



Bachelor of Business Administration (Honours) Scheme in Management and Marketing

Programme Requirement Document

2022/23



**Faculty of Business
Department of Management and Marketing**

**Bachelor of Business Administration (Honours) Scheme in Management and Marketing
Programme Requirement Document**

(For the cohort of students admitted in the 2022/23 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. Please refer to the Student Handbook for matters not shown in this Document.

1) GENERAL INFORMATION

Scheme Title:

Bachelor of Business Administration (Honours) Scheme in Management and Marketing
管理及市場學(榮譽)工商管理學士組合課程

Programme Titles:

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

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

Programme Code	23492	23492-MGT	23492-MKT	23492-MGT/MKT
Programme Title	BBA Scheme in Management and Marketing (First common year)	BBA (Hons) in Management	BBA (Hons) in Marketing	(With a Secondary Major in AI and Data Analytics (AIDA))
Credit Requirement				
• Academic credits	30	120	120	132
• Training Credits for Work-Integrated Education (WIE)	--	3	3	3

Mode of Attendance: Full-time

Normal Programme Duration: 4 years

Host Department:

Department of Management and Marketing (MM)

Final Awards:

BBA (Hons) in Management
管理學(榮譽)工商管理學士

BBA (Hons) in Marketing
市場學(榮譽)工商管理學士

Programme Management:

BBA (Hons) in Management:	<u>Programme Leader</u> Dr Simon Chan simon.ch.chan@polyu.edu.hk	<u>Deputy Programme Leader</u> Dr Stephen Ko stephen.ko@polyu.edu.hk
BBA (Hons) in Marketing:	Dr Jackie Tam jackie.tam@polyu.edu.hk	Dr Winslet Chan winslet.ty.chan@polyu.edu.hk

Professional Recognition:

Programmes	Professional Recognition
BBA (Hons) in Management [^]	<ol style="list-style-type: none">Hong Kong Institute of Human Resource Management (HKIHRM):<ul style="list-style-type: none">Graduates of the BBA (Hons) in Management are eligible to apply for Associate Membership of the Hong Kong Institute of Human Resource Management (HKIHRM) provided that they have passed, in addition to the Core Subjects, at least any THREE of the specialist subjects under the HRM concentration, which include International Human Resource Management, Employee Relations, Training and Development, Reward and Performance Management, and Staffing and Selection.Chartered Institute of Management Accountants (CIMA):<ul style="list-style-type: none">Exemption from papers of Entry level: Operational Level Objective Test: (E1, P1, F1)
BBA (Hons) in Marketing [^]	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 PROGRAMMES

BBA (Hons) in Management and BBA (Hons) in Marketing are 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

BBA (Hons) in Management

Management skills are required by all business professionals. As an area of study, management is concerned with how to maximise the best effectiveness of people and other resources within businesses.

This programme provides students with a well-rounded business education and training in general management, along with the opportunity to specialise in human resource management. Students are equipped with a wide range of management skills to give them the potential to develop as business leaders in Hong Kong, the Chinese Mainland and the region.

BBA (Hons) in Marketing

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

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 **Admission to the BBA (Hons) Scheme in Management and Marketing**

- This Scheme's minimum entrance requirements are the University's General Minimum Entrance Requirements for Bachelor's degree programmes.
- Upon admission to the Scheme, students will only need to undertake the common courses of the Scheme in their first academic year. Students shall identify their area(s) of interest and career aspirations in the first year. They will then select their Major at the end of Year 1 study.
- The decision to admit a student to a Major programme is made by the Department based on the student's choice, overall GPA of Year One study, and individual subject results (i.e., *MM2021 Management and Organisation* and *MM2711 Introduction to Marketing*). Students are asked to indicate their choices of Major programme during Semester 2 of their Year One study for the Department's consideration and approval.
- In the event of oversubscription to a programme, the number of students admitted to that programme will be capped at 60% of the number of students admitted in the respective year

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
- Deferral of Study

3.2 **Study Load**

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.

Please refer to the "Study Load" section in the Student Handbook for other details.

4) CURRICULUM STRUCTURE

Curriculum Structure –

Major, Major plus Secondary Major, Major / Minor and Major / Minor plus Secondary Major

The curriculum structure varies by study option.

