



POLYU POSTGRADUATE
PROGRAMMES IN
MANAGEMENT
AND
MARKETING

MSc in Business Analytics


2024-2025

MSc in Human Resource Management

MSc in Marketing Management

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An abstract graphic at the bottom of the page consists of numerous thin, curved lines in various colors (including shades of blue, green, yellow, orange, red, and purple) that sweep across the bottom right corner, creating a sense of motion and depth.

WHY POLYU

- Providing application-oriented education since 1937
- Collaborating with over 280 institutions
- Offering over 160 taught programmes
- Working on over 2,750 research projects

International Rankings

#02 QS World University Rankings: Sustainability 2023 (Hong Kong)

#04 Times Higher Education (THE) World University Rankings 2023 (Hong Kong)

#06 QS Top 50 under 50 (for universities under 50 years old) 2021 (Global)

#14 Times Higher Education (THE) Asia University Rankings 2023 (Global)

WHY POLYU BUSINESS SCHOOL

- A comprehensive portfolio of academic programmes
- Over 170 world-class scholars including specialists in accounting, finance, logistics, management, marketing, and transport
- Research and specialist centres facilitate single and multidisciplinary studies
- International context and culturally diverse environment
- Network of 54,000 alumni

Accreditations



International Rankings

#01 Clarivate Web of Science 2019-2021: Shipping Research

#04 ShanghaiRanking Global Ranking of Academic Subjects (GRAS) 2022: Management

#27 Times Higher Education (THE) World University Rankings 2023: Business & Economics

#52 UTD (University of Texas at Dallas) Top 100 Worldwide Business School Rankings based on Research Contributions 2018-2022



DEAN'S MESSAGE

Welcome to the Faculty of Business of PolyU.

Faculty of Business, popularly known as PolyU Business School (PBS), is a world-class business school that offers high-quality academic programmes and leads cutting-edge research in business and related disciplines. We are proud to have achieved accreditations from AACSB International (The Association to Advance Collegiate Schools of Business) and EQUIS (EFMD Quality Improvement System).

Dedicated to the pursuit of **Innovation-driven Education and Scholarship (IDEAS)**, PBS engages stakeholders to deliver societal impact in a sustainable way, with a focus on Hong Kong and the Greater Bay Area. Through our educational programmes, partnerships, and close links with industry and the professional community, we strive to transfer knowledge and technology to the wider community.

Our comprehensive portfolio of undergraduate and postgraduate programmes, many of which are recognised by professional bodies, cover key areas such as accounting, ESG, finance, logistics, management, marketing, shipping, and transport. In addition to the BBA, MBA, DBA/DMgt, DFinTech, and specialised master's degrees, our research programmes also lead to the MPhil and PhD awards.

To maintain currency of our academic programmes and specialist consultancy, our faculty members undertake pioneering and impactful research, both within and across their disciplines, facilitated by our Case Consortium and centres for branding and marketing, digital transformation, financial technology, leadership and innovation, maritime studies, shipping and logistics, and sustainability and entrepreneurial finance. Our research has been ranked 52nd in the world (*The UTD Top 100 Worldwide Business School Rankings based on Research Contributions 2018-2022*).

We welcome you to join our community of over 170 world-class scholars from around the world, 4,900 students, and 54,000 alumni.

Ir Prof. T.C. Edwin Cheng

IASCYS Academician, FHKEng, ScD, PhD

Dean, Faculty of Business

Fung Yiu King – Wing Hang Bank Professor in Business Administration

Chair Professor of Management

HEAD'S MESSAGE



Welcome to the postgraduate programmes offered by the Department of Management and Marketing of the Faculty of Business at The Hong Kong Polytechnic University.

Our Faculty has been ranked 52nd in the world, according to the University of Texas at Dallas (UTD) Top 100 Worldwide Business School Rankings based on research contributions to 24 leading business journals between 2018 and 2022. According to the QS Ranking 2023, we are ranked 56th in the Business and Management Studies area (CUHK and CityU ranked 65th and 101st respectively).

Our postgraduate programmes in Management, Marketing, and Business Analytics, taught by an international faculty of experienced academics, are designed exclusively for business executives who wish to advance the frontiers of knowledge and skills in management and marketing in meeting tomorrow's challenges. The curriculum of our programmes is designed to enable you to apply cutting-edge theories to business practices, and to embrace challenges in the fields of management and marketing. The elite cohort and well-connected alumni and business partners help you to widen your horizon and social network. We are also determined to provide useful career development services to help our students to be competitive on the job market, especially in the Greater Bay Area.

