THE HONG KONG POLYTECHNIC UNIVERSITY
香港理工大學

PolyU 理大商學院
Business School
Innovation-driven Education and Scholarship

Department of
MANAGEMENT & MARKETING
管理及市場學系

Bachelor of Business Administration (Honours) in Marketing

(Senior Year Curriculum)

Programme Requirement Document

2025/26

Department of Management and Marketing

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

(For the cohort of students admitted in the 2025/26 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.*

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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). Please refer to the Student Handbook for matters not shown in this Document.

August 2025

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	**23492-SYK** *(Senior Year curriculum)*
Duration	2 years

Credit Requirement

- Academic credits 66^
- Training Credits for Work-integrated Education (WIE)* 3

^ *Depending on an individual's academic merits, the credit requirement for graduation is between 60 and 75.*
* *Please refer to Section 4 for details.*

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 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 comprehensive 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

Learning Outcomes provide a broad description of the intellectual abilities, knowledge, skills and attributes to be developed in all students.

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

Learning Areas	**Institutional Learning Outcomes / Graduate Attributes**	**Outcomes**
Communication	Effective communicator	1. Comprehend and communicate effectively in English, and Chinese where appropriate, in professional and day-to-day contexts
Global Outlook	Socially responsible global citizen	2. Recognize and understand global economic integration, global trends and opportunities, and cultures in the national and global contexts
Critical Thinking	Critical thinker	3. Examine and critique the validity of information, arguments, and different viewpoints, and to reach sound judgments on the basis of credible evidence and logical reasoning
Innovative Problem Solving	Innovative problem solver	4. Identify and define problems in both professional and day-to-day contexts, and produce innovative solutions to solve problems
Entrepreneurship	Ethical leader; Innovative problem solver	5. Demonstrate entrepreneurial spirit and skills in their work, including creative thinking, discovery and use of opportunities, and experimentation with novel ideas
		6. Identify and analyze the means by which values are created in resources allocation and product/service provision
Technology Literacy	Competent professional	7. Demonstrate an understanding on the applications and implications of the latest technologies in practices in the professions
Accounting & Finance	Competent professional	8. Prepare and analyze financial reports for organizations

		9. Apply basic financial theories and understand the operations of financial markets
People and Organizational Management	Ethical leader; Socially responsible global citizen	10. Demonstrate self-leadership and apply both interpersonal and intrapersonal skills in organization management
		11. Analyze ethical issues and understand self and organizational responsibilities to society, own nation and the world
Operations Management	Competent professional	12. Apply models of operations management to guide decision making in different business settings
Lifelong Learning	Lifelong Learner	13. Recognize the need for continual learning and self-improvement, and be able to plan, manage and evaluate their own learning in pursuit of self-determined goals
Major-specific Learning Outcome	Competent professional	14. Have sufficient major-specific skills and knowledge to make an immediate contribution to the workplace, and to facilitate the process of continuous professional development

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 General Minimum Entrance Requirements

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

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

3.2 Please refer to the following sections in the Student Handbook 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 The normal study load is 15 credits in a semester for full-time study. 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.

3.3.3 To ensure academic performance, students on academic probation are required to seek academic advice on their study loads and subjects to be taken. These students will normally be required to take a study load of not more than 15 credits.

3.3.4 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

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

To qualify for graduation, a student must complete **at least 66 academic credits**, including the following:

- 9 credits of General University Requirements (GUR);
- 57 credits of Major Requirements.

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

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

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

4.1 General University Requirements (GUR) (9 credits)

The General University Requirements are as follows:

Areas	Credits
Cluster-Area Requirements (CAR) • 3 credits from CAR (M) "Chinese History and Culture" • 3 credits from specially-designed CAR (A) – English Language subject with embedded English Reading and Writing Requirements • Students are required to fulfil the English and Chinese Reading & Writing Requirements	6
Service-Learning (SL)	3
Essential Components of General Education **E-modules on**: 1. Academic Integrity 2. Artificial Intelligence and Data Analytics 3. Innovation and Entrepreneurship 4. National Education	Non-credit-bearing
Total	9