Study Option	Major	Major plus Secondary Major in Artificial Intelligence and Data Analytics (AIDA)	Major / Minor	Major / Minor plus Secondary Major in Artificial Intelligence and Data Analytics (AIDA)
Minimum Credit Requirements	At least 120 credits + 3 training credits	At least 132 credits + 3 training credits	At least 123 credits + 3 training credits	At least 144 credits + 3 training credits
Curriculum Structure	1. General University Requirements (30 credits) 2. Work-Integrated Education (3 training credits)			
	3. Discipline-Specific Requirements (90 credits) ^(a)	3. Discipline-Specific Requirements (At least 87 credits) ^(a) 4. Secondary Major Requirements (36 credits) ^{(c)(d)}	3. Discipline-Specific Requirements (90 credits) ^(a) 4. Minor Requirements (18 credits) ^(b)	3. Discipline-Specific Requirements (At least 87 credits) ^(a) 4. Minor Requirements (18 credits) ^(b) 5. Secondary Major Requirements (36 credits) ^(c)

Remarks:

- (a) 9 credits of General University Requirements (GUR) subjects can be fulfilled by Discipline-Specific Requirements (DSR) subjects (DSR-CAR double fulfillment subjects).
- (b) Subject to approval by the Minor-offering Department, students may count up to 6 credits of their Major/GUR subjects towards their chosen Minor.
- (c) 6 credits of Secondary Major Requirements (SMR) subjects can be fulfilled by Discipline-Specific Requirements (DSR) subjects (DSR-SMR double fulfillment subjects).
- (d) Students may count up to 12 credits of their Major/GUR subjects towards the Secondary Major.

4.1 General University Requirements (GUR) (30 credits)

The General University Requirements are as follows:

Areas	Credits
Language & Communication Requirements (LCR) <ul style="list-style-type: none">▪ English▪ Chinese	9 (6) (3)
Cluster-Area Requirements (CAR) <ul style="list-style-type: none">▪ 3 credits from each of the following 4 cluster areas:<ul style="list-style-type: none">(A) Human Nature, Relations and Development(D) Science, Technology and Environment(M): Chinese History and Culture(N): Cultures, Organisations, Societies and Globalisation and of which <ul style="list-style-type: none">▪ Students must also fulfil the Reading and Writing requirements in English and Chinese	12 (3) (3) (3) (3)
Other Requirements <ul style="list-style-type: none">▪ Leadership Education and Development (LEAD)▪ Service-Learning▪ Artificial Intelligence and Data Analytics requirement (AIDA)▪ Innovation and Entrepreneurship requirement (IE)▪ Healthy Lifestyle (non-credit bearing)	3 3 2 1 0
Total GUR credits	30

Details of GUR for 4-year degree students is available at:

<https://www.polyu.edu.hk/ous/GURSubjects/>

4.2 Work-Integrated Education

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.

Other WIE details are discussed in Section 6.

4.3 Discipline-Specific Requirements (90 credits)

4.3.1 Major and Major / Minor Study Options

[Common for all BBA Majors]

a) Core Subjects (57 credits)

	<u>Subject Code</u>	<u>Subject Title</u>	<u>Credits</u>
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

Common Year 1 curriculum

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(N): Cultures, Organisation, Societies and Globalisation

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.

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

b) Specialist Subjects (33 credits)

BBA (Hons) in Management

Compulsory specialist subjects (7 subjects / 24 credits)

	<u>Subject Code</u>	<u>Subject Title</u>	<u>Credits</u>
1.	MM3011	Research Methods for Management	3
2.	MM3111	Human Resource Management	3
3.	MM3141	Organisational Behaviour	3
4.	MM3151	Managerial Leadership	3
5.	MM4342	Global Business Management	3
6.	MM4351	Entrepreneurship	3
7.	MM4922	Management Capstone Project	6

Specialist Elective Subjects (choose any 3 subjects / 9 credits)

	<u>Subject Code</u>	<u>Subject Title</u>	<u>Credits</u>
1.	MM3131	Training and Development	3
2.	MM3451	Knowledge Management	3
3.	MM3462	Artificial Intelligence and Big Data for Business	3
4.	MM4111	Employee Relations	3
5.	MM4132	Reward & Performance Management	3
6.	MM4161	Staffing and Selection	3
7.	MM4181	International Human Resource Management	3
8.	MM4191	Business Negotiation	3
9.	MM4361	Social Innovation: Achieving Sustainable Development Goals through Business	3
10	MM4395	International Colloquium in Contemporary Issues in Business Management	3
11	MM4411	E-Commerce for Management	3
12	MM4451	Contemporary Issues in Management Information Systems	3
13	MM4522	China Business Management	3