Join us and be inspired by our programmes – you will find yourself better equipped for continued success and future challenges where it counts most in the real world.

A handwritten signature in black ink, appearing to read 'Wu Liu', written in a cursive style.

Prof. Wu Liu

Professor and Head
Department of Management and Marketing

MASTER OF SCIENCE SCHEME IN **MANAGEMENT AND MARKETING**

The Master of Science Scheme in Management and Marketing comprises the following programmes designed to enhance students' competence in combining theoretical knowledge with practical applications to assess and solve organizational, marketing and analytics issues.

MSc in Business Analytics (Mixed-mode)

MSc in Human Resource Management (Mixed-mode)

MSc in Marketing Management (Mixed-mode)

MSc in BUSINESS ANALYTICS

Programme Code:

23090 – MAF (Full-time)

23090 – MAP (Part-time)

Programme Director:

Prof. Xin Xu

Deputy Programme Director:

Dr Vincent Cho



Aim

This programme starts with fundamentals of applying analytical techniques on big data for decision supports of an organization, and progresses to in-depth studies of various application domains.

Features

- Emphasizes essential skills and knowledge of business analytics
- Applies domains of business analytics
- Covers theoretical knowledge and research findings of decision making using big data
- Offers opportunities to apply theories to investigating and solving business problems
- Focuses on systematic training and development of skills and competence in business analytics
- Enhances ability to solve big data problems
- Empowers students to achieve career potential via professional coaching and career services

Structure

For the MSc, students complete 31 credits

- 4 Compulsory Subjects (3 credits each)
 - 6 Elective Subjects (3 credits each)
 - 1 Ethics Subject (1 credit)
- OR
- 4 Compulsory Subjects (3 credits each)
 - 2 Elective Subjects (3 credits each)
 - 1 Ethics Subject (1 credit)
 - the subject Research Methods (3 credits) and a Dissertation (9 credits)

Students may, on completion of 4 Compulsory Subjects and 3 Elective Subjects (21 credits), opt for the Postgraduate Diploma.

Compulsory Subjects ⁺

- Business Analytics *
- Business Intelligence and Decisions *
- Management Information Systems
- Organization and Management *

Ethics Subject ⁺

- Business Ethics

Elective Subjects ^{+@}

- Applications of Decision Making Models
- Business Applications of Blockchain
- Business Forecasting
- Decision Making for Leadership
- E-Commerce
- Enterprise Resource Planning
- Managing Operations Systems
- Marketing Management *
- MM MSc Career Workshop (0 credit)
- Models for Decision Making
- Research Methods
- Seminars in Emerging Technology
- Social Media Marketing
- Strategic Management
- Technology Innovation and Management
- Textual Analysis in Business

⁺ The offering of subjects is subject to class quota availability. Programme structure, course names and content are subject to continuous review and change.

[@] Students may also choose from a list of "Common Pool Electives", subject to the prescriptions of the programme curriculum. For details, please refer to www.polyu.edu.hk/fb/study/tpg-landing/common-pool-electives.



* These subjects have been included in the list of reimbursable courses under the Continuing Education Fund with effect from 4 May 2020. The programme (MSc in Business Analytics) is recognized under the Qualifications Framework (QF Level 6).

Mode of study: Mixed-mode

Student may pursue their studies with either a full-time study load (taking 9 credits or more in a semester) or a part-time study load (taking less than 9 credits in a semester).

Duration

Students normally complete the programme full-time in 1.5 years or part-time in 2.5 years. Students who wish to extend their studies beyond normal duration can submit such request to the Department of Management and Marketing for consideration.

The programme offers a structured progression pattern. Classes are normally scheduled on weekday evenings, with some daytime classes for full-time students. Each subject requires 39 contact hours over a teaching semester, with one 3-hour class per week.

Entrance Requirements

- Applicants should have a Bachelor's degree or equivalent academic/professional qualifications, preferably with at least one year of relevant work experience.
- Applicants, normally aged 27 or above, with other post-secondary qualifications and at least 6 years of work experience in industry, commerce or public administration, including 3 years in a managerial capacity, will also be considered.

