POLYU POSTGRADUATE PROGRAMMES IN

MANAGEMENT AND MARKETING

MSc in Business Analytics (Mixed-mode)

2025-2026

Medium of Instruction: Chinese supplemented with English

Programme Requirement Document

Programme Code: 23093-MBF/MBP

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

AACSB ACCREDITED

EQUIS ACCREDITED

TABLE OF CONTENTS

	Page No.
CONTACT LIST	i
FOREWORD	ii
ACADEMIC CALENDAR FOR 2025-26	iii
Part I: General Information	
1. Programme Overview	1
2. Programme Aims and Characteristics	1
3. Programme Outcomes and Learning Objectives	1
4. Entrance Requirements	2
5. Programme Structure	
5.1 Programme Information	2
5.2 Credit Requirements	3
5.3 Mode and Duration of Study	3
5.4 Subject Offerings	4
5.5 Recommended Progression Pattern	5
5.6 Programme Curriculum Pattern	5
6. Programme Management and Operation	6
7. Communication with Students	6
8. Subject Registration	
8.1 Add/Drop of Subjects	7
8.2 Withdrawal of Subjects	7
9. Subject Exemption and Credit Transfer	
9.1 Subject Exemption	7
9.2 Credit Transfer	8
10. Retaking of Failed Subjects	8
11. Zero Subject Enrolment	9
12. Deferment of Study	9
13. Withdrawal of Study	
13.1 Official Withdrawal	9
13.2 Discontinuation of Study	10
13.3 De-registration	10
14. Assessment Methods	10
15. Passing a Subject	11
16. Grading	11
17. Progression and De-registration	12
18. Academic Probation	12
19. Eligibility for Award	13
20. Award Classifications	13
21. Late Assessment	13
22. Procedures for Appeal	
22.1 Appeals against on Subject Results	14
22.2 Appeals against Decisions De-registration	14
22.3 Appeals against Decisions on Award Classification	15
23. Dismissal of Class	15
24. Plagiarism and Bibliographic Referencing	16
25. Prevention of Bribery Ordinance	17
26. Copyright and Usage of Online Learning Materials	17
Part II: Subject Syllabuses	19

Version: September 2025

CONTACT LIST

For programme administration, please contact:

Tel: (852) 2766 7381 / (852) 2766 7108
Email: mm.msc@polyu.edu.hk
Fax: (852) 2765 0611

For academic matters, please contact:

Prof. Katherine Feng, Deputy Programme Director
Tel: (852) 2766 7127
Email: katherine.feng@polyu.edu.hk

Prof. Xin Xu, Programme Director
Tel: (852) 2766 7065
Email: xin.xu@polyu.edu.hk

BA Programme Web Page
https://www.polyu.edu.hk/mm/study/tpg/ba_eias/

PolyU Student Handbook Web Page
https://www.polyu.edu.hk/ar/web/en/for-polyu-students/student-handbook/index.html

Department of Management and Marketing (MM)
M801, Li Ka Shing Tower
The Hong Kong Polytechnic University
Hung Hom, Kowloon, Hong Kong
Homepage: https://www.polyu.edu.hk/mm/

Office hours:
Mondays to Fridays:
9:00 am – 1:00 pm
2:00 pm – 5:45 pm
Saturdays, Sundays & Public Holidays: Closed

FOREWORD

Bring powerful brain into business! This is what we want to achieve via the Master of Science programme in Business Analytics offered by the Department of Management and Marketing at The Hong Kong Polytechnic University.

This programme prepares graduates to gain the knowledge and skills of the business analytics with an emphasis on utilizing and applying the big data techniques for better decision support in marketing, strategic management, and operational management in the business world. The focus of the programme is on the emerging area of business analytics in which sophisticated methods of data analysis will be covered and used. A wide range of business fields will be covered to generate insights and solidify corporate strategies. Starting from this year, we also strive to differentiate our program from others by providing professional coaching service to our students.

This Programme Requirement Document contains important information that is of direct relevance to your studies. You are strongly advised to read it carefully and use it as a guide for working out your study plan.

We wish you an enjoyable and rewarding experience with our programme.

With warmest regards,

Prof. Wu Liu
Professor and Head
Department of Management and Marketing

The Hong Kong Polytechnic University

Academic Calendar 2025/26 (by Semester Week)

(Updated on 2 September 2025)

