial markets
			c	Demonstrate an understanding on the applications and implications of the latest technologies to practices and decisions pertaining to accounting and finance
8	Value Creation	Critical thinker; Innovative problem solver	a	Appraise the economic values created in the allocation of resources
			b	Identify and analyze the means by which values are created in goods and services in marketing

Outcomes		Corresponding institutional outcome / graduate attribute	Learning Objectives	
		Competent professional (professional competence)	c	Demonstrate an understanding on the applications and implications of the latest technologies to practices and decisions pertaining to the value creation processes
9	Managing People and Organization	Ethical leader (leadership and teamwork; intrapersonal competence; interpersonal competence)	a	Apply intra-personal and leadership concepts and theories in organizational settings
		Competent professional (professional competence)	b	Explain and analyze the functions of management in organizations: planning, organizing, leading, and controlling
			c	Demonstrate an understanding on the applications and implications of the latest technologies to the management of people and organization
10	Strategic Planning and Thinking	Competent professional (professional competence); Critical thinker	a	Apply the models of operations management to guide decision-making in different business settings
			b	Specify parameters of strategic choice within which business organizations set objectives and take actions
			c	Demonstrate an understanding on the applications and implications of the latest technologies to strategic options and strategic decision-making
Major-specific Learning Outcome				
11	Major-specific Learning Outcome	Competent professional (professional competence)	a	Have sufficient marketing management skills and knowledge to make an immediate contribution to the workplace, and to facilitate the process of continuous professional development
		Lifelong learner	b	Recognize the need for continual learning and self-improvement in the field of Marketing, and be able to plan, manage and evaluate their own learning for professional development
		Competent professional (professional competence)	c	Demonstrate an understanding on the applications and implications of the latest technologies to practices and decisions pertaining to Marketing

2.3 PolyU is committed to nurturing competent professionals who are also critical thinkers, effective communicators, innovative problem solvers, lifelong learners, ethical leaders and socially responsible global citizens. The institutional learning outcomes for acquiring these graduate attributes at UG level are appropriately addressed by the totality of the programme learning outcomes. In addition, some generic learning outcomes such as global outlook, sense of social and national responsibility, cultural appreciation and entrepreneurship are also addressed through co-curricular activities offered by faculties,

departments and various teaching and learning support units of the University. Students are encouraged to take full use of such opportunities to achieve these learning outcomes.

3) ADMISSION AND REGISTRATION

3.1 This Programme's minimum entrance requirements are the University's General Minimum Entrance Requirements for Bachelor's degree programmes. Please refer to the "General Minimum Entrance Requirements" section for undergraduate degree programmes in the Handbook on Academic Regulations for Taught Programmes (Version for University Calendar) for details.

3.2 Please refer to the following sections in the Handbook on Academic Regulations for Taught Programmes (Version for University Calendar) for the requirements of:

- Subject Exemption
- Credit Transfer
- Subject Registration and Withdrawal
- Duration for Completion of a Programme
- Deferment of Study.

3.3 Study Load

3.3.1 For students following the progression pattern specified for their programme, they have to take the number of credits and subjects as specified in this Programme Requirement Document for each semester. Students cannot drop those subjects assigned by the Department unless prior approval has been given by the Department.

