

Subject Code	MM3S02
Subject Title	Business Project Development and Implementation for Underprivileged Communities
Hosting Dept	Department of Management and Marketing
Level	3
Class Quota	50
Medium of Instruction	English
Subject Duration	Semester 2 + Summer Term
Teaching Staff	Dr. Eric Lam
Target Students	GUR, open for all students from FB
Pre-requisites / Requirements	Nil
Selection of Students Required?	No
Subject Synopsis	http://www.polyu.edu.hk/mm/mm_dev/images/upload/en/doc/study_subject_syllabi/mm3s02.pdf
Service Project	
What will students do to serve?	Student will be equipped with the business and management knowledge during lectures and are expected to use the knowledge gained from the classroom, secondary data collected from various sources and primary data to be collected onsite to transfer business and management knowledge to the low income/underprivileged communities, to make a positive change to their livelihood. For example, student would be expected to use basic business and management concepts to help the underprivileged communities (e.g. rural farmers) to explore and suggest feasible collective business models and help to identify possible distribution channels to market the products of these communities.
Whom will students serve?	Underprivileged rural communities in the China Mainland
Where will students serve?	Fujian, China (TBC)
When will students serve?	Around 7-8 days for offshore service trip during summer term
Fee payable by students	TBC
Enquiry	Dr. Eric Lam, 27664059