



- ⊙ Bachelor of Arts (Honours) in **Business Management**
- ⊙ Bachelor of Arts (Honours) in **Human Resource Management**
- ⊙ Bachelor of Arts (Honours) in **Logistics and Supply Chain Management**

*That's the
difference!*

In collaboration with Northumbria University of the United Kingdom

- For holders of Higher Diploma / Associate Degree
- For holders of other tertiary qualification(s) with substantial relevant work experience

Introduction

Programmes described in this brochure are offered by the School of Professional Education and Executive Development (SPEED) in collaboration with Northumbria University (UNN) of the United Kingdom. January 2012 intake will be the 19th intake since January 2003, and there are more than 3,000 graduates from these programmes altogether in Hong Kong. The curricula, syllabuses and assessments are identical to those delivered on campus in Newcastle. Students will be awarded the degrees by UNN upon successful completion of study.



◎ Northumbria University

Northumbria University (UNN) is a large metropolitan university, first established as a polytechnic in 1969 and inaugurated as a university on 1 September 1992. It is an expanding multicultural learning community, with excellent links with further and higher education, industry and commerce throughout the U.K., Europe and beyond. Renowned for the excellence of its teaching, as well as for preparing students for the world of work, Northumbria University also provides research opportunities for professional reflective practice.



◎ Newcastle Business School

Based in Newcastle Upon Tyne, Newcastle Business School, Northumbria University, is one of the largest Schools within the University. Its roots go back over 50 years, and it adopted its current name in 1989. Since then, as one of the longest established U.K. business schools, it has been inspiring excellence in organisations and individuals across the globe.

Newcastle Business School is ranked in the top 10 for employability (The Sunday Times Good University Guide 2012). The School outperforms the sector average on Postgraduate taught, research and international students, and is accredited by Professional Bodies and EPAS and operates a highly successful business model. For more details, please visit www.newcastlebusinessschool.co.uk.



◎ The Hong Kong Polytechnic University

The Hong Kong Polytechnic University (PolyU) is the largest HKSAR Government-funded tertiary institution in Hong Kong, with about 1,200 full-time academic staff and 29,193 students in the 2010-11 academic year. Its mission is to provide high quality education of an applied nature that meets the changing requirements of the community, and to prepare students for the challenges in their future career.



◎ School of Professional Education and Executive Development

School of Professional Education and Executive Development (SPEED) of The Hong Kong Polytechnic University is dedicated to stimulating and promoting lifelong learning activities. Officially formed on 1 July 1999, the School has been actively involved in the development and delivery of a wide range of study programmes that are relevant to individual advancement and wider socio-economic needs.



◎ Programme Features / Benefits

- **Teaching and Learning Support**

Modules are conducted through lectures and seminars. Apart from face-to-face teaching, students will also have access to web-based materials.

- **Class Schedule and Teaching Venue**

Classes are conducted on weekday evenings and / or Saturday afternoons on PolyU Hung Hom Bay Campus.

- **Library Facilities**

Library tickets will be issued to registered students for access to library facilities.

- **Financial Assistance**

- **Non-means Tested Loan**

Students on the programmes are eligible to apply for the Non-means Tested Loan Scheme (NLS) offered by the Student Financial Assistance Agency (SFAA). Further information on the scheme can be obtained via the SFAA website at www.sfaa.gov.hk.

- **Continuing Education Fund** 

All 3 programmes listed in this brochure have been included in the list of reimbursable courses for Continuing Education Fund (CEF) purposes. For more details, please visit www.sfaa.gov.hk/cef.

◎ Entry Requirement

For admission to the programmes, applicants should possess:

- a Higher Diploma or an Associate Degree or an equivalent qualification in business-related disciplines, and have achieved a pass (Grade E or above) in HKALE Use of English, or a score of 575 in TOEFL, or 6.5 in IELTS or equivalent in other tests of English; or
- other tertiary qualification(s) with substantial relevant work experience may also apply; admissibility will be considered on a case-by-case basis.