Month	Week	Mon	Tue	Wed	Thurs	Fri	Sat	Sun	Sem. Week	Events	General Holidays
Sept 2025	1	**1**	2	3	4	5	6	7	1	**1 Sept: Sem. 1 teaching commences** 1 - 13 Sept: Add/Drop Period for Sem. 1	
	2	8	9	10	11	12	13	14	2		
	3	15	16	17	18	19	20	21	3		
	4	22	23	24	25	26	27	28	4	27 Sept: PolyU Undergraduate Info Day (all day-time and evening classes/exams suspended)	
Oct	5	29	30	1	2	3	4	5	5		1 Oct: National Day
	6	6	7	8	9	10	11	12	6	6 Oct: Chinese Mid-Autumn Festival (all evening classes/exams suspended)	7 Oct: The day following the Chinese Mid-Autumn Festival
	7	13	14	15	16	17	18	19	7		
	8	20	21	22	23	24	25	26	8		
Nov	9	27	28	29	30	31	1	2	9	1 - 22 Nov: Thirty-First Congregation	29 Oct: Chung Yeung Festival
	10	3	4	5	6	7	8	9	10		
	11	10	11	12	13	14	15	16	11		
	12	17	18	19	20	21	22	23	12		
	13	24	25	26	27	28	**29**	30	13	**29 Nov: Sem. 1 teaching ends**	
Dec	14	1	2	3	4	5	6	7		1 - 3 Dec: Revision Days for Sem. 1	
	15	8	9	10	11	12	13	14	Exam.	4 - 19 Dec: Examination Period for Sem. 1	
	16	15	16	17	18	19	20	21		21 Dec: Winter Solstice (all evening classes/exams suspended)	
	17	22	23	24	25	26	27	28		24 Dec: Christmas Eve (all evening classes/exams suspended)	25 - 26 Dec: Christmas Day and the first weekday after Christmas Day
Jan 2026	18	29	30	31	1	2	3	4	Exam. result processing	31 Dec: New Year Eve (all evening classes/exams suspended)	1 Jan: The first day of January
	19	5	6	7	8	9	10	11			
	20	**12**	13	14	15	16	17	18	1	**12 Jan: Sem. 2 teaching commences**	
	21	19	20	21	22	23	24	25	2	12 - 24 Jan: Add/Drop Period for Sem. 2	
Feb	22	26	27	28	29	30	31	1	3		
	23	2	3	4	5	6	7	8	4		
	24	9	10	11	12	13	14	15	5		
	25	16	17	18	19	20	21	22	Lunar New Year Break	16 Feb - 22 Feb: Lunar New Year Break (all day-time and evening classes/exams suspended)	17 - 19 Feb: Lunar New Year Holidays
Mar	26	23	24	25	26	27	28	1	6		
	27	2	3	4	5	6	7	8	7		
	28	9	10	11	12	13	14	15	8		
	29	16	17	18	19	20	21	22	9		
	30	23	24	25	26	27	28	29	10		
Apr	31	30	31	1	2	3	4	5	11		3 - 4 Apr: Easter Holidays
	32	6	7	8	9	10	11	12	12		6 Apr: The day following Ching Ming Festival
	33	13	14	15	16	17	**18**	19	13	**18 Apr: Sem. 2 teaching ends**	7 Apr: The day following Easter Monday
	34	20	21	22	23	24	25	26		20 - 22 Apr: Revision Days for Sem. 2	
May	35	27	28	29	30	1	2	3	Exam.	23 Apr - 9 May: Examination Period for Sem. 2	1 May: Labour Day
	36	4	5	6	7	8	9	10			
	37	11	12	13	14	15	16	17	Exam. result processing		
	38	18	19	20	21	22	23	24			
	39	25	**26**	27	28	29	30	31	1	**26 May: Summer Term teaching commences** 26 May - 1 Jun: Add/Drop Period for Summer Term	25 May: The day following the Birthday of the Buddha
Jun	40	1	2	3	4	5	6	7	2		
	41	8	9	10	11	12	13	14	3		
	42	15	16	17	18	19	20	21	4		19 Jun: Tuen Ng Festival
	43	22	23	24	25	26	27	28	5		
Jul	44	29	30	1	2	3	4	5	6		1 Jul: The HKSAR Establishment Day
	45	6	7	8	9	10	**11**	12	7	**11 Jul: Summer Term teaching ends**	
	46	13	14	15	16	17	18	19	Exam.	13 - 18 Jul: Examination Period for Summer Term	
	47	20	21	22	23	24	25	26	Exam. result processing		
Aug	48	27	28	29	30	31	1	2			
	49	3	4	5	6	7	8	9			
	50	10	11	12	13	14	15	16			
	51	17	18	19	20	21	22	23			
	52	24	25	26	27	28	29	**30**		**30 Aug: Academic Year 2025/26 ends**	

General Holidays

Important dates on assessment:

	Semester 1	Semester 2	Summer Term
Finalisation of subject assessment results	6-Jan	19-May	28-Jul
Finalisation of overall assessment results	14-Jan	28-May	5-Aug
Announcement of overall assessment results	15-Jan	29-May	6-Aug

PART I: GENERAL INFORMATION

1. PROGRAMME OVERVIEW

The Master of Science in Business Analytics programme develops skills and knowledge related to big data for decision supports in a business environment. With a managerial focus, this programme is more towards applying data mining software and statistical tools for making management decisions. It aims at practitioners with an inspiration to deal with business analytics, which is a practice of iterative, methodical exploration of an organization's data with emphasis on data-driven decision making. Students, who are consultants, functional managers or senior executives, are trained to explore how business analytics be utilized in human resource management, marketing management, information system management, and operations management.

First, this programme provides a general foundation covering essential concepts of management, marketing, data analytics and decision making. Second, with an appropriate choice of electives, this programme layouts a platform to understand how analysis of organizational database to be utilized for operation management, how analysis of the data captured by social media to be utilized for marketing purpose, and how analysis of customer data for relationship maintenance. In sum, this programme will attract managers who would like to develop their careers in business analytics and professionals with the responsibility for business analytics.

This programme is offered in Hong Kong solely by The Hong Kong Polytechnic University. It is not co-offered with an institution on the Chinese mainland and it is not a Sino-foreign (mainland-Hong Kong) Cooperative Education Programme approved/recognised by the Ministry of Education (MoE) of the PRC. Hence, graduates cannot obtain the recognition pertaining to a Sino-foreign (mainland-Hong Kong) Cooperative Education Programme offered on the Chinese mainland.