BBA (Hons) in Marketing

Compulsory specialist subjects (8 subjects / 27 credits)

	<u>Subject Code</u>	<u>Subject Title</u>	<u>Credits</u>
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)

	<u>Subject Code</u>	<u>Subject Title</u>	<u>Credits</u>
1.	MM3462	Artificial Intelligence and Big Data for Business	3
2.	MM3791	Retailing and Merchandising	3
3.	MM3842	Digital Marketing	3
4.	MM3851	Social Media Marketing	3
5.	MM4721	Marketing Management in China	3
6.	MM4741	Market Decision Analysis	3
7.	MM4782	Sales and Distribution Management	3
8.	MM4791	Services Marketing	3
9.	MM4831	Strategic Brand Management	3

c) Free Electives

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.

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

<u>Subject Code</u>	<u>Subject Title</u>	<u>Training Credit</u>
MM3001	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.

4.3.2 Major plus Secondary Major and Major / Minor plus Secondary Major Study Options (87 credits)

a) Core Subjects (57 credits)

	<u>Subject Code</u>	<u>Subject Title</u>	<u>Credits</u>
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-fulfillment subjects
 ** DSR-SMR double-fulfillment subjects
 # Common Year 1 curriculum

b) Specialist Subjects (30 credits)

BBA (Hons) in Management

Compulsory specialist subjects (7 subjects / 24 credits)

	<u>Subject Code</u>	<u>Subject Title</u>	<u>Credits</u>
1.	MM3011	Research Methods for Management	3
2.	MM3111	Human Resource Management	3
3.	MM3141	Organisational Behaviour	3
4.	MM3151	Managerial Leadership	3
5.	MM4342	Global Business Management	3
6.	MM4351	Entrepreneurship	3
7.	MM4922	Management Capstone Project	6

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

	<u>Subject Code</u>	<u>Subject Title</u>	<u>Credits</u>
1.	MM3131	Training and Development	3
2.	MM3451	Knowledge Management	3
3.	MM3462	Artificial Intelligence and Big Data for Business	3
4.	MM4111	Employee Relations	3
5.	MM4132	Reward & Performance Management	3

6.	MM4161	Staffing and Selection	3
7.	MM4181	International Human Resource Management	3
8.	MM4191	Business Negotiation	3
9.	MM4361	Social Innovation: Achieving Sustainable Development Goals through Business	3
10	MM4395	International Colloquium in Contemporary Issues in Business Management	3
11	MM4411	E-Commerce for Management	3
12	MM4451	Contemporary Issues in Management Information Systems	3
13	MM4522	China Business Management	3

BBA (Hons) in Marketing

Compulsory specialist subjects (8 subjects / 27 credits)

	<u>Subject Code</u>	<u>Subject Title</u>	<u>Credits</u>
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 1 subject / 3 credits)

	<u>Subject Code</u>	<u>Subject Title</u>	<u>Credits</u>
1.	MM3462	Artificial Intelligence and Big Data for Business	3
2.	MM3791	Retailing and Merchandising	3
3.	MM3842	Digital Marketing	3
4.	MM3851	Social Media Marketing	3
5.	MM4721	Marketing Management in China	3
6.	MM4741	Market Decision Analysis	3
7.	MM4782	Sales and Distribution Management	3
8.	MM4791	Services Marketing	3
9.	MM4831	Strategic Brand Management	3

c) Secondary Major in AI and Data Analytics (AIDA) Requirements (SMR) (36 credits)

Please refer to <https://www.polyu.edu.hk/comp/study/ug-programmes/aida/> for details of Secondary Major in AIDA

	<u>Credits</u>
Compulsory subjects: 3 credits from each of the following areas:	
▪ Mathematics I for AIDA	3
▪ Mathematics II for AIDA	3
▪ Programming I: Programming Fundamentals	3
▪ Programming II: Data Structures and Algorithms	3
▪ Fundamentals of Data Analytics	3
▪ Machine Learning	3
▪ Artificial Intelligence	3
▪ DSR-AIDA Bridging Subjects	3
Integrated Capstone Project	6
Elective subjects	6

Subject List for AIDA:

Subject code	Subject title	Offering Dept	Level	Credits	Core (C) / Elective (E)
Mathematics I for AIDA (3 credits)					
AMA1501	Introduction to Statistics for Business	AMA	1	3	C
Mathematics II for AIDA (3 credits)					
AMA1751	Linear Algebra	AMA	1	3	C
Programming I: Programming Fundamentals (3 credits)					
LGT3109	Introduction to Coding for Business with Python	LMS	3	3	C
Programming II: Data Structures and Algorithms (3 credits)					
COMP2013	Data Structures and Algorithms (Pre-requisite: AMA1501)	COMP	2	3	C
Fundamentals of Data Analytics (3 credits)					
MM3425	Business Analytics (Exclusion: LGT/MM2425 & LGT3425)	LMS/ MM	3	3	C
Machine Learning (3 credits)					
COMP4432	Machine Learning	COMP	4	3	C
Artificial Intelligence (3 credits)					
COMP4431	Artificial Intelligence (Pre-requisite: COMP1012 / COMP2011 / ENG2002)	COMP	4	3	C
DSR-AIDA Bridging Subject(s) (3 credits)					
MM3462	Artificial Intelligence and Big Data for Business (Pre-requisite: MM3425)	MM	3	3	C
Integrated Capstone Project (6 credits)					
MM4913	Integrated Capstone Project (Exclusion: Any other equivalent capstone project)	MM	4	6	C
Elective subject (any 6 credits) (please refer to the subject list in https://www.polyu.edu.hk/comp/study/ug-programmes/aida/)					E

4.4 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. In order to fulfil the requirements of a Minor award, students are required to select subjects as specified by the Minor Department.

Students interested in a Minor programme of study must submit their applications via the Major Programme Offering Department (i.e., Major Department) and obtain approval from the Minor Programme Offering Department (i.e., Minor Department), at the start of the second year of study during the designated application period, unless the Major is so designed as to preclude the possibility of a further Minor study. No late application will be considered. To be eligible for enrolment in a Minor, a student must have a cumulative GPA of 2.5 or above at the time of application for Minor enrolment. The Minor Department may set a quota and additional admission requirements apart from the above GPA requirement.

Students opted for a Minor may be allowed to count up to 6 credits from their Major programmes (including GUR subjects but excluding 'Free Elective' subjects, if any) towards the Minor subject requirements. Please check the curricula of both the Major and Minor programmes. If the Major subjects taken are the same as the Minor compulsory subjects, they must apply to count these subjects towards the compulsory Minor subject requirements in order to graduate. Students are required to submit the Form AR147(a) to and obtain approval from the Minor Department, as soon as possible and not later than their application for graduation.

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 Department before the end of the add/drop period of the last semester of study.

Students are required to obtain a GPA of at least 1.70 in order to satisfy the requirement for graduation with a Major plus a Minor.

5) INDICATIVE PROGRESSION PATTERN

(Remarks:

The progression patterns of the Major/Minor and Major/Minor plus Secondary Major study options vary by the Minor programme taken by the students.)

The indicative progression patterns for the Major study option are shown below.

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

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 the Major Study Option

Common Year One curriculum in BBA Scheme in Management and Marketing (23492)

Year 1 students in MM BBA Scheme will take common subjects in the first year (semesters 1 and 2). Students will be invited to opt a Major in either Management or Marketing in Year 1 Semester 2, and progress to the respective Major in Year 2 Semester 1.

Suggested Semester	Code	Subject	Credits
Year 1 (Semester 1)			
1	AMA1501	Introduction to Statistics for Business	3
1	APSS111	Introduction to Psychology*	3
1	CLC1104C/P	LCR-Chinese (University Chinese)	3
1	ELCxxx	LCR-English 1	3
1	MM1031	Introduction to Innovation and Entrepreneurship	1
1	MM1041	Introduction to Artificial Intelligence and Data Analytics in Business	2
1		Healthy Lifestyle	0
			15
Year 1 (Semester 2)			
2	AF1605	Introduction to Economics*	3
2	MM1051	Tango! Managing Self & Leading Others*	3
2	MM2021	Management & Organisation	3
2	MM2711	Introduction to Marketing*	3
2	MM3425	Business Analytics	3
			15

* DSR and GUR double-fulfilment subjects

Progression Patterns in Year 2 to Year 4

a) BBA (Hons) in Management (23492-MGT)