Programme Information

Bachelor of Arts (Honours) in Business Management

Programme Code	84A29
Tuition Fee	HK\$70,000 (for January 2012 intake)
Medium of Instruction	English
Study Mode	Part-time
Duration	2 years
Programme Leader	Peggy NG Mei-lan <i>BASc, MBus, PgCert</i>
Deputy Programme Leader	Bing CHAN <i>BASc, MBA, GDip, CHE, MIH, DTTF</i>
Programme Commencement	30 January 2012

◎ Aims and Objectives

This is a broad-based programme, which prepares students for an enhanced role in general management or administration within the public and private sectors. The programme explores and develops the functional areas of Business, including Management, Marketing and Strategy.

◎ Teaching and Assessment

A variety of teaching methods will be adopted including case studies, business simulations, lectures, seminars, tutorials and workshops. Students will be assessed by assignments and a project.



◎ Programme Structure

Semester 1, Year 1

MO0358 Strategic Supply Chain Management
SM0378 Ethics and Governance

Semester 2, Year 1

MK0388 Marketing Management and Strategy
NX0315 Professional Project (Part 1 of 3)

Semester 1, Year 2

HR0372 Culture and Organisations
NX0315 Professional Project (Part 2 of 3)

Semester 2, Year 2

SM0374 Strategic Management and Leadership
NX0315 Professional Project (Part 3 of 3)

Bachelor of Arts (Honours) in Human Resource Management

Programme Code	84A23
Tuition Fee	HK\$70,000 (for January 2012 intake)
Medium of Instruction	English
Study Mode	Part-time
Duration	2 years
Programme Leader	Adam WONG Ka-lok <i>BSc (Hons), MSc, CNE, MCSE</i>
Programme Commencement	30 January 2012

◎ Aims and Objectives

On this programme, not only will students get a thorough grounding in the relevant skills, knowledge and understanding required in this challenging yet highly rewarding field, students will also have the chance to develop reflective practices and critical thinking - essential attributes for an effective manager equipped to handle changes.

◎ Teaching and Assessment

A variety of teaching and assessment methods will be used throughout the programme including lectures, workshops, seminars, projects and group exercises with the aim of helping students to become independent learners equipped with practical skills and competencies. Students will be assessed by assignments and a project.



◎ Programme Structure

Semester 1, Year 1

HR0371 Rewarding Relationships
SM0378 Ethics and Governance

Semester 2, Year 1

HR0372 Culture and Organisations
NX0315 Professional Project (Part 1 of 3)

Semester 1, Year 2

HR0373 Employee Resourcing and Development
NX0315 Professional Project (Part 2 of 3)

Semester 2, Year 2

SM0374 Strategic Management and Leadership
NX0315 Professional Project (Part 3 of 3)

Bachelor of Arts (Honours) in Logistics and Supply Chain Management

Programme Code	84A24
Tuition Fee	HK\$70,000 (for January 2012 intake)
Medium of Instruction	English
Study Mode	Part-time
Duration	2 years
Programme Leader	Simon YUEN Sheung-man <i>BSc, PhD, MCILT, MHKLA, MIPSHK</i>
Programme Commencement	30 January 2012

⦿ Aims and Objectives

The programme aims to encourage the development of functional expertise and skills as well as the understanding of the strategic significance of the supply chain philosophy.

⦿ Teaching and Assessment

A variety of teaching and learning strategies are used to facilitate learning, and to encourage and develop independent learning skills.

Students will be assessed by assignments and a project.

⦿ Professional Recognition

Students who graduate from the programme with satisfactory results will be eligible for full exemption from the examination requirements of the Chartered Institute of Purchasing and Supply (CIPS), U.K. and the Chartered Institute of Logistics and Transport (CILT), U.K.

⦿ Programme Structure

Semester 1, Year 1

MO0358 Strategic Supply Chain Management
SM0378 Ethics and Governance

Semester 2, Year 1

MO0360 Innovation and IT in the Supply Chain
NX0315 Professional Project (Part 1 of 3)

Semester 1, Year 2

MO0359 Supply Networks
NX0315 Professional Project (Part 2 of 3)

Semester 2, Year 2

SM0374 Strategic Management and Leadership
NX0315 Professional Project (Part 3 of 3)





Graduate Feedback

“ Some classmates working in the industry at management level freely shared their own experience during class discussions. This enriched my in-class learning experience, and helped me to grasp real issues in the industry. I received a few job offers upon graduation, and was able to choose the one that suits my career goals. ”

Mr Ip Wing Ho, Patrick
Graduate of Bachelor of Arts (Honours) in
Logistics and Supply Chain Management
Northumbria University

Module Description

HR0371 Rewarding Relationships (20 credits)

This module aims to deliver a critical and relevant overview of the purposes and practices of reward management and employment relations. By the end of the module, students should be able to design reward practices against objectives, and to consider and balance the implications of those practices for competing sets of organisational interests.