2. PROGRAMME AIMS AND CHARACTERISTICS

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

Characteristics

(i) Emphasizes essential skills and knowledge of business analytics
(ii) Considers all applications of business analytics
(iii) Covers theoretical and empirical research on the use of big data in decision making
(iv) Offers opportunities to use theories to investigate and solve business problems
(v) Focuses on systematic development of skills and competence in business analytics
(vi) Enhances ability to solve problems using big data
(vii) Empowers students to achieve career potential via professional coaching and career services

3. PROGRAMME OUTCOMES AND LEARNING OBJECTIVES

(i) Solve Business Problems
Learning Objective:
Understand the principles and practices of management, marketing, and ethics, and apply theories to solve business issues in the context of digital transformation.

(ii) Critical and Creative Thinking
Learning Objective:
Demonstrate the ability to think critically and creatively within the domain of business

analytics and be proficient in analytics tools, such as data mining techniques as provided in Python.

(iii) Value Creation and Productivity Enhancement
Learning Objective:
Create value and enhance productivity using business intelligence tools.

4. ENTRANCE REQUIREMENTS

The minimum entrance requirements for this award are:

(i) A Bachelor's degree or equivalent academic/professional qualifications, preferably with at least one year of relevant work experience.

(ii) Completed all assessment requirements of the Eastern Institute of Technology (EIT) executive training courses.

(iii) Mature Applicants, who normally have reached the age of 25 before 1 September in the year, 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.

(iv) Applicants without EIT executive training qualification, but can produce evidence of success in equivalent courses from their recognized previous studies may also be considered on a case-by-case basis.

(v) If you are not a native speaker of English, and your Bachelor's degree or Master's degree or equivalent qualification is awarded by institutions where the medium of instruction is not English, you are expected to fulfil the University's minimum English language requirement for admission purpose or to pass an English written test organized by the Hong Kong Polytechnic University.

For University's minimum English language requirement, please refer to the "Admission Requirements" section for details.

5. PROGRAMME STRUCTURE

5.1 Programme Information

Programme Code and Title:
23093-MBF/MBP Master of Science in Business Analytics

Award:
Master of Science in Business Analytics

Medium of Instruction:
Chinese supplemented with English

5.2 Credit Requirements

Students are required to obtain the credit requirements specified below for the relevant award:

Award	No. of Credits	No. of Required Subjects
MSc	31	4 Compulsory Subjects & 1 Compulsory AIE Subject & 6 Elective Subjects
PgD	22	4 Compulsory Subjects & 1 Compulsory AIE Subject & 3 Elective Subjects

The programme is leading to the Master of Science in Business Analytics award. Students admitted to the MSc programme may apply for early exit with a Postgraduate Diploma (PgD), subject to meeting the specified credit requirements.

Students who subsequently decide to graduate with a PgD must apply to the Department of Management and Marketing by submitting an application for graduation **Form AR84c**.

5.3 Mode and Duration of Study

This is a mixed-mode programme with lectures scheduled for weekday or weekend full days. The academic year is organized into two semesters.

Actual number of class meetings may vary in light of certain conditions in the offering semester, such as the arrangement of public holidays; or other pedagogical needs of subject teachers.

The duration of the programme is as follows:

Part-time study load

	MSc	PgD
Normal Duration	1.5 years	1 year

Full-time study load

	MSc	PgD
Normal Duration	1 year	1 year

Students who are admitted in or after 2020-21 will be deregistered from the programme if they exceed the normal duration for completion of their programme unless prior approval has been obtained from relevant authorities. Students should apply for extension of study duration by using **Form AR9** via eStudent before the commencement of the semester examination period of the programme concerned.

5.4 Subject Offerings

Compulsory Subjects (3 credits each) (4 subjects – 12 credits)	
MM5112	Organization and Management
MM5412	Business Intelligence and Decisions*
MM5424	Management Information Systems
MM5425	Business Analytics*
Compulsory AIE Subject (1 credit)	
MM5T21	Academic Integrity and Ethics in Business (non-chargeable)
Elective Subjects (3 credits each) (Any 6 elective subjects - 18 credits)	
MM501	Research Methods
MM5203	Decision Making for Leadership
MM531	Strategic Management
MM5413	Business Forecasting
MM5426	Business Applications of Blockchain
MM5427	Textual Analysis in Business
MM544	E-Commerce
MM5451	Technology Innovation and Management*
MM5452	Seminars in Emerging Technology*
MM576	Marketing Management
MM5831	Social Media Marketing
LGT5102	Models for Decision Making
LGT5105	Managing Operations Systems
LGT5113	Enterprise Resource Planning
LGT5122	Applications of Decision Making Models
MM5935	Independent Projects
MM5995	MM MSc Career Workshop (0 credit)

**Credit transfer Subject - the maximum transferable credits are 12 credits (MSc award) and 9 credits (PgD award) respectively.*

Subject to university's minimum enrolment requirement, not all subjects will be offered each year. And, registration is subject to the availability of quota.

5.5 Recommended Progression Pattern

The programme offers a structured progression pattern[1], and students are highly encouraged to follow the pattern to benefit from a cohort-based study. However, being credit-based, the programme allows you the flexibility to proceed at your own pace according to your time commitment and learning needs.