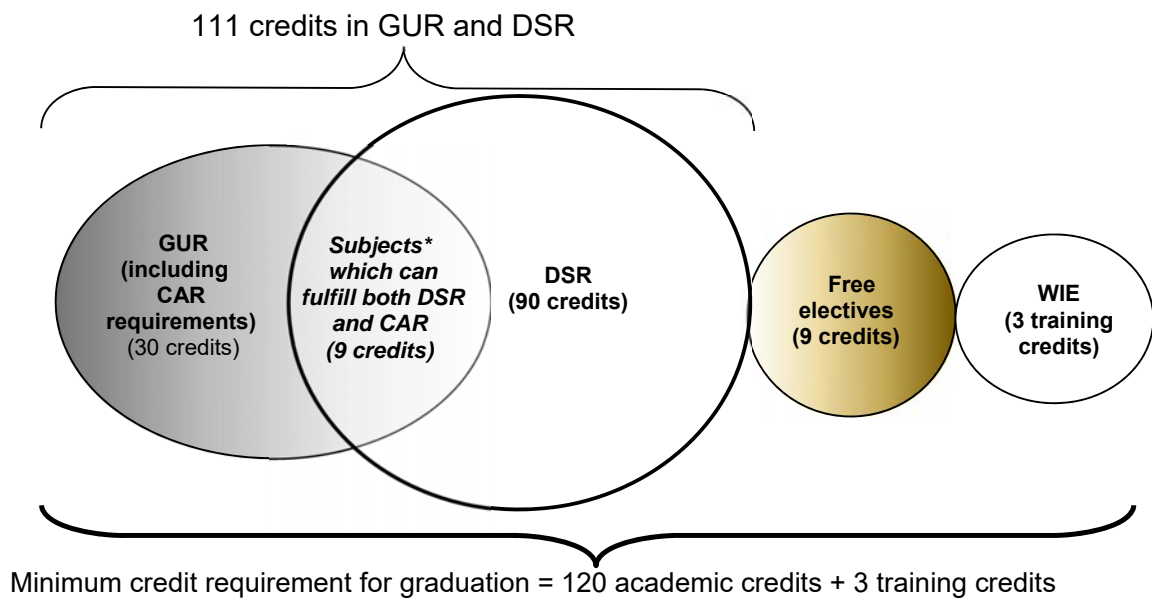
3.3.2 Please refer to the "Study Load" section in the Handbook on Academic Regulations for Taught Programmes (Version for University Calendar) for other details.

4) CURRICULUM STRUCTURE

4.1 To qualify for graduation, students must complete **at least 120 academic credits AND 3 training credits in Work-integrated Education (WIE).**

- 4.2 The 120 academic credits comprise:
- 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.**



4.3 General University Requirements (GUR) (30 credits)

The General University Requirements are as follows:

Areas	Credits
Language & Communication Requirements (LCR)	9
▪ English	(6)
▪ Chinese	(3)
Cluster-Area Requirements (CAR)	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	

<ul style="list-style-type: none"> ▪ A minimum of 3 credits on subjects designated as "China-related"^(c) ▪ Students must also fulfil the Reading and Writing requirements in English and Chinese 	
Other Requirements	
<ul style="list-style-type: none"> ▪ Leadership and Intra-personal Development ▪ Service-Learning ▪ Freshman Seminar ▪ Healthy Lifestyle (non-credit bearing) 	<p>3</p> <p>3</p> <p>3</p> <p>0</p>
Total GUR credits	30

4.3.1 Details of GUR for 4-year degree students is available at <https://www.polyu.edu.hk/ogur/student/4yr/gur/>.

4.3.2 Details of GUR for articulation degree and senior year students is available at <https://www.polyu.edu.hk/ogur/student/articulation-degree-programme-structure-senior-year-intakes/>

4.3.3 DSR-CAR double-fulfilment subjects in this Programme are listed below:

DSR subjects	CAR
1. APSS111 Introduction to Psychology	CAR(A): Human Nature, Relations and Development
2. AF1605 Introduction to Economics 3. LGT2106 Principles of Operations Management 4. MM2711 Introduction to Marketing	CAR(B): Community, Organisation and Globalisation

4.3.4 Students who complete a DSR-CAR subject (except remedial subjects) do not have to fulfill the relevant CAR requirement. However, they must take a free elective to make up the credit requirements.

4.3.5 DSR subject *MM1051 Tango! Managing Self & Leading Others* fulfills requirement of 'Leadership and Intra-personal Development' under GUR.