Details of GUR for articulation degree and senior year students are available at https://www.polyu.edu.hk/cus/GURSubjects/

4.2 Major Requirements (57 credits)

4.2.1. Compulsory BBA core Subjects (24 credits)

	Subject Code	Subject Title	Credits
1.	AF2110	Management Accounting 1	3
2.	AF3313	Business Finance	3
3.	AF3513	Business Law	3
4.	CLC3221P	Chinese Language Communication for Business	3
5.	ELC3221	Workplace English for Business Students I	3
6.	ELC3222	Workplace English for Business Students II	3
7.	MM4311	Strategic Management	3
8.	MM4513	Corporate Social Responsibility	3

4.2.2. Specialist Subjects in BBA-Marketing (33 credits)

a) 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

b) Specialist Subjects (6 credits)

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

	Subject Code	**Subject Title**	**Credits**
1.	MM2901	GBA Immersion	3
2.	MM3161	Creativity, Innovation and Entrepreneurship	3
3.	MM3162	Innovation and Entrepreneurship Colloquium	3
4.	MM3462	Artificial Intelligence and Big Data for Business	3
5.	MM3791	Retailing and Merchandising	3
6.	MM3842	Digital Marketing	3
7.	MM3851	Social Media Marketing	3
8.	MM4361	Social Innovation: Achieving Sustainable Development Goals through Business	3
9.	MM4395	International Colloquium in Contemporary Issues in Business Management	3
10.	MM4721	Marketing Management in China	3
11.	MM4741	Market Decision Analysis	3
12.	MM4782	Sales and Distribution Management	3
13.	MM4831	Strategic Brand Management	3

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

Subject Code	Subject Title	Training Credit
MM3001	Work-Integrated Education	3

Students are required to obtain a "Pass" in MM3001 (3 training credits) upon graduation, i.e., successfully complete at least 100 hours of placement.

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4.4 Indicative Progression Pattern

An indicative progression pattern for BBA (Hons) in Marketing is shown in the table 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.

Students are not allowed to drop any subjects after the add/drop period. Applications for subject withdrawal after the add / drop period will only be considered if you have a genuine need with strong justifications and documentary evidence. Poor performance in mid-term tests / continuous assessments and heavy workload are not considered valid reasons for subject withdrawal.

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 & 2	MM1Q01	Essential Components in General Education	0
1	MM3721	Consumer Behaviour	3
1	MM4732	Global Marketing	3
1	MM4772	Product Management	3
1		CAR (A) - English Language	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
1 & 2	MM1Q01	Essential Components in General Education	0
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 (M)	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 are available at eStudent > Information > Subject Search or https://www.polyu.edu.hk/mm/study/subject-syllabi/ for MM subjects

5) WORK-INTEGRATED EDUCATION (WIE)

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 ofgeneric 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.

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.

5.1 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.

5.2 WIE Requirements

5.2.1. Students must acquire at least 3 'WIE credits' (classified as training credits) inaddition 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.

5.2.2. Students may choose to fulfil the minimum 100-hour requirement through placement in one organization.

5.2.3. Students can undertake more than one WIE placement, but each WIE placement should preferably be at least 100 hours to make it more meaningful.

5.2.4. 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.

5.2.5. All work for WIE credits must take place in an organizational context relevant to the degree programme for which the student is enrolled, OR 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.

5.2.7. Students may participate in internship secured by themselves and/or the Faculty, Department and The Careers and Placement Section (CPS), Student Affairs Office (SAO). 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.

5.2.8. In general, it is recommended that students start their WIE internships after two semesters of studies at PolyU.

5.2.9. 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.

5.3 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 employers' discretion.

5.3.2. If there is an employment relationship between the student and the WIE off ering 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 (https://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 on the Chinese Mainland or at international locations may apply for the University's Offshore WIE Sponsorship (OWS), offered via The Careers and Placement Section (CPS), Student Affairs Office (SAO).

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 students on exchange in the University.