Full-time study load

	Year One
Semester One	**1 Compulsory Subject** **1 Compulsory AIE Subject** **2 Electives**
Semester Two	**1 Compulsory Subject** **2 Electives**

Part-time study load

	Year One	**Year Two**
Semester One	**1 Compulsory Subject** **1 Compulsory AIE Subject** **1 Elective**	**2 Electives**
Semester Two	**1 Compulsory Subject** **1 Elective**	

5.6 Programme Curriculum Pattern

The **institutional learning outcomes** are as follows:

(i) **Socially responsible leaders with a strong sense of national pride and a global outlook –** Demonstrate a critical awareness of current issues in local, national and global contexts, be able to deal with complex issues and make responsible decisions, and lead with integrity and pride for the benefit of society and a sustainable future.

(ii) **Future-ready professionals who possess technical acumen –** Be able to critically apply advanced discipline knowledge and scholastic skills in a broad range of professional contexts, make critical use of changing and emerging technologies for work, and deal with complex interdisciplinary issues.

(iii) **Critical thinkers and creative problem solvers –** Be able to critically evaluate complex information and arguments, make sound judgement in the absence of complete data, identify and analyse problems in complex situations and formulate creative strategic solutions.

(iv) **Effective communicators and collaborators –** Be able to communicate effectively with a broad range of audiences, and foster effective and harmonious collaboration in an intercultural and/or interdisciplinary team.

(v) **Adaptable and resilient lifelong learners –** Engage in continual professional development, reflect on their goals and purposes, refine their learning approaches, adapt to unfamiliar learning situations, and persevere through setbacks.

The above institutional learning outcomes are appropriately addressed by the totality of the programme learning outcomes of the programme, as set out below:

[1] Patterned subjects on offer are subject to change without prior notice. Students can enquire the class timetable of the semester concerned via http://www.polyu.edu.hk/student upon release of the relevant class timetable.

Programme Learning Outcomes and Learning Objectives	Addressed by Subjects
1. Solve business problems Learning Objective 1: Understand the principles and practices of management, marketing, and ethics, and apply theories to solve business issues in the context of digital transformation.	Compulsory Subjects MM5T21 Academic Integrity and Ethics in Business MM5112 Organization and Management Reinforced by Elective Subject MM501 Research Methods MM531 Strategic Management MM576 Marketing Management
2. Critical and creative thinking Learning Objective 2: Demonstrate the ability to think critically and creatively within the domain of business analytics and be proficient in analytics tools, such as data mining techniques as provided in Python.	Compulsory Subject MM5425 Business Analytics Reinforced by Elective Subjects MM5413 Business Forecasting MM5426 Business Applications of Blockchain MM5427 Textual Analysis in Business MM5831 Social Media Marketing MM5935 Independent Projects
3. Value creation and productivity enhancement Learning Objective 3: Create value and enhance productivity using business intelligence tools.	Compulsory Subject MM5412 Business Intelligence and Decisions MM5424 Management Information Systems Reinforced by Elective Subjects MM5203 Decision Making for Leadership MM544 E-Commerce MM5451 Technology Innovation and Management MM5452 Seminars in Emerging Technology LGT5102 Models for Decision Making LGT5105 Managing Operations Systems LGT5113 Enterprise Resource Planning LGT5122 Applications of Decision Making Models MM5995 MM MSc Career Workshop

PROGRAMME MANAGEMENT AND OPERATION

6. A Programme Committee is formed to exercise the overall academic and operational responsibility for the Programme and its development within policies, procedures and regulations defined by the University. Its composition comprises academics and student representatives.

The Programme Director and/or Deputy Programme Director and/or Programme Manager are responsible for the day-to-day management and operation of the programme, student admissions, teaching and learning matters, quality assurance (QA) and programme development. Their prime role is to ensure the programme is delivered according to the established QA mechanism.

7. COMMUNICATIONS WITH STUDENTS

While we work to communicate clearly and in a timely manner with students according to University regulations and procedures, it is the responsibility of students to help maintain the effectiveness of the communication process. Students should ensure that their up-to-date personal

and correspondence details are provided to the University and the relevant departments; and check relevant correspondence channels regularly to obtain the latest information regarding their studies and the status of any related applications (e.g. late assessment, appeal of subject results, add/drop of subjects, deferment, etc) lodged. Failure in doing so will not constitute any grounds for appeals/complaints against consequences/decisions of the relevant matters and applications.

8. SUBJECT REGISTRATION

8.1 Add/Drop of Subjects

In addition to programme registration, students need to register for subjects at specified period prior to the commencement of the semester.

If you wish to change the subjects enrolled, you may do so through the "Add/Drop" at eStudent during the 2-week add/drop period (one week for summer term). You are advised not to make any changes to the subjects pre-assigned to you by the Department without consulting your Department/Academic Advisor. In case you wish to drop all the subjects for a semester, you must first seek approval from your Department for zero subject enrolment. Otherwise, you may be considered as having decided to withdraw from study on the programme concerned. Dropping of subjects after the add/drop period is not allowed. If you have a genuine need to do so, it will be handled as withdrawal of subject.

If you have taken more credits, you will receive a second debit note on the remaining tuition fee about 5 weeks after the commencement of the semester. If you have taken less credits, a refund will be made.