If you are not a native speaker of English, and your Bachelor's degree or equivalent qualification is awarded by an institution where the medium of instruction is not English, you are expected to fulfil the University's minimum English language requirement for admission purpose. Please refer to the "Admission Requirements" section at Study@PolyU for details.

Shortlisted candidates may be invited to attend admission interviews.

Fee

Local and Non-local students:

The tuition fee is HK\$333,250 per programme (HK\$10,750 per credit).

Targeted Taught Postgraduate Programmes Fellowships Scheme

A total of 12 fellowships shall be awarded to local students. For details, please refer to website: <https://www51.polyu.edu.hk/epectus/tpg/targeted-tpg-programmes-fellowships-scheme>.

PolyU reserves the right to change or withdraw the fellowship at any time.

In case of dispute/disagreement, PolyU's decision is final.

Enquiries

For further information

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 mm.msc@polyu.edu.hk

For academic matters

Dr Vincent Cho  (852) 2766 6339

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 www.polyu.edu.hk/mm/study/tpg/ba

Online application: www.polyu.edu.hk/study

Messages from our Alumni



The recent surge in large language models (LLMs) has reignited a longstanding question: How should we, as humans, position ourselves in a world where machines can perform the majority of intelligent tasks with unprecedented efficiency?

Perhaps the same question was asked when the MSc in Business Analytics programme was founded in 2019 – because this curriculum was designed unlike any other similar programmes that the market offers. Instead of spoon-feeding information to students as LLMs do, students who dare to challenge themselves are offered a path to graduate by completing a research paper. This is where originality and imagination are fostered: when students are free to explore their interests and create knowledge with the building blocks they have acquired from foundation courses. This is also where the distinction between humans and bots becomes apparent.

In an era where our very existence is being threatened, it is crucial to stay abreast of the challenges ahead. This is also what makes this programme unique – by encouraging innovation and aspiring for creativity that can keep us competitive in an ever-changing world.



Mak Kit Kwan, Isaac (2022/23 Graduate)



In recent years, business analytics has evolved as a powerful and essential capability for firms in ever-changing and competitive markets. Data has become the new corporate asset. As the sea of data is vast and growing exponentially, executives must connect their data strategy to their analytics strategy to avoid drowning.

The MSc in Business Analytics programme aims to build deep competencies in the skills needed to implement and oversee data-driven business decisions. These include (i) collecting, organising, and transforming datasets, (ii) forming inferences and predictions from a vast volume of data, and (iii) improving business decision making through a proficiency with tools such as Python, SmartPLS, and SPSS.

As a commercial finance manager in the leading firm in the fast-moving consumer goods industry, I play a strategic role in driving the firm's financial success. That is why it is essential for me to equip myself with strong analytical skills, mathematical skills, and application skills. I can leverage the knowledge and skills that I have learned from the programme to make extensive use of data to glean valuable insights, predict market changes, and ultimately improve strategic decisions. This enables me to drive business growth so that the firm optimises its margin and remains commercially competitive.



Tea Yin Ee, Agnes (2022/23 Graduate)



MSc in HUMAN RESOURCE MANAGEMENT

Programme Code:

23090 – MHF (Full-time)

23090 – MHP (Part-time)

Programme Director:

Dr Annie Ko



Aim

This programme combines theoretical knowledge with application of theories to understand and solve organizational issues. It helps students to manage effectively.

Features

- A conversion programme for general and HR professionals and managers
- A wide range of people management courses
- Emphasis on both theory and practice
- Local and global perspectives in private and public sectors
- Empowers students to achieve career potential via professional coaching and career services

Structure

For the MSc, students complete 31 credits.

- 4 Compulsory Subjects (3 credits each)
 - 6 Elective Subjects (3 credits each)
 - 1 Ethics Subject (1 credit)
- OR
- 4 Compulsory Subjects (3 credits each)
 - 2 Elective Subjects (3 credits each)
 - 1 Ethics Subject (1 credit)
 - the subject Research Methods (3 credits) and a Dissertation (9 credits)

Students may, on completion of 4 Compulsory Subjects and 3 Elective Subjects (21 credits), opt for the Postgraduate Diploma.

