



Degree in Retail Management leads to unrivalled opportunities in a top-notch retailer

Maurice Wong Chak-hin

Bachelor of Arts (Honours)
in Retail and Service Management

After graduating from the Associate in Business (Global Business) programme at Hong Kong Community College (HKCC) of PolyU, Maurice Wong Chak-hin enrolled on the Bachelor of Arts (Honours) in Retail and Service Management [BA (Hons) in RSM] at PolyU SPEED in 2012 via the “2+2” articulation pathway at the College of Professional and Continuing Education (CPCE).

A programme beyond compare

“Enrolling on a retail and service management programme was a major decision in my life,” Maurice, a Student Ambassador at both PolyU SPEED and PolyU HKCC, admitted. “The degree programme was the first of its kind in Hong Kong. No comparisons could be made as there were no similar programmes on the market. However, I saw the potential in the retail industry, which has been developing rapidly in recent years.”

Maurice was most impressed with the internship component of the programme as it allowed students to work at established retailers for around three months to gain practical industry experience. Students were also required to submit a reflective report after their internships.

“We have a better understanding of the operation of the retail and service sector in the workplace. The lecturers taught us theoretical knowledge as well as selling, communication and interpersonal skills. They also shared their professional experience with us. As for the internship programme, it helped students secure jobs more easily after graduation,” Maurice said.

Building a career from the ground up

In 2013, PolyU SPEED collaborated with the ImagineX Group, part of The Lane Crawford Joyce Group, a leading retailer group of luxury brands with over 150 years of history in Hong Kong, to introduce a Retail Internship Programme exclusively for graduates of the BA (Hons) in RSM programme. Maurice and eight other students were

“Grasp the internship opportunity to enrich your experience in the industry for future career development.”

selected out of some 100 classmates for the Programme. They received six months of comprehensive training in various departments, gaining experience in shop management, purchasing, sales management, product display and visual merchandising.

Maurice said that there was no shortcut to building a solid career in the retail and service sectors. He recalled the advice of the general manager: “All senior management started as juniors who worked their way up to where they are. As part of my career plan, I am determined to develop a solid understanding of the operation of each department during my training. I will also sharpen my skills and broaden my experience in the industry. I hope I will take up a managerial position in several years’ time,” he said.



Maurice (second from right, back row) attended the celebration party of internship programme completion organised by ImagineX, a subsidiary of The Lane Crawford Joyce Group. Dr Vanessa Liu, the Programme Leader, was also invited (fourth from left, back row).