4.4 Discipline Specific Requirements (DSR) (90 credits)

4.4.1 Core Subjects (57 credits)

	Subject Code	Subject Title	Credits
1.	AF1605*	Introduction to Economics	3
2.	AF2108	Financial Accounting	3
3.	AF2110	Management Accounting 1	3
4.	AF3313	Business Finance	3
5.	AF3513	Business Law	3
6.	AF3627	Global Economic Environment	3
7.	AMA1501	Introduction to Statistics for Business	3
8.	APSS111*	Introduction to Psychology	3
9.	CLC3221P	Chinese Language Communication for Business	3
10.	ELC3221	Workplace English for Business Students I	3
11.	ELC3222	Workplace English for Business Students II	3
12.	LGT2106*	Principles of Operations Management	3
13.	MM1051*	Tango! Managing Self & Leading Others	3
14.	MM2021	Management & Organisation	3
15.	MM2711*	Introduction to Marketing	3
16.	MM3422	Business Information Systems	3
17.	MM3425	Business Analytics	3
18.	MM4311	Strategic Management	3
19.	MM4513	Corporate Social Responsibility	3

* DSR-CAR double-fulfilment subjects

4.4.2 Specialist Subjects (33 credits)

Specialist Compulsory Subjects (8 subjects / 27 credits)

	Subject Code	Subject Title	Credits
1.	MM3711	Integrated Marketing Communications	3
2.	MM3721	Consumer Behaviour	3
3.	MM3761	Marketing Research	3
4.	MM4711	Business to Business Marketing	3
5.	MM4732	Global Marketing	3
6.	MM4751	Marketing Strategy	3
7.	MM4772	Product Management	3
8.	MM4942	Marketing Capstone Project	6

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

	Subject Code	Subject Title	Credits
1.	MM3791	Retailing and Merchandising	3
2.	MM3842	Digital Marketing	3
3.	MM3851	Social Media Marketing	3
4.	MM4721	Marketing Management in China	3
5.	MM4741	Market Decision Analysis	3
6.	MM4782	Sales and Distribution Management	3
7.	MM4791	Services Marketing	3
8.	MM4831	Strategic Brand Management	3

4.4.3 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. Students may wish to consider making use of the 9 credits of free electives for pursuing a Minor. The credit requirement for a Minor is 18, at least 9 credits 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.

4.5 Work-Integrated Education (3 training credits)

Students will need to complete MM3001 Work-Integrated Education to earn 3 training credits.

4.6 Indicative Progression Pattern

An indicative progression pattern for the programme / discipline-specific requirements (DSR) of BBA (Hons) in Marketing is shown below. 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.

Indicative Progression Pattern for 4-year Degree Students

Suggested Semester	Code	Subject	Credits
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	FB1003	Freshman Seminar	3
			15
Year 1 (Semester 2)			
2	AF1605	Introduction to Economics ⁽²⁾	3
2	MM1051	Tango! Managing Self & Leading Others ⁽³⁾	3
2	MM2711	Introduction to Marketing ⁽²⁾	3
2	MM3425	Business Analytics	3
2		LCR-English 2	3
			15
Year 2 (Semester 1)			
1	AF2108	Financial Accounting	3
1	AF3627	Global Economic Environment	3
1	LGT2106	Principles of Operations Management ⁽²⁾	3
1	MM3422	Business Information Systems	3
1	MM3721	Consumer Behaviour	3
			15

Year 2 (Semester 2)			
2	AF2110	Management Accounting 1	3
2	AF3513	Business Law	3
2	MM2021	Management & Organisation	3
2	MM3761	Marketing Research	3
2		CAR 1	3
			15
Year 3 (Semester 1)			
1	CLC3221P	Chinese Language Communication for Business	3
1	ELC3221	Workplace English for Business Students I	3
1	MM4513	Corporate Social Responsibility	3
1	MM4732	Global Marketing	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	MM3711	Integrated Marketing Communications	3
2	MM4711	Business to Business Marketing	3
2		Service-Learning	3
2		Free Elective 2	3
			18
Year 4 (Semester 1)			
1	MM4311	Strategic Management	3
1 & 2	MM4942	Marketing Capstone Project	-
1	MMxxxx	Specialist Elective 1	3
1		CAR 2	3
			9
Year 4 (Semester 2)			
2	MM4751	Marketing Strategy	3
1 & 2	MM4942	Marketing Capstone Project	6
2	MMxxxx	Specialist Elective 2	3
2		Free Elective 3	3
			15
Total minimum academic credits: 120			
Plus			
Training credits in WIE (MM3001): 3			

* DSR and CAR double-fulfilment subjects

The syllabi of the above-mentioned subjects are available at
<https://mm.polyu.edu.hk/study/subject-syllabi/>.