Compulsory Subjects ⁺

- Human Resource Management *
- Human Resource Development
- Organization and Management *
- Organizational Behaviour *

Ethics Subject ⁺

- Business Ethics

Elective Subjects ^{+@}

- Decision Making for Leadership
- Entrepreneurship
- Global Leadership in the Asian Context
- Human Resource Management in China
- HRM Seminars
- International Management
- Management Information Systems
- Management of Pay and Benefits
- Marketing Management
- Mediation at Workplace
- MM MSc Career Workshop (0 credit)
- Negotiation and Conflict Management
- Political and Economic Environment for Management
- Practice of Human Resource Management
- Research Methods
- Strategic Human Resource Management
- Strategic Management *
- Wellbeing at Work

⁺ The offering of subjects is subject to class quota availability. Programme structure, course names and content are subject to continuous review and change.

[@] Students may also choose from a list of "Common Pool Electives", subject to the prescriptions of the programme curriculum. For details, please refer to www.polyu.edu.hk/fb/study/tpg-landing/common-pool-electives.



* These subjects have been included in the list of reimbursable courses under the Continuing Education Fund. The programme (MSc in Human Resource Management) is recognized under the Qualifications Framework (QF Level 6).

Mode of study: Mixed-mode

Student may pursue their studies with either a full-time study load (taking 9 credits or more in a semester) or a part-time study load (taking less than 9 credits in a semester).

Duration

Students should normally be able to complete the programme full-time in 1.5 years or part-time in 2.5 years. Classes are normally scheduled on weekday evenings. Students who wish to extend their studies beyond normal duration can submit such request to the Department of Management and Marketing for consideration.

The programme offers a structured progression pattern. Students are encouraged to follow the pattern to benefit from a cohort-based structure.

Entrance Requirements

- A Bachelor's degree or equivalent professional qualifications, preferably with at least one year of relevant work experience.
- Applicants, normally aged 27 or above, with other post-secondary qualifications and at least 6 years of work experience in industry, commerce or public administration, including 3 years in a managerial capacity, will also be considered.

If you are not a native speaker of English, and your Bachelor's degree or equivalent qualification is awarded by an institution where the medium of instruction is not English, you are expected to fulfil the University's minimum English language requirement for admission purpose. Please refer to the "Admission Requirements" section at Study@PolyU for details.

Suitable candidates may be invited to attend admission interviews.

Fee

Local and Non-local students:

The tuition fee is HK\$306,900 per programme (HK\$9,900 per credit).

Enquiries

For further information

 (852) 2766 7381 / (852) 2766 7108

 mm.msc@polyu.edu.hk

For academic matters

Dr Annie Ko  (852) 3400 2124

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 www.polyu.edu.hk/mm/study/tpg/hrm

Online application: www.polyu.edu.hk/study

Messages from our Alumni



“ In the current VUCA world, all HR professionals need to be agile in their approach to learning and sensitive to the changing environment. By providing a comprehensive and extensive curriculum, this programme enabled us to upskill and reskill ourselves. It equipped us not only with HR knowledge, but also with a business mindset while strengthening our strategic thinking towards crisis and change. The programme continually reviewed new knowledge, helping us to stay up-to-date with the latest HR trends. In a hybrid teaching environment, the effort that the professors put into different case studies, discussions, and reflections inspired new insights and developed our core role as change agents. It was also a good platform for meeting classmates from different backgrounds to share ideas and experiences, thus generating new ways of thinking. To me, learning is a lifelong journey. This programme was definitely a milestone in enhancing myself as an HR professional. ”

Liu Po Ling, Pauline (2021/22 Graduate)

“ This programme provided me not only with knowledge about professional human resource management and a blueprint of how businesses run in the real world, it also equipped me with valuable soft skills to better handle problems at work and in life.

Specifically, attending well-designed lectures by diverse lecturers – some with an academic background and some with an industry background – enhanced my theoretical background and helped me integrate theory and real-world practice. Guided by first-class scholars and professionals, I learned to think critically and differently. Completing multiple group assignments with my peers dramatically improved my leadership skills, my communication style, my time and project management skills, and my problem-solving strategies. Last but probably most important, doing a research project with my supervisor Dr Seunghoo Chung turned me into a lifelong learner and provided me with more opportunities and possibilities for the future.

At the end of the day, how we think about the world is how we excel and distinguish ourselves from others. This programme shaped us in this way, which made it the most valuable investment of my life.