The module's learning activities focus upon the integration of knowledge and skill-based activities, specifically: the development of a reward system that reflects contemporary innovations and its implementation through appropriate employment relations practices such as negotiation and compromise.

Contact hours – 4 hours of lectures; 24 hours of seminars; 8 hours of laboratory sessions

HR0372 Culture and Organisations (20 credits)

The rationale of the module is to develop a coherent understanding of the issues relating to theory and practical applications of cultural and organisational impacts on organisations and institutions in the global and international environment.

The module will be delivered through a combination of lectures and seminars. These will be supported by e-portal learning activities.

Contact hours - 24 hours of lectures; 12 hours of seminars

HR0373 Employee Resourcing and Development (20 credits)

This module aims to develop students' critical knowledge and understanding of how Resourcing and Development (R&D) can add value and enhance organisational effectiveness and sustainability. The module will explore the effective integration of R&D in managing the interests of stakeholders in the development, design, delivery and evaluation of the R&D strategies and processes within an organisational context. The module examines the integration of R&D to facilitate the achievement of organisations' strategic objectives in the development and management of organisational knowledge and capacity building.

The module aims to encourage students to critically engage with current theoretical and applied perspectives and explore the practical application of these perspectives through reference to written case studies illustrating work situations, group tasks, or directly through students' reflection on their own experience and work-based assignment.

Contact hours - 24 hours of lectures; 12 hours of seminars



MO0358 Strategic Supply Chain Management (20 credits)

The module is designed to equip students with the depth of knowledge, skills and techniques necessary to understand, analyse, design and formulate a supply chain management philosophy. Emphasis is placed on the ability of students to apply knowledge and learning through business-related case studies.

The module is taught using a combination of lectures, seminars, workshops and cases.

Contact hours - 24 hours of lectures; 12 hours of seminars

MO0359 Supply Networks (20 credits)

The module provides an understanding of the physical movements of goods through supply chains, the networks of organisations involved and the modes of transport used. The module will explore logistical and network solutions for real business distribution problems across both inland and overseas operations and the challenges and future opportunities of logistics providers / freight operators. The module also focuses on transport as a service to the public, both domestically and internationally, examining the allied industries it supports. It also provides an appreciation of the socio-political debate surrounding the sustainability of different transport modes and the realities of such debates when serving and operating in international markets.

Students studying this module will achieve a rounded appreciation of transport and distribution throughout supply chains through a variety of lectures, workshops, seminars and case studies.

Contact hours - 24 hours of lectures; 12 hours of seminars



MO0360 Innovation and IT in the Supply Chain (20 credits)

Based on the ideas that innovations tend to occur at the 'interstices' of inter-firm networks (Powell et al., 1996; Swan and Scarbrough, 2005); that all organisations without reference to a particular industry are part of an inter-firm network; that the capability to innovate products and services provides organisations with a sustainable competitive advantage (Dyer and Singh, 1998; Oliver, 1997); that organisations are 'systems of political activity' (Morgan, 1997), this module will provide insights into the management of innovation, technology and information technology in global supply networks.

Contact hours - 24 hours of lectures; 12 hours of seminars

MK0388 Marketing Management and Strategy (20 credits)

This module will extend students' knowledge and understanding of marketing acquired from their introductory module, into the management area (approach and application). They will learn to apply the principles and techniques of marketing management across a wide range of goods and services in different markets. Students will learn to use models which help marketing managers to make more informed decisions (e.g. new product development, brand repositioning, deletion, sales force management and communication technique). Students will undertake analysis of complex situations via the use of case studies and learn how to present solutions through group discussions. The ability to think strategically will be expressed in the production of marketing plans.