Indicative Progression Pattern for Senior Year Students (2-year pattern for students admitted on senior year basis – AD/HD holders)

Suggested Semester	Code	Subject	Credits
Year 1 (Semester 1)			
1	CLC3221P	Chinese Language Communication for Business	3
1	ELC3221	Workplace English for Business Students I	3
1	MM3721	Consumer Behaviour	3
1	MM4732	Global Marketing	3
1	MM4772	Product Management	3
1		CAR C	3
			18
Year 1 (Semester 2)			
2	AF2110	Management Accounting 1	3
2	AF3313	Business Finance	3
2	ELC3222	Workplace English for Business Students II	3
2	MM3761	Marketing Research	3
2	MM4711	Business to Business Marketing	3
2		Service-Learning	3
			18
Year 2 (Semester 1)			
1	MM4311	Strategic Management	3
1	MM4513	Corporate Social Responsibility	3
1 & 2	MM4942	Marketing Capstone Project	-
1	MMxxxx	Specialist Elective 1	3
1		CAR D	3
			12
Year 2 (Semester 2)			
2	AF3513	Business Law	3
2	MM3711	Integrated Marketing Communications	3
2	MM4751	Marketing Strategy	3
1 & 2	MM4942	Marketing Capstone Project	6
2	MMxxxx	Specialist Elective 2	3
			18
Total academic credits: 66 Plus Training credits in WIE (MM3001): 3			

Notes:

(1) The indicative progression pattern is for illustration purpose.

(2) Depending on an individual's academic merits, the credit requirement for graduation is between 60 and 75.

The syllabi of the above-mentioned subjects are available at

<https://mm.polyu.edu.hk/study/subject-syllabi/>.

4.7 Minor Study

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. Please refer to the section of "Minor Study" section in the Handbook on Academic Regulations for Taught Programmes (Version for University Calendar) for details.

5) WORK-INTEGRATED EDUCATION (WIE)

5.1 MM3001 Work-Integrated Education WIE (3 training credits) is a mandatory component of the 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.

5.2 Students are required to obtain a “Pass” in the subject **MM3001 Work-Integrated Education** upon graduation, i.e. successfully complete at least 100 hours of placement in one organization. A maximum 10 hours each can come from WIE related training workshops and from taking on a leadership role in a student association, e.g. The Hong Kong Polytechnic University Students’ Union, Faculty of Business Students’ Association, Accounting and Finance Society, Logistics and Maritime Studies Society, or Management and Marketing Society. The WIE fulfillment will be recorded under “Other Fulfillment” in SRS System as well.

5.3 Learning Objectives of WIE

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

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.

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 influence sustainable competitive advantage, excellence, and progress.

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.

5.4 WIE Requirements

- 5.4.1 Students must acquire at least 3 'WIE credits' (classified as training credits) in addition to the required academic credits to be eligible for graduation and are highly recommended to complete the requirement before promotion to the final year of study.
- 5.4.2 Students may choose to fulfil the minimum 100-hour requirement through placement in one organization.
- 5.4.3 Students can undertake more than one WIE placement, but each WIE placement should preferably be at least 100 hours to make it more meaningful.
- 5.4.4 All work for WIE credits 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 organization where the work is done.
- 5.4.5 All work for WIE credits must take place in an organizational context relevant to the degree programme for which the student is enrolled, OR must demonstrate that it develops generic transferable skills relevant to that programme.
- 5.4.6 WIE credits can be achieved through full-time, part-time, or project work done locally or overseas.
- 5.4.7 Students may participate in internship secured by themselves and/or the Faculty, their School or Department and the Office of Careers and Placement Services (CAPS). Internship placements secured by students must be approved by their Department WIE Coordinator in order for the hours to be counted towards achieving their WIE credits.
- 5.4.8 In general, it is recommended that students start their WIE internships after two semesters of studies at PolyU.
- 5.4.9 Students are encouraged to prepare for their WIE placements through a series of workshops and seminars organized by the University. Up to ten (10) hours of approved WIE training can be counted towards WIE work hours.
- 5.4.10 Students can also accumulate up to ten (10) hours of required WIE work hours from taking on a leadership role in a recognized student association as stipulated in section 5.2 above.