8.2 Withdrawal of Subjects

If you have a genuine need to withdraw a subject after the add/drop period, you should submit a written request for withdrawal of subject to your programme offering department. Such requests will first be considered by the subject teacher concerned and followed by the Programme Director if there are strong justifications and when the tuition fee of the subject concerned has been settled. Deadline for requests for subject withdrawal will be specified by the teaching department and in any case, it will not be entertained after the commencement of the examination period.

For approved cases, the tuition fees paid for the withdrawn subject will not be refunded. The withdrawn subjects will be shown under the "Assessment Result" of eStudent and in the transcript of studies.

9. SUBJECT EXEMPTION AND CREDIT TRANSFER

Irrespective of the extent of previous study or credits recognized, all students studying in PolyU should complete at least one third of the normal credit requirement in order to be eligible for a PolyU award.

If you consider your previous study relevant to your current programme, you may apply for subject exemption by using **Form AR41e** or credit transfer by using **Form AR41c** via eStudent.

9.1 Subject Exemption

You may be granted exemption from taking certain subjects if you have successfully completed similar subjects in another programme. The credits associated with the exempted subject will not be counted for satisfying the credit requirements of your programme. You

should consult your Department and take another subject in its place.

9.2 Credit Transfer

You can apply for credit transfer (without grade being carried over) of the 4 relevant Eastern Institute of Technology (EIT) executive training subjects (or equivalent qualifications) upon admission to and official registration in this programme. For MSc, no more than 4 subjects can be exempted (12 credits transferred). For PgD, no more than 3 subjects can be exempted (9 credits transferred). An application for credit transfer must be submitted before the end of the subject add/drop period in the first semester of the first year of study. Late applications may not be considered. If approved, a credit transfer fee of HK$145 per credit will be charged.

The validity period of subject credits earned is eight years from the year of attainment, i.e. the year in which the subject is completed, unless otherwise specified by the Department responsible for the content of the subject (e.g. the credit was earned in 2018-19, then the validity period should count from 2019 for eight years). Credits earned from previous studies should remain valid at the time when the student applies for transfer of credits.

All credits transferred will be counted for satisfying the award requirements. Transferred credits are normally not counted for meeting the requirements of more than one award.

For credit transfer of retaken subjects with grade being carried over, the grade attained in the last attempt should be taken. Students applying for credit transfer for a subject taken in other institutions are required to declare that the subject grade used for claiming credit transfer was attained in the last attempt of the subject in their previous studies. If a student fails in the last attempt of a retaken subject, no credit transfer should be granted, despite the fact that the student may have attained a pass grade for the subject in the earlier attempts.

10. RETAKING OF FAILED SUBJECTS

Students may only retake a subject which they have failed (i.e. Grade F or S or U). After the announcement of subject results in a semester, you should check whether you have failed any subject via eStudent and arrange for retaking of the subject during subject registration.

The number of retakes of each subject is restricted to a maximum of two. The second retake of a failed subject requires the approval of the Faculty/School Board. Students who have failed a compulsory subject after two retakes will be de-registered. Departments may impose more stringent regulations on the retaking of particular types of subjects, e.g. practicum and clinical placement, and should inform students of such cases, if any.

Students can retake a failed subject the first time via eStudent directly during the subject registration period and add/drop period. For a second retake of a failed subject, students should complete **Form AR160** instead and return it to the programme offering departments to seek approval.

When you retake a failed subject, only the grade obtained in the final attempt of the retake will be included in the calculation of Grade Point Average (GPA) and GPA for award classification. Although the original grade will not be included in the calculation of GPAs, it will be shown in the Transcript of Studies. You should refer to this document to ascertain the requirements, in particular for subjects offered in consecutive semesters, for retaking failed subjects, or seek advice from the Department concerned.

Students paying credit fee will be charged for the subjects retaken.

11. ZERO SUBJECT ENROLMENT

If you do not wish to take any subject in a semester, you must seek approval from your Department to retain your study place by submitting **Form AR112** via eStudent before the start of the semester and in any case not later than the end of the add/drop period. Otherwise, your student status with the University will be withdrawn. The semesters during which you are allowed to take zero subject will be counted towards the total period of registration (or maximum period of registration for students admitted in or before 2019/20) for the programme concerned.

You will receive result notification from the department normally within two weeks. Students who have been approved for zero subject enrolment are allowed to continue using campus facilities including library facilities. A fee of HK$2,105 per semester for retention of study place will be charged.

12. DEFERMENT OF STUDY

You may apply for deferment of study if you have a genuine need to do so, such as prolonged illness or being posted to work outside Hong Kong. Applications from students who have not yet completed the first year of a full-time programme will be considered only under exceptional circumstances. The deferment period will not be counted towards the total period of registration (or maximum period of registration for students admitted in or before 2019/20).

You are required to submit an application for deferment of study by using **Form AR7** via eStudent to the programme offering department. You will be informed of the result of your application in writing or via e-mail by the Department normally within three weeks from the date of application. PolyU reserves the right to request for the original copy of the documentary proof, where necessary. Applications without valid documentary proof will not be processed. The University reserves the right to verify the supporting documents submitted by students. If it is found that false document has been provided, the students concerned may be subject to disciplinary action(s).