5.4 WIE Placement Procedures

Before internship

- Seek the employment contract or employment verification documentation from the internship offering organization.
- Submit the completed **WIE Form 6** with the employment contract to the Department (via email to wie.job@polyu.edu.hk or MM office at M801) for seeking prior endorsement **at least one week** before commencement of the internship.

During internship

- Maintain proper employment record for verification
- Seek advice and support from Department or WIE Coordinator. For any matters, such as extension of internship period, Minimum Wage Ordinance (including the need of exemption), MPF, insurance or any conflict with the company.

After internship (claim the WIE hours)

- Complete an online self-evaluation (on MM WIE website) within 7 days of the internship completion.
- Complete **Internship Employer Feedback Form 15** and submit it to the Department (via email to wie.job@polyu.edu.hk or MM office at M801) within 7 days after the internship completion.

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 thework and satisfactory performance; and
c. A Self-Evaluation/Reflection by 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 training 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 internships will render them to have failed the WIE activity.

5.6 Information on WIE

5.6.1. Further information and updates on WIE are available at departmental websites as well as through students' campus emails regularly.

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

6) EXAMINATION AND ASSESSMENT

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. Please refer to the "Assessment" in the Student Handbook. Programme-specific assessment regulations are further set out here.

6.1 Assessment Methods

6.1.1. 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.

6.1.2. 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.

6.1.3. 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.

6.2 Progression and De-registration

6.2.1 The Board of Examiners shall, at the end of each semester, determine whether each student is:

(i) eligible for progression towards an award; or
(ii) eligible for an award; or
(iii) required to be de-registered from the programme.

6.2.2. When a student has a Grade Point Average (GPA) lower than 1.70, he/she will be put on academic probation in the following semester. If a student is able to pull his/her GPA up to 1.70 or above at the end of the semester, the status of "academic probation" will be lifted. The status of "academic probation" will be reflected in the assessment result notification but not in the transcript of studies.

6.2.3. A student will normally have "progressing" status unless he/she falls within any one of the following categories, which shall be regarded as grounds for de-registration from the programme:

(i) the student has reached the final year of the normal period of registration for that programme, as specified in the Programme Requirement Document, unless approval has been given for extension; or

(ii) the student has reached the maximum number of retakes (i.e. two times) allowed for a failed compulsory subject; or

(iii) the student's GPA is lower than 1.70 for two consecutive semesters and his/her Semester GPA in the second semester is also below 1.70; or

(iv) the student's GPA is lower than 1.70 for three consecutive semesters.

6.2.4. When a student falls within any of the categories as stipulated above, except for category (i) with approval for extension, the Board of Examiners shall de-register the student from the programme without exception.

6.2.5. A student may be de-registered from the programme enrolled before the time frame specified in Sections 6.2.3 (iii) or 6.2.3 (iv) above if his/her academic performance is poor to the extent that the Board of Examiners deems that his/her chance of attaining a GPA of 1.70 at the end of the programme is slim or impossible.

6.2.6. Summer Term is not mandatory for students of the programme, the progression of students to the following academic year will not be affected by the GPA obtained in the Summer Term.

6.2.7. If the student is not satisfied with the de-registration decision of the Board of Examiners, he/she can lodge an appeal. All such appeal cases will be referred directly to the Academic Appeals Committee (AAC) for final decision. Views of Faculties/Schools/Departments will be sought and made available to AAC for reference.

6.3 Retaking of Subjects

6.3.1. Students may only retake a subject which they have failed (i.e. Grade F or S or U). Retaking of subjects is with the condition that the maximum study load of 21 credits per semester is not exceeded.

6.3.2. The number of retakes of a subject is restricted to a maximum of two, i.e. a maximum of three attempts for each subject is allowed.

6.3.3. In cases where a student takes another subject to replace a failed elective subject, the fail grade will be taken into account in the calculation of the GPA, despite the passing of the replacement subject. Likewise, undergraduate students who fail a Cluster Area Requirement (CAR) subject may need to take another subject from the same Cluster Area in order to fulfill this part of the GUR, since the original CAR subject may not be offered; in such cases, the fail grade for the first CAR subject will be taken into account in the calculation of the GPA, despite the passing of the second CAR subject.