Lan Weifang, Nicole (2022/23 Graduate)

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Marketing

MSc in **MARKETING MANAGEMENT**

Programme Code:

23090 – MKF (Full-time)

23090 – MKP (Part-time)

Programme Director:

Dr Zhang Xubing

Deputy Programme Director:

Dr Celine Ho



Aim

This programme enables non-marketing graduates to connect theory with practice in the field of marketing. It covers a range of specialist marketing issues in areas such as online consumer market analysis, managerial issues in marketing, analytical methods for market research and global marketing strategy.

Features

- Equips students with sound knowledge and skills in marketing and related areas
- Offers a comprehensive range of marketing electives
- Covers applied marketing and leading-edge marketing practices and issues
- Focuses on finding marketing opportunities and solving marketing problems in Hong Kong and mainland China
- Empowers students to achieve career potential via professional coaching and career services

Structure

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- 4 Compulsory Subjects (3 credits each)
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Students may, on completion of 4 Compulsory Subjects and 3 Elective Subjects (21 credits), opt for the Postgraduate Diploma.

Compulsory Subjects ⁺

- Consumer Behaviour *
- Introduction to Customer Value *
- Marketing Management *
- Organization and Management

Ethics Subject ⁺

- Business Ethics

Elective Subjects ^{+@}

- Brand Management
- Business Analytics
- Business to Business Marketing
- Decision Making for Leadership
- E-Commerce
- International Management
- Marketing Management in China
- Marketing Strategy
- MM MSc Career Workshop (0 credit)
- Practice of Marketing Management
- Promotion and Advertising
- Research Methods
- Sales Management
- Services Marketing
- Social Media Marketing
- Technology Innovation and Management

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Mode of study: Mixed-mode

Student may pursue their studies with either a full-time study load (taking 9 credits or more in a semester) or a part-time study load (taking less than 9 credits in a semester).

Duration

Students normally complete the programme full time in 1.5 years or part time in 2.5 years. Students who wish to extend their studies beyond normal duration can submit such request to the Department of Management and Marketing for consideration.

The programme offers a structured progression pattern. Classes are normally scheduled on weekday evenings. Each subject requires 39 contact hours over a teaching semester, with one 3-hour class per week.

Entrance Requirements

Applicants should have a Bachelor's degree or equivalent academic/professional qualifications. There is no restriction on their previous background – business, engineering, social sciences, natural sciences, humanities, law and others are all acceptable.

Priority will be given to applicants with relevant work experience.

If you are not a native speaker of English, and your Bachelor's degree or equivalent qualification is awarded by an institution where the medium of instruction is not English, you are expected to fulfil the University's minimum English language requirement for admission purpose. Please refer to the "Admission Requirements" section at Study@PolyU for details.

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Enquiries

For further information

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For academic matters

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 www.polyu.edu.hk/mm/study/tpg/mm

Online application: www.polyu.edu.hk/study

Messages from our Alumni



The MSc in Marketing Management programme has been a valuable investment in my career, providing a strong focus on integrating theory and practice. The programme's experienced faculty are experts in their respective fields and are dedicated to helping students achieve their goals. It also fosters a cooperative learning environment, promoting teamwork, peer learning, and diverse perspectives. One of the most rewarding experiences of the programme for me was working on a group project where we developed a marketing plan for a company. This project enabled us to apply our skills and knowledge to a real-world scenario and receive recognition from our professor for our efforts. The lectures also featured case studies and guest speakers from renowned marketing professionals. These provided unique insights into the marketing field, and an opportunity to network with industry experts.



The programme offers a comprehensive curriculum with a positive and inclusive space for learning that prepares students for success in marketing and related business fields. I recommend it to anyone seeking a deeper understanding of marketing concepts, applying them to practical situations, and developing meaningful industry relationships.

Lung Leong Yan, Gloria *(2022/23 Graduate)*



The role of marketing in business has been amplified in recent years, especially after the pandemic. The MSc in Marketing Management programme not only equipped me with in-depth marketing knowledge and customer-centric perspectives, but also strengthened my creativity and my agility to tackle ever-changing marketing challenges.