5.5 Compensation and Regulatory Matters

- 5.5.1 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 employers' discretion.
- 5.5.2 If there is an employment relationship between the student and the WIE offering organization, both the Minimum Wage Ordinance (<https://www.labour.gov.hk/eng/news/mwo.htm>) and the MPF Ordinance (<https://www.mpfa.org.hk/en/mpf-system/mandatory-contributions/employees>) 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.

- 5.5.3 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.
- 5.5.4 Students going on internship placements on 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).
- 5.5.5 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.
- 5.5.6 The WIE requirements do not apply to students on exchange in the University.

5.6 **WIE Placement Procedures**

- 5.6.1 WIE placement opportunities and relevant WIE announcements are made available year-round to relevant students via FB WIE Online System. It is the students' responsibility to search for suitable placements and follow the respective application procedures and deadlines.
- 5.6.2 Suitable candidates will be selected from a shortlist of applicants through tests and/or interviews (individual or group) by the Department WIE Office as well as the WIE partner organizations.

5.7 **WIE Assessments**

- 5.7.1 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 by the student.

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

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

5.8 **Information on WIE**

- 5.8.1 Further information and updates on WIE are available at departmental websites as well as through students' campus emails regularly.
- 5.8.2 Students should contact their Department WIE Coordinator for assistance should they have questions and queries.

6) EXAMINATION AND ASSESSMENT

6.1 This Programme is governed by the University's General Assessment Regulations (GAR). Please refer to the "General Assessment Regulations" in the Handbook on Academic Regulations for Taught Programmes (Version for University Calendar) for details. Programme-specific assessment regulations are further set out here.

6.2 Assessment Methods

6.2.1 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 relevant programme/subject documents.

6.2.2 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 relevant programme/subject documents.

6.2.3 To ensure that students' English capabilities are better developed, every subject offered by FB Departments contains some significant elements of individual writing tasks in English.

6.3 Grading

The Work-Integrated Education training credits will not be counted in the GPA calculation.

6.4 Guidelines for Award Classification

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

6.4.2 The Weighted GPA will be used as a guide for helping to determine award classifications.

Weighted GPA will be computed as follows:

$$\text{Weighted GPA} = \frac{\sum_{n=1}^N \text{Subject Grade Point}_n \times \text{Subject Credit Value}_n \times W_n}{\sum_{n=1}^N \text{Subject Credit Value}_n \times W_n}$$

where W_n = weighting to be assigned according to the level of the subject

N = number of all subjects counted in GPA calculation as set out in "Guidelines for award classification" section in the Handbook on Academic Regulations for Taught Programmes (Version for University Calendar)

6.4.3 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 applicable to this Programme 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 ranges from 0.00 to 4.30.

6.5 Student Appeals against Examination Results

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 ACADEMIC ADVISING

7.1 There are two systems of academic advising at PolyU: a) Department-based academic advising; and b) academic advising at the institutional level at the Student Affairs Office (SAO). While the former system is primarily related to advising on students' Major studies and Minor / Free Elective studies (via Academic Advisor in the Department / Faculty), the latter system attempts to help students with matters related to General University Requirements (GUR) and study plans via advising provided by Academic Advising Officers at SAO.

7.2 Academic Advising in Department

7.2.1 After a student embarks on his/her Major, he/she will be assigned to a full-time academic staff in his/her Department who will act as his/her Academic Advisor throughout his/her study at PolyU. The primary role of the Academic Advisor is to facilitate his/her choice of his/her Major study and Minor/Free electives, if applicable. Students are expected to take initiative to consult their Academic Advisors before subject registration when there is a need. If students take less than the minimum allowable credits or more than the maximum allowable credits in a semester, they will need the approval of their Programme Leaders via the Academic Advisors.