6.3.4. Students need to submit a request to the Faculty/School Board for the second retake of a failed subject.

6.3.5. Students who have failed a compulsory subject after two retakes and have been de-registered can submit an appeal to the Academic Appeals Committee (AAC) for a third chance of retaking the subject.

6.3.6. In relation to 6.3.5 above, in case AAC does not approve further retakes of a failed compulsory subject or the taking of an equivalent subject with special approval from the Faculty, the student concerned would be de-registered and the decision of the AAC shall be final within the University.

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 (inclusive of failed subjects) taken up by the student up to and including the latest semester/term. For subjects which have been retaken, only the grade point obtained in the final attempt will be included in the GPA calculation

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.

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

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 Aims of 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. The specific objectives are:

- To build up an early connection between the students and their home departments, and to promote their sense of affiliation to the department and the University,
- To provide students with accurate information about the academic regulations and requirements regarding their Major/programme, as well as the GUR,
- To assist students to explore their interests, abilities and values on academic pursuits, and formulate appropriate intellectual, professional and personal goals,
- To provide advice and guidance to students that enables them to develop and pursue a study plan for their 2 years of study appropriate for meeting their intellectual, professional and personal goals,
- To connect students to resources, opportunities and support within and outside the University to enhance their educational experiences and success.

7.2 Academic Advising in Department

7.2.1 Each student 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 **Student advisees are required to meet with their Academic Advisors periodically (at least once in a semester individually or in group) in each academic year** to discuss their academic plans and aspirations. Students are also encouraged to consult their Academic Advisors especially when they are on academic probation/ de-registration. **Those who do not meet the Academic Advisors may be given a lower priority when being considered for scholarships, sponsorship support, or participation in student activities**.

7.3 Roles and Responsibilities of Student Advisees in Academic Advising

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.

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.

j) Visit the Departmental academic advising website, and the websites of the Student Affairs Office (SAO), College of Undergraduate Studies (CUS) 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.

Effective academic advising requires an active participation of student advisees in the processes. It is important that students understand it is their responsibilities to:

(i) Meet with their Designated/ Auxiliary Academic Advisors at least twice per year.

(ii) Understand the academic regulations and requirements of their chosen Major/programme, as well as the GUR requirements,

(iii) Actively obtain information, and seek out advisors and resources on a regular basis and as needed,

(iv) Take the final responsibility for making decisions and choices

7.4 Useful Links

Academic Advising website in MM:
https://www.polyu.edu.hk/mm/experience/academic-advising/

Website of Student Affairs Office (SAO):
https://www.polyu.edu.hk/sao/

Website of College of Undergraduate Studies (CUS):
https://www.polyu.edu.hk/cus/undergraduate-studies-support/student/academic-advising/

8) CODE OF CONDUCT FOR STUDENTS

The University Student Handbook contains a comprehensive section 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.

8.1 Plagiarism

8.1.1 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.

8.1.2 Students should refrain from committing any acts of plagiarism, including but not limited to the following:

- Copying work (part or whole) which has been submitted earlier for another assessment/assignment and submitting it as one's own and one's original. This applies to both copying your own work (without permission), and copying the work of another student
- Using ideas, words, or other forms of works produced by other people or Generative AI in one's own work without proper citation and/or acknowledgement of the source
- Submitting the same paper (or a significant portion of it) for credit in more than one subject

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

8.1.4 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.

8.1.5 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:

- awarding a fail grade to the component / subject concerned;
- putting the student on disciplinary probation; and
- any other penalties as considered appropriate.

8.2 Use of PolyU E-mail Account

8.2.1 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.

8.2.2 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.

8.2.3 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.

The learning and teaching platforms of The Hong Kong Polytechnic University ('PolyU") are for the use of PolyU students to facilitate their learning. The student shall use the platforms and the materials available (including teaching sessions conducted by staff of PolyU) for their personal study only. Where a student needs to download or save the materials available on the platforms for the permitted purposes, the student shall take all necessary measures to prevent their access by other parties. The materials are copyright protected. Save for the permitted purposes, no copying, distribution, transmission or publication of the materials in whole or in part in any form is permitted.