It is necessary for you to settle all the outstanding tuition fee and/or other fees in order to have your application for deferment processed if the application is submitted after the start of a semester. All fees paid are non-refundable and non-transferable. Students approved for deferment of study will normally not be eligible to access the campus facilities/services. Students can check for further details from the relevant service providing units. Alternatively, you may apply for zero subject enrolment to reserve your study place.

Students who have been approved for deferment of study can retain their student identity card for use upon their resumption of study. You will be advised to settle the tuition fee and complete the subject registration procedures upon expiry of the deferment period. If you do not receive such notification one week before the commencement of the Semester, you should enquire at the Academic Registry.

13. WITHDRAWAL OF STUDY

13.1 Official Withdrawal

If you wish to discontinue your study at the University before completing your programme, it is necessary for you to complete the withdrawal procedure by using **Form AR6** via eStudent. Fees paid for the semester which you are studying will not be refunded.

Applications for withdrawal of study for the current semester must be submitted before the commencement of the examination period. Application submitted after the commencement of the examination period will not be processed. Applications for withdrawal of study for the following academic year/semester should be submitted before the commencement of

that academic year/semester.

Your application will not be processed if you have not cleared outstanding matters with the various departments/offices concerned, such as settling outstanding fees/fines and Library loans and clearing your locker provided by the Campus Facilities and Sustainability Office.

The relevant Department will inform you in writing or via e-mail of the result of your application, normally within three weeks after you have cleared all the outstanding items as mentioned above.

Upon confirmation of your official withdrawal, you will be eligible for the refund of the caution money paid, provided that you have no outstanding debts to the University.

Except for the caution money, which is refundable upon official withdrawal from the University, subject to no outstanding debts to the University, all fees paid are nonrefundable and non-transferable. However, current students who apply for withdrawal of study before the commencement of the relevant semester will be eligible for refund of the tuition fee paid for that semester.

If you discontinue your study at the University without completing proper withdrawal procedures, you will be regarded as having unofficially withdrawn and the caution money paid at first registration will be confiscated.

13.2 Discontinuation of Study

If you discontinue your study without following the proper procedures for official withdrawal, you will be regarded as having given up your study at the University. In this case, you will not be eligible for the refund of caution money and shall not be considered for re-admission to the same scheme/programme/stream (sub-code) in the following academic year.

13.3 De-registration

Students who have been de-registered on grounds of academic failure shall not be considered for re-admission to the same scheme/programme/stream (sub-code) in the following academic year.

Students with an Overall Result of "Required to be de-registered" can apply for refund of caution money within three weeks by using **Form AR10** via eStudent from the date of the release of overall assessment results. Please note that late requests for a refund of caution money will not be entertained.

14. ASSESSMENT METHODS

Students' performance in a subject can be assessed by continuous assessments and/or examinations, at the discretion of the individual subject offering Department. Where both continuous assessment and examinations are used, the weighting of each in the overall subject grade shall be clearly stated in this document. Learning outcome should be assessed by continuous assessment and/or examination appropriately, in line with the outcome-based approach.

Continuous assessment may include tests, assignments, projects, laboratory work, field exercises, presentations and other forms of classroom participation. Continuous Assessment assignments which involve group work should nevertheless include some individual components therein. The contribution made by each student in continuous assessment involving a group effort shall be determined and assessed separately, and this can result in different grades being awarded to

students in the same group.

15. PASSING A SUBJECT

In order to pass in a subject offered by the School/Departments in the Faculty of Business (i.e. subjects with prefix of AF/LGT/MM/FB), all students have to obtain Grade D or above in overall subject grade.

16. GRADING

Assessment grades shall be awarded on a criterion-reference basis. A student's overall performance in a subject shall be grades as follows:

Grade	Description	Grade Point
A+	Excellent	4.3
A		4.0
A-		3.7
B+	Good	3.3
B		3.0
B-		2.7
C+	Satisfactory	2.3
C		2.0
C-		1.7
D+	Pass	1.3
D		1.0
F	Fail	0

'F' is a subject failure grade, whilst all others ('D' to 'A+') are subject passing grades. No credit will be earned if a subject is failed.

At the end of each semester/term, a Grade Point Average (GPA) will be computed as follows, and based on the numeral grade point of all the subjects:

$$\text{GPA} = \frac{\sum_{n=1}^{N} \text{Subject Grade Point}_n \times \text{Subject Credit Value}_n}{\sum_{n=1}^{N} \text{Subject Credit Value}_n}$$

where N = number of all subjects (inclusive of failed subjects) taken 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.

In addition, the following subjects will be excluded from the GPA calculation:

(i) Exempted subjects
(ii) Ungraded subjects
(iii) Incomplete subjects

(iv) Subjects for which credit transfer has been approved, but without any grade assigned
(v) Subjects from which a student has been allowed to withdraw (i.e. those with the code 'W')

Subject which has been given an "S" code, i.e. absent from assessment components, will be included in the GPA calculation and will be counted as "zero" grade point. GPA is thus the unweighted cumulative average calculated for a student, for all relevant subjects taken from the start of the programme to a particular point of time. GPA is an indicator of overall performance, and ranges from 0.00 to 4.30 from 2020/21.

Any subject passed after the graduation requirement has been met or subjects taken on top of the prescribed credit requirements for award shall not be taken into account in the grade point calculation for award classification.