7.2.2 Students are expected to meet with their Academic Advisors periodically (at least once a year individually or in group) to discuss their academic plans and aspirations. They are also encouraged to consult their Academic Advisors especially when they are on academic probation/ de-registration.

7.3 Roles and Responsibilities of Academic Advisees

Students/Academic Advisees are expected to:

- a) Take personal responsibility for their academic decisions, plans and outcomes.
- b) Be familiar with the academic advising policies, resources and infrastructure at PolyU.
- c) Understand their Major/Minor requirements and the General University Requirements and monitor their own progress with reference to the graduation requirements.
- d) Develop study plans which enable them to complete their undergraduate degrees at PolyU.
- e) Attend academic advising sessions offered by the Departments/Faculties and the Student Affairs Office (SAO).
- f) Be prepared for academic advising. Understand their academic progress before meeting their Academic Advisors.
- g) If they have any questions regarding their academic studies, they should raise them at the academic advising meetings.

- h) Have an open mind and be ready to seriously consider advice given by teachers, Academic Advisors and other staff.
- i) Read the e-mails and letters sent to them by their Academic Advisors in their Departments/Faculties and SAO Academic Advising Officers.
- j) Visit the Departmental academic advising websites and the SAO website at least once a semester for updates and new information.
- k) Seek help as early as possible. It is a sign of courage.
- l) Enjoy their academic advising experience at PolyU.

7.4 Useful Links

Academic Advising website in MM:

<https://mm.polyu.edu.hk/experience/academic-advising/>

Website of Student Affairs Office (SAO):

<https://www.polyu.edu.hk/sao/cws/academic-advising/academic-advising/what-is-academic-advising/#>

8 CODE OF CONDUCT FOR STUDENTS IN THE FACULTY OF BUSINESS

8.1 The University Student Handbook contains a comprehensive statement on Academic Integrity which every student should be aware of. In particular, every student should read, and act on, the sections related to plagiarism and bibliographic referencing.

8.2 Plagiarism

8.2.1 Plagiarism refers to the act of using the creative works of others (e.g. ideas, words, images or sound, etc.) in one's own work without proper acknowledgement of the sources.

8.2.2 Students are required to submit their original work and avoid any possible suggestion of plagiarism in the work they submit for grading or credit.

8.2.3 The University/Faculty views plagiarism, whether committed intentionally or because of ignorance or negligence, as a serious disciplinary offence. Excuses such as "not knowing what is required" or "not knowing how to do it" will not be accepted.

8.2.4 Depending on the seriousness of the plagiarism cases, they may be referred to the Student Discipline Committee for investigation and decision. If a student is found guilty of the alleged offence, penalties considered appropriate by the Committee may be imposed. These may include:

- suspension of studies for a specified period of time;
- expulsion for a specified period or indefinitely; and
- any other penalties as considered appropriate.

8.3 Classroom Behaviour

8.3.1 The expected classroom behaviour of students in the Faculty of Business are explained below. Students who consistently fail to meet these expectations may be excluded from classes or subject to disciplinary action.

8.3.2 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.

8.3.3 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.
- 8.3.4 Lecturers are entitled to ask individual students to leave the classroom if they persist in offending against this code of conduct.
- 8.3.5 Members of staff in the Faculty of Business expect students to follow this Code of Conduct. It is nothing more than simple politeness.

8.4 Use of PolyU E-mail Account

- 8.4.1 E-mail is an official communication channel among staff and students at PolyU. Students are strongly advised to check their PolyU student e-mails regularly. Missing important information contained in e-mails intentionally or unintentionally will not be accepted as a legitimate reason for their appeal against academic assessments.
- 8.4.2 Students should not use PolyU student e-mails in any ways which violate applicable laws and regulations, including but not limited to:
- 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 other users
 - Any communication which violates applicable laws and regulations.
- 8.4.3 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.