The module will be delivered by lectures, seminars and workshops.

Contact hours - 24 hours of lectures; 12 hours of seminars

NX0315 Professional Project (30 credits)

This 30-credit module will be taken by direct entry final year students to an undergraduate programme of study at Newcastle Business School. The module provides an opportunity to explore the key study competences required to achieve academic success and develop these into employment competences to promote career success. These competences will be developed and practised and applied to an investigation of a business issue / problem. To support this individual investigation into an applied business problem or issue, the student will be given a defined topic to research and relevant information relating to the topic. The information will be set in the context of an appropriate academic framework and the student will be expected to draw relevant conclusions, write up and submit the work in an approved format. A workshop programme and an e-learning website will support the process.

Contact hours - 30 hours of workshops



SM0374 Strategic Management and Leadership (20 credits)

The aim of the module is to integrate learning that has taken place in previous studies about the organisation and its environment, and to encourage students to think strategically about the future development of organisations. The module will also show how leadership at all levels is important throughout this process and offer the opportunity for students to develop their own leadership, intellectual and creative skills.

At the end of the module, students should be able to:

- * Critically evaluate organisations in order to identify the strategic problems they face;
- * Think critically and creatively to propose viable strategies for the future development of organisations and develop plans to put the strategies into place.

Lectures and directed reading will be used to introduce concepts and frameworks, and illustrate how these are and can be applied to business organisations. Students will be working in groups that are diverse in nature and hence will be given the opportunity to develop their leadership skills: team building, negotiating, persuading and influencing, time and task management, effective utilisation of expertise, dealing with diversity. The module will also develop the students' intellectual and entrepreneurial / creative skills.

Contact hours - 24 hours of lectures; 12 hours of seminars

SM0378 Ethics and Governance (10 credits)

The module examines issues relating to business ethics and corporate governance. Business ethics involves the examination of relationship between the organisations, those involved in the management of organisations and external stakeholders. Alternative perspectives will be critically examined to provide intellectual frameworks and vocabulary to enable the students to identify their own reactions to the subject and debate their positions with peers.

Corporate governance is concerned with the structures created by government and other regulatory bodies around the world to address some of the issues raised by an investigation of business ethics. In particular, the function and role of the board will be examined together with the type of relationships posited with shareholders and others with a stake in the organisation. The module will be delivered through lectures and seminars.

Contact hours - 12 hours of lectures; 6 hours of seminars

Application and Admission

Completed application form should be returned by mail or in person to SPEED Office together with the following items:

- Original receipt of application fee payment* (e.g. ATM receipt),
- Copies of academic transcripts, public examination results, and results of the appropriate English Language proficiency tests.

* A non-refundable application fee of HK\$150 should be deposited to the Hang Seng Bank account of The Hong Kong Polytechnic University at 222-049298-001 at the time of application, or it could be paid via Octopus at SPEED Office.

Selection of Applicants

Applications will be considered on the basis of the information provided in the application package. Admission interview may be arranged and shortlisted applicants will be notified by post, via email or by phone.

Holders of other tertiary qualification(s) with substantial relevant work experience may also apply; admissibility will be considered on a case-by-case basis. Shortlisted candidates will be required to attend an admission test and interview.

Application Deadline

3 December 2011

Application Enquiries

School of Professional Education and Executive Development (SPEED)
The Hong Kong Polytechnic University

Room QR802, 8/F, Core R
The Hong Kong Polytechnic University
Hung Hom, Kowloon

Telephone: 3400 2828 Email: speed@speed-polyu.edu.hk
Fax: 2363 0540 Website: www.speed-polyu.edu.hk

Office Hours

Mondays to Fridays: 8:30 am - 7:15 pm
Saturdays: 9:00 am - 12:00 noon
Closed on Sundays and Public Holidays

These are exempted programmes under the Non-local Higher and Professional Education (Regulation) Ordinance in Hong Kong. It is a matter of discretion for individual employers to recognise any qualifications to which these programmes may lead.

School of Professional Education and Executive Development is operated by College of Professional and Continuing Education Limited which is an affiliate of The Hong Kong Polytechnic University.

Acknowledgement to students and graduates of SPEED in providing photos for the production of this brochure.