

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[#]

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[#]

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

[#] 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!**



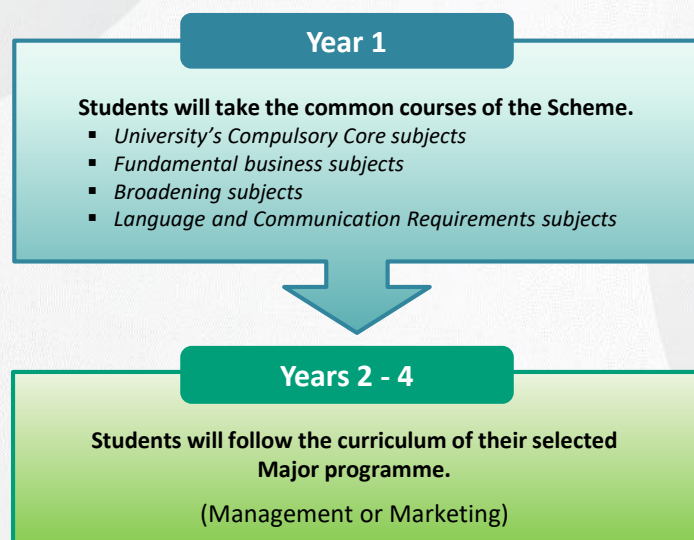
Curriculum Overview

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.



Entrance Requirements (JUPAS Applicants)

Applicants must satisfy the University's General Entrance Requirements (**332233**) of **4 core and 2 elective subjects** with:

- ☐ Level 3 in English Language and Chinese Language
- ☐ Level 2 in Mathematics and Liberal Studies
- ☐ Level 3 in 2 elective subjects (including M1/M2)

Admission Score Calculation Mechanism

Any Best 5 Subjects

Average HKDSE Score of Admittees 2022/23

21.3 (Any Best 5 subjects)

Subjects with Highest Weighting

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

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.



Professional Recognition

BBA (Hons) in Management

Hong Kong Institute of Human Resource Management (HKIHRM)

- Associate Membership of HKIHRM provided that they have 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 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.



General Enquiries

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