17. PROGRESSION AND DE-REGISTRATION

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 exceeded the maximum period of registration for that programme, as specified in the Programme Requirement Document (applicable to students admitted in or before 2019/20);

(ii) 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 (applicable to students admitted in or after 2020/21);

(iii) The student has reached the maximum number of retakes allowed for a failed compulsory subject;
(iv) 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

(v) The student's GPA is lower than 1.70 for three consecutive semesters.

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

Notwithstanding the above, the Board of Examiners will have the discretion to de-register students with extremely poor academic performance before the time frame specified in (iv) and (v) above.

The progression of students to the following academic year will not be affected by the GPA obtained in an optional Summer Term and that the Summer Term study does not constitute a substantial requirement for graduation.

18. ACADEMIC PROBATION

The academic probation system is implemented to give prior warning to students who need to make improvement in order to fulfill the GPA requirement of the University. If your GPA is below 1.70, you will be put on academic probation in the following semester. If you are able to obtain a GPA of 1.70 or above by the end of the probation semester, the status of "academic probation" will be lifted. The status of "academic probation" will be reflected under the "Assessment Results" of eStudent. However, this status will not be displayed in the Transcript of Studies.

To improve the academic performance of students on academic probation, students on academic

probation are required to seek academic advice on study load and subjects to be taken. These students will normally be required to take a study load of not more than 15 credits. Students should, within one week of assessment results announcement, complete the Form 'Study Load for Students on Academic Probation' (**Form AR150**) indicating the proposed study plan and meet with the Academic Advisor(s) to finalize the subjects and number of credits to be taken in the semester following academic probation.

19. ELIGIBILITY FOR AWARD

A student would be eligible for the award of Master of Science in Business Analytics or Postgraduate Diploma in Business Analytics on satisfying ALL the conditions listed below:

(i) accumulation of the requisite number of credits for the particular award, as defined in the Programme Requirement Document;

(ii) satisfying all requirements as defined in the Programme Requirement Document and as specified by the University; and

(iii) having a GPA of 1.70 or above at the end of the programme.

A student is required to graduate as soon as he/she satisfies all the above conditions for award. Upon confirmation of the eligibility to graduate or leaving the University, registration for subjects (including the follow-on term of consecutive subjects) in the following semester/Summer Term will be nullified and removed.

20. AWARD CLASSIFICATIONS

The following award classifications apply to your programme:

Award Classification	Award GPA Range
Distinction	3.60 – 4.30
Credit	3.00 – 3.59
Pass	1.70 – 2.99

21. LATE ASSESSMENT

If you have been absent from an examination or are unable to complete all assessment components of a subject because of illness, injury or other unforeseeable reasons, you may apply for a late assessment. Application in writing should be made to the Head of Department offering the subject within five working days from the date of the examination together with any original supporting documents such as a medical certificate from a qualified medical practitioner recommending sick leave for the date of the assessment. Approval of applications for late assessment and the means for such late assessments shall be given by the Head of Department offering the subject or the Subject Teacher concerned, in consultation with the Programme Director. The University reserves the right to verify the supporting documents submitted by students. If it is found that false document has been provided, the students concerned may be subject to disciplinary action(s).

In case you are permitted to take a late assessment, that examination or other forms of assessment will be regarded as a first assessment and the actual grade attained will be awarded.

22. PROCEDURES FOR APPEAL

22.1 Appeals against Decisions on Subject Results

Students appealing against the decision on their subject results shall pay a fee of HK$125 per examination paper. Payment forms are obtainable from the Academic Registry Service Centre. Softcopies of the payment form can also be sent to students via email by their programme offering departments or the Academic Registry upon request. If more than one examination paper is involved, an extra fee of HK$125 shall be charged for each additional paper. The fee shall be refunded if the appeal is successful / upheld.

A student should make his / her appeal in writing to his / her Head of Department within one calendar week upon the public announcement of his / her overall results, i.e. the date when the results are announced to students via the web. The Head of Department shall deal with the appeal if the student is studying in a department-based programme / scheme. If the student is studying in other types of programmes / schemes, the Head of Department shall refer the appeal to the Scheme Committee Chairman for Postgraduate Schemes.

The appeal should be accompanied by a copy of the fee receipt, for inspection by the Department concerned. The student should give a complete account of the grounds for the appeal in the letter, and provide any supporting evidence. The University reserves the right to verify the evidence submitted by students, and verification with the issuing authority may be conducted. If it is found that false evidence has been provided, the students concerned will be subject to disciplinary action(s).

Departments should inform the student concerned of the appeal result within one calendar week after either the announcement of the student's overall result or receipt of the letter of appeal, whichever is later.

If the appellant is dissatisfied with the decision, he / she may then appeal in writing to the Registrar within one calendar week from the date of the Department's reply. He / She should provide the following information together with other relevant documents in support of the appeal:

- name in English and Chinese;
- student number;
- programme title, year and class of study;
- subject results appealing against; and
- grounds for appeal.

The Registrar shall then refer the case to the Academic Appeals Committee (AAC), which shall determine whether there are prima facie grounds for a reconsideration of the decision of the Subject Teacher / SARP concerned.

The decisions of the Academic Appeals Committee (AAC) shall be final within the University.

It should be noted that the subject grade(s) may be upgraded, downgraded or remain unchanged after the review.

