

# 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 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 Majors to continue:

BBA (Hons) in Management <sup>#</sup>	BBA (Hons) in Marketing <sup>#</sup>
<p>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.</p> <p>This programme provides students with</p> <ul style="list-style-type: none"> <li>Comprehensive business education</li> <li>Training in general management</li> <li>Opportunity to specialise in human resource management</li> </ul> <p>Students are equipped with a wide range of management skills to give them the potential to develop as business leaders</p>	<p>This Major provides students with</p> <ul style="list-style-type: none"> <li>Well-rounded business education</li> <li>Competence in the analysis, planning, implementation and control of marketing decisions</li> <li>Analytical ability and research competence</li> <li>Ability to communicate, interact and intervene in the integrative role that is ascribed to marketing</li> <li>Appreciation of the responsibilities of marketing professionals within broader environmental and international contexts</li> </ul>

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

### Career Prospects

The multidisciplinary nature of these programmes, broadens the employment opportunities available to graduates. Graduates can take up a wide variety of general management positions. Typical examples are:

Management	Marketing
<p>As a <b>generalist</b> in <b>General Management</b></p> <ul style="list-style-type: none"> <li>Executive Officer or Administrative Assistant</li> <li>Customer Service Officer</li> <li>Management Trainee</li> </ul> <p>As a <b>specialist</b> in <b>HR Profession</b></p> <ul style="list-style-type: none"> <li>Personnel Officer / HR Assistant</li> <li>Training Officer</li> <li>Recruitment or Staffing Officer</li> <li>Compensation Specialist</li> <li>Employee Relations Professional</li> <li>HR / Personnel Consultant</li> </ul>	<ul style="list-style-type: none"> <li>Marketing Manager</li> <li>Product / Brand Manager</li> <li>Market Analyst</li> <li>Customer Relationship Officer</li> <li>Public Relations Officer</li> <li>Advertising Executive</li> <li>Retailing Officer</li> <li>Marketing Consultant</li> <li>Event Organizer</li> </ul>





## 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.



## Curriculum Overview

**4 Year (MGT/MKT)** students must complete at least **120 academic credits**.

### 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 the following study options:

- 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)

## Fast-track Programme Option

Fast-track Integrated Bachelor's and Master's Degree Programmes (Fast-track Programmes) will provide an opportunity for **high-achieving students** to complete an integrated Bachelor's and Master's degree in a shortened duration and with reduced tuition fees. More details will be announced in due course.

## Admissions

### JUPAS

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 in 2024/25

21.7 (Any Best 5 subjects) - unweighted

175.2 (Any Best 5 Subjects) - weighted

#### Programme Quota

48

#### Subject Weighting

- ☐ English Language & Mathematics (x 10)
- ☐ Most other HKDSE regular subjects (x 7)
- ☐ Other technical / Language subjects (x 5)

### NON-JUPAS

Minimum Entrance Requirements:

#### English Language Requirements

meeting **one** of the requirements listed:

#### GCE A-level / International A-level

At least 3B in 3 AL subjects

#### International Baccalaureate (IB)

32 or above out of 45

#### Associate Degree / Higher Diploma



## Student Exchange Programme

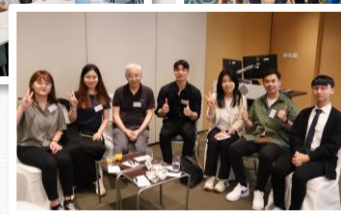
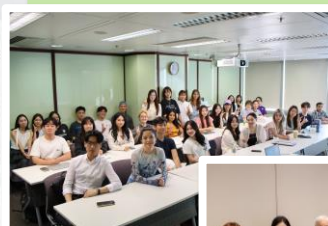
Year 2 students and students admitted directly to Year 3 of our programme are encouraged to apply

## 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.

## MM Academy (MMA)

Through targeted workshops, MMA enhances students' competitiveness, academic performance, and employability, equipping them with essential skills for success in both academic and business careers.



## 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)

### 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.



## General Enquiries

Department of Management and Marketing  
The Hong Kong Polytechnic University



2766 7374 / 2766 7361

mm.dept@polyu.edu.hk

www.polyu.edu.hk/mm