Year 2 onwards

Year 2 (Semester 1)			
1	AF2108	Financial Accounting	3
1	AF3627	Global Economic Environment	3
1		LCR-English 2	3
1	MM3111	Human Resource Management	3
1	MM3422	Business Information System	3
			15
Year 2 (Semester 2)			
2	AF2110	Management Accounting 1	3
2	AF3513	Business Law	3
2	MM3011	Research Methods for Management	3
2	MM3141	Organisational Behaviour	3
2	MM3151	Managerial Leadership	3
			15
Year 3 (Semester 1)			
1	CLC3221P	Chinese Language Communication for Business	3
1	ELC3221	Workplace English for Business Students I	3
1	LGT2106	Principles of Operations Management *	3
1	MM4342	Global Business Management	3
1		CAR 1	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	MM4351	Entrepreneurship	3
2	MMxxxx	Specialist Elective 1	3
2		CAR 2	3
2		Service-Learning	3
			18
Year 4 (Semester 1)			
1	MM4311	Strategic Management	3
1	MM4513	Corporate Social Responsibility	3
1 & 2	MM4922	Management Capstone Project	-
1	MMxxxx	Specialist Elective 2	3
			9
Year 4 (Semester 2)			
1 & 2	MM4922	Management Capstone Project	6
2	MMxxxx	Specialist Elective 3	3
2		Free Elective 2	3
2		Free Elective 3	3
			15
Total minimum academic credits: 120 Plus Training credits in WIE (MM3001): 3			

* DSR and GUR double-fulfilment subjects

b) **BBA (Hons) in Marketing (23492-MKT)**

Year 2 onwards

Year 2 (Semester 1)			
1	AF2108	Financial Accounting	3
1	AF3627	Global Economic Environment	3
1	LGT2106	Principles of Operations Management*	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	ELCxxx	LCR-English 2	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 GUR double-fulfilment subjects*

The syllabi are available at eStudent > Information > Subject Search or <https://www.polyu.edu.hk/mm/study/subject-syllabi/> for MM subjects

6) 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 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.

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.

6.1 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;

6.2 WIE Requirements

- 6.2.1 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.
- 6.2.2 Students may choose to fulfil the minimum 100-hour requirement through placement in one organization.
- 6.2.3 Students can undertake more than one WIE placement, but each WIE placement should preferably be at least 100 hours to make it more meaningful.
- 6.2.4 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.
- 6.2.5 All work for WIE credits must take place in an organizational context relevant to the degree programme for which the student is enrolled, OR must demonstrate that it develops generic transferable skills relevant to that programme.
- 6.2.6 WIE credits can be achieved through full-time, part-time, or project work done locally or overseas.
- 6.2.7 Students may participate in internship secured by themselves and/or the Faculty, Department and the Student Affairs Office – Careers and Placement Section (CPS). 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.
- 6.2.8 In general, it is recommended that students start their WIE internships after two semesters of studies at PolyU.
- 6.2.9 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.

6.3 Compensation and Regulatory Matters

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.

- 6.3.1 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.
- 6.3.2 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.
- 6.3.3 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 Student Affairs Office – Careers and Placement Section (CPS).
- 6.3.4 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.
- 6.3.5 The WIE requirements do not apply to students on exchange in the University.

6.4 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 the online self-evaluation via FB WIE online System 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.

6.5 WIE Assessments

6.5.1 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 by the student.

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

6.5.2 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.

6.5.3 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.

6.6 Information on WIE

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

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

7) Examination and Assessment

This Programme is governed by the University's General Assessment Regulations (GAR). Please refer to the "General Assessment Regulations" in the Student Handbook. Programme-specific assessment regulations are further set out here.

7.1 Assessment Methods

- a) 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.
- b) 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.
- c) 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.

7.2 Guidelines for Award Classification

- a) 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.
- b) 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)

- c) 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.

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

7.3 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.

8) ACADEMIC ADVISING

8.1 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 4 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.

8.2 Academic Advising in Department

8.2.1 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.

8.2.2 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.

8.3 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.
- 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), Office of Undergraduate Studies (OUS) 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.

8.4 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 Office of Undergraduate Studies (OUS):

<https://www.polyu.edu.hk/ous/>

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

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.

9.1 Plagiarism

- 9.1.1 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.
- 9.1.2 Students are required to submit their original work and avoid any possible suggestion of plagiarism in the work they submit for grading or credit.
- 9.1.3 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.
- 9.1.4 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.

9.2 Use of PolyU E-mail Account

- 9.2.1 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.
- 9.2.2 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.
- 9.2.3 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.