22.2 Appeals against Decisions on De-registration

Students appealing against the decisions on de-registration shall pay a fee of HK$125. Payment forms are obtainable from the Academic Registry Service Centre. Softcopies of the payment form can also be sent to students via email by their programme offering departments

or the Academic Registry upon request. The fee shall be refunded if the appeal is successful / upheld.

Students should complete and submit **Form AR149** "Appeal against the Decision of BoE on De-registration" to the General Office of the Department hosting the programme / award (or to the Faculty /School Office if the programme / award is hosted by the Faculty/ School) within one calendar week upon the public announcement of the overall results, i.e. the date when the results are announced to students via the web. Students should submit the original copies of the supporting documents for verification by the Department. For students who submit the appeal application via email, they should send the original copies to the Department within one calendar week after the submission. If students fail to do so, the appeal applications will not be processed. When submitting the form, the appellant has the responsibility to make known to the Academic Appeals Committee (AAC) full details and evidence that would support his / her appeal. The University reserves the right to verify the evidence submitted by students, and verification with the issuing authority may be conducted. If it is found that false evidence has been provided, the students concerned will be subject to disciplinary action(s).

The appeal by the students will be considered by the AAC, which will deliberate the appeal cases making reference to the recommendations of the programme-hosting Department / Faculty and the Faculty Dean / School Board Chairman.

The decisions of the Academic Appeals Committee shall be final within the University.

22.3 Appeals against Decisions on Award Classification

Students appealing against the decisions on award classification shall pay a fee of HK$125. Payment forms are obtainable from the Academic Registry Service Centre. Softcopies of the payment form can also be sent to students via email by their programme offering departments or the Academic Registry upon request. The fee shall be refunded if the appeal is successful / upheld.
A student should make his / her appeal in writing to his / her Head of Department within one calendar week upon the public announcement of the overall results, i.e. the date when the results are announced to students via the web. He / She should provide the following information together with relevant documentation, if any, in support of the appeal:

(i) name in English and Chinese;

(ii) student number;

(iii) programme title, year and class of study; and

(iv) grounds for appeal.

When submitting the appeal application, the student is responsible for providing the Academic Appeals Committee with full details and evidence that support his/her appeal. The University reserves the right to verify the evidence submitted by students. If it is found that false evidence has been provided, the students concerned may be subject to disciplinary action(s).

The Head of Department shall then refer the case to the Chairman of Academic Appeals Committee, who shall determine whether there are *prima facie* grounds for a reconsideration of the decision of BoE's and / or other authorized parties of the University.

The decisions of the Academic Appeals Committee shall be final within the University.

23. DISMISSAL OF CLASS

If the subject teacher does not show up after 30 minutes of the scheduled start time, the class is considered cancelled and appropriate follow up arrangements (e.g. rescheduled class, make-up class, etc) will be announced to students in due course.

24. PLAGIARISM AND BIBLIOGRAPHIC REFERENCING

The University views plagiarism and copying of copyright materials, without the licence of the copyright owner, as a serious disciplinary offence. Students should comply with the University's policy on plagiarism in continuous assessment, bibliographic referencing and photocopying of copyright materials.

Plagiarism

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 source. According to the Webster's Ninth New Collegiate Dictionary (1987), to 'plagiarise' means

[To] steal and pass off (the ideas or words of another) as one's own: [to] use (a created production) without crediting the source: [to] commit literary theft: [to] present as new and original an idea or product derived from an existing source.

The University views plagiarism, whether committed intentionally or because of ignorance or negligence, as a serious disciplinary offence. Excuses such as "not knowing that this is required" or "not knowing how to do it" are not accepted. It is the student's responsibility to understand what plagiarism is, and take action steps to avoid plagiarism in their academic work. The golden rule is: "if in doubt, acknowledge".

Depending on the seriousness of the plagiarism cases, student 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:

- A reprimand;
- A lower grade or a fail for the plagiarised work;
- A lower classification than you might otherwise have got for your degree;
- Suspension of studies for a specified period of time;
- Expulsion for a specified or indefinite period; and
- any other penalties as considered appropriate

To know more about plagiarism and how to cite sources properly in your work, please refer to the booklet "About Plagiarism and How to Avoid It" developed by the University at https://www.polyu.edu.hk/ogur/docdrive/Academic_Integrity/Plagiarism_Booklet.pdf.

You can also obtain more information about using sources and referencing styles from the following web page of the Centre for Independent Language Learning, English Language Centre of this University at https://elc.polyu.edu.hk/CILL/reference.aspx.

The University Library subscribes to EndNote. It is a reference management tool that could be used to help you create your own bibliographic database. More details can be found at: https://libguides.lb.polyu.edu.hk/ref-mgt-tools/endnote

25. PREVENTION OF BRIBERY ORDINANCE

PolyU staff members may in no circumstances solicit or accept an advantage. For relevant details, please refer to the Prevention of Bribery Ordinance (Chapter 201) of the Laws of Hong Kong at http://www.legislation.gov.hk.

26. COPYRIGHT AND USAGE OF ONLINE LEARNING MATERIALS

The learning and teaching platforms of the University are for the use of PolyU students to facilitate their learning. The students 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.

This Programme Requirement Document is subject to review and changes, which the programme offering Faculty/Department/School/College may decide to make from time to time. Students will be informed of the changes as and when appropriate.

For details of all the regulations covered in this publication, please refer to the Student Handbook of the relevant year.

The information in this document is correct at the time of production (September 2025), and is subject to review and change.

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