

# BBA (Hons) Scheme in Management and Marketing

## 管理及市場學(榮譽)工商管理學士組合課程

(JUPAS Programme Code: JS3080)

### The Department of Management and Marketing (MM)

The Department of Management and Marketing at PolyU is dedicated to providing cutting-edge knowledge and practical skills for our students in three key areas of business – Management, Marketing, and Management Information Systems. We bring together around 50 academic and professional experts from across the globe to deliver high-quality education. They possess a comprehensive portfolio of expertise in the main fields of business – organizational behavior, human resource management, consumer behavior, quantitative marketing, strategic management, and international business – and specialized areas such as public-sector management and business analytics.

### Programme Aims

We are committed to nurturing our students' professional competence and supporting their all-round development. Students complete some General University Requirements core and fundamental business subjects in the first year. They then choose one of the following major to continue:



#### BBA (Hons) in Management<sup>#</sup>

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

This programme provides students with

- Well-rounded business education
- Training in general management
- 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

#### BBA (Hons) in Marketing<sup>#</sup>

This programme provides students with

- Well-rounded business education
- Competence in the analysis, planning, implementation and control of marketing decisions
- Analytical ability and research competence
- 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

<sup>#</sup> The option of Secondary Major in Artificial Intelligence and Data Analysis (AIDA) is available

### Career Prospects

The multidisciplinary nature of these programmes, which foster knowledge and skills in general management, human resources management, advertising and digital marketing, broadens the employment opportunities available to graduates. Graduates can take up a wide variety of general management positions. Typical examples are:

#### Management

As a **generalist** in **General Management**

- Executive Officer or Administrative Assistant
- Customer Service Officer
- Management Trainee

As a **specialist** in **HR Profession**

- Personnel Officer / HR Assistant
- Training Officer
- Recruitment or Staffing Officer
- Compensation Specialist
- Employee Relations Professional
- HR / Personnel Consultant

#### Marketing

- Marketing Manager
- Product / Brand Manager
- Market Analyst
- Customer Relationship Officer
- Public Relations Officer
- Advertising Executive
- Retailing Officer
- Marketing Consultant
- Event Organizer



## Work-Integrated Education (WIE)

Work-Integrated Education (WIE) is a **compulsory component** of the curriculum, with the aim of equipping students with relevant work experience and professional network before graduation. Students are required to complete **at least 100 hours** of WIE for **3 training credits**. We have **over 3,000 WIE partners!**

**WORK  
INTEGRATED  
EDUCATION**



### Student Exchange Programme

- **Over 200 Faculty students** go on exchange every year
- **Over 100 institutions** around the world
- Year 2 students and students admitted directly to Year 3 of our programme are eligible to apply

### Professional Mentorship Programme (PMP)

Students grow and build self-esteem through individual mentorship provided by senior executives. They will be given advice and guidance on professional development and career planning.

## Curriculum Overview

**4 Year (MGT/MKT)** students must complete **at least 120 academic credits** plus **3 training credits** for Work-Integrated Education (WIE) for graduation.

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.

### Year 1

Students will take the common courses of the Scheme.

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

### Years 2 - 4

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

You can graduate with

- Major + Free Electives (120 credits) OR
- Major + Secondary Major in AIDA (132 credits) OR
- Major + Minor (123 credits) OR
- Major + Non-FB Minor (129 credits) OR
- Major + Minor + Secondary Major in AIDA (144 credits)



## Professional Recognition

### BBA (Hons) in Management

Hong Kong Institute of Human Resource Management (HKIHRM)

- Associate Membership of HKIHRM (passed the Core Subjects and at least any THREE of the specialist subjects under the HRM concentration)

Chartered Institute of Management Accountants (CIMA)

- Exemption from papers of Entry Level: Operational Level Objective Test (E1, P1, F1)

### BBA (Hons) in Marketing

The Chartered Institute of Marketing (CIM)

- CIM Affiliate Studying Membership and gain access to a wide range of membership benefits and online resources

\* Recognition is subject to accreditation assessment.

## Interview Arrangement (JUPAS admission)

<b>Date:</b>	In June
<b>Mode:</b>	Group Interview (face to face)
<b>Aims:</b>	To evaluate applicants' academic potential, motivation and suitability for the programme.
<b>Medium:</b>	English
<b>Duration:</b>	20 minutes
<b>Remark:</b>	Selected applicants will be invited for interview via email.

## Students' Sharing



LI Pik Yee, Kimmy

Looking back on my studies at PolyU, I am so grateful to have been a student in the BBA Management programme. This programme provided me with opportunities to explore and understand the business environment. Besides, it developed my critical thinking skills and innovativeness via various projects, case studies, and discussions. With abundant learning resources and the guidance of supportive professors, I gained both practical and academic skills, making me more competitive in the workplace.



NG Chuk Man, Blair

My 4 years at PolyU were well spent at PolyU. Not only did I receive a holistic education, but I was also lucky enough to explore the world. These experiences broadened my horizons. An exchange trip to Georgia State University in the US allowed me to interact with people from different countries. I had both exhilarating and frustrating experiences while living abroad, but all of these moments made me more flexible and independent. PolyU emphasises not only academic performance but also civic responsibility. By joining Service-Learning courses, one of which allowed me to travel to Inner Mongolia, I was able to make use of my knowledge to serve others, putting theory into practice, and polish my language skills. This gave me a huge sense of satisfaction.



Ho Ming Ho

My time at PolyU provided me with a wide range of experiences. I was given the chance to explore different countries, engage with business professionals, develop an international business mindset, and improve my public speaking skills. I was selected to attend the HK-US Business Council Roundtable Conference in Seattle with Professor Alexander Wai (Vice-President of PolyU). I also spent a semester as an exchange student at Aston University in Birmingham, UK. I was also given the opportunity to organise several events for students in the Department of Management and Marketing, through which I learned to appreciate the planning and teamwork necessary for success. I also worked as a marketing assistant intern at Sing Tao News Corporation. I studied hard and was awarded three scholarships, which motivated me to aim even higher. Drawing on my own experience, I was able to provide support and guidance for other students on their education journeys.

## Entrance Requirements (JUPAS Applicants)

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

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

### Admission Score Calculation Mechanism

Any Best 5 Subjects

### Average HKDSE Score of Admittees 2023/24

22.0 (Any Best 5 subjects)

### Programme Quota

87

### Subjects with Highest Weighting

- English Language & Mathematics (x 10)
- Most other HKDSE regular subjects (x 7)
- Others (x 5)



## General Enquiries

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