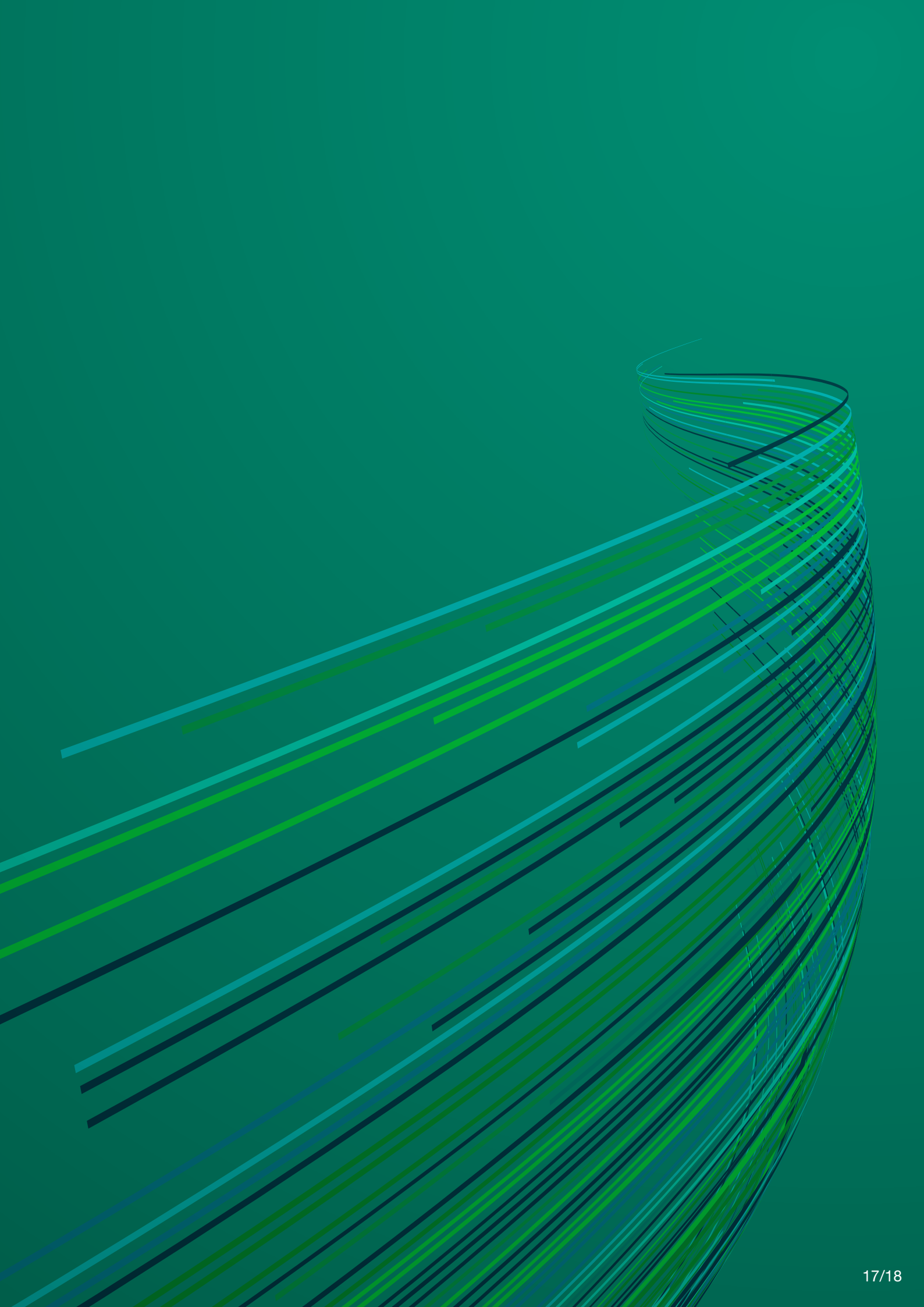
One of the most valuable aspects of the programme was the emphasis on combining fundamental marketing theories and tools with real-world applications. We were encouraged to work on projects with real marketing challenges faced by companies in Hong Kong and beyond. This experience gave me the confidence and skills that I need to solve complex marketing problems in my daily work. The professors were passionate in sharing their expertise and were consistently willing to go the extra mile to help students reach their full potential. We were encouraged to collaborate with fellow students from diverse backgrounds and cultures. That broadened my horizons and exposed me to different ways of thinking, which is invaluable in my professional and personal life.

I am grateful for the opportunities that this programme has provided. I would highly recommend it to anyone looking to explore marketing in depth, and to anyone who would like to create memorable experiences that last a lifetime.



Chiu Ka Yee, Carmen *(2022/23 Graduate)*







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