Programmes Leading to PolyU SPEED
Academic Awards

The PolyU SPEED qualification provides graduates an excellent foundation for career development and further studies.

可獲頒發香港理工大學專業進修學院學銜之課程
To help people realise their career aspirations, SPEED has introduced a series of academic award programmes since 2000.

Programmes on Offer

Programme Title | Mode of Study (Programme Code) | Normal Duration
---|---|---
**Bachelor’s Degree (for holders of Associate Degree/ Higher Diploma)**
BA in Applied and Media Arts  | Full-time (B4012) | 1.5 Years  
BA in Applied and Media Arts  | Part-time (B4015) | 3 Years  
BA Scheme in Business  | Full-time (B4020) | 1.5 Years  
BA in Business/ BA in Business (Finance)/ BA in Business (International Business)  | Part-time (B4027) | 3 Years  
BA in Hospitality Management  | Full-time (B4031) | 1.5 Years  
BA in Housing Management  | Part-time (B4032) | 3 Years  
BA in Marketing and Public Relations  | Full-time (B4011) | 1.5 Years  
BA in Marketing and Public Relations  | Part-time (B4014) | 3 Years  
BA in Professional Communication  | Full-time (B4033) | 1.5 Years  
BA in Psychological Studies  | Full-time (B4034) | 1.5 Years  
BA in Public Administration  | Full-time (B4029) | 1.5 Years  
BA (Honours) in Retail and Service Management*  | Full-time (B4035) | 2 Years  
BA (Honours) in Retail and Service Management*  | Part-time (B4036) | 4 Years  
BA (Honours) in Travel Industry Management*  | Full-time (B4037) | 2 Years  
BA (Honours) in Travel Industry Management*  | Part-time (B4038) | 4 Years  

**Associate Degree**
BA in Hospitality Management  | CAM*  
BA in Marketing and Public Relations  | CAM*  
BA in Professional Communication  | CAM*  

**Associate Degree/ Higher Diploma**
Hong Kong Community College or Other Local or Overseas Tertiary Institutions  

To enable students to demonstrate that they have met the intended learning outcomes of the academic programme and fulfilled the requirements of each subject, appropriate methods of assessment will be employed. These methods usually include assignments, projects, tests and examinations.

Recognition and Articulation Arrangement
All PolyU SPEED award programmes are accredited and approved by The Hong Kong Polytechnic University. The PolyU SPEED qualification gives graduates an excellent opportunity to progress to a higher level of study. At present, many institutions, both local and overseas, recognise our graduates as having met the entrance requirements of their Master’s programmes.

Apart from academic recognition, some PolyU SPEED programmes have also obtained recognition from relevant professional bodies.

Learning and Teaching
Teaching is normally conducted through lectures, and sometimes through tutorials and seminars. Depending on the contents and requirements of individual programmes, classes may also be supplemented by laboratory and practical sessions. Online learning platform is also available through which students and teachers are encouraged to interact outside classrooms.

Unless otherwise specified, English is the medium of instruction.

Assessment
To enrich campus life of full-time students, we provide full sports facilities. Full-time students will also be provided with internship opportunities in the Chinese mainland during summer.

PolyU SPEED China Internship Programme to work as interns in the Chinese mainland during summer.

Loan and Financial Assistance
All programmes hosted by SPEED are non-government funded. Local full-time students enrolled in these programmes are eligible to apply for Means-tested Financial Assistance Scheme for Post-secondary Students (FASP) or Non-means-tested Loan Scheme for Post-secondary Students (NLSPS) while local part-time students may apply for Non-means-tested Loan Scheme (NLS) offered by the Government’s Student Financial Assistance Agency (SFAA). If you wish to know more about FASP, NLSPS and NLS, please visit the SFAA website [www.sfaa.gov.hk](http://www.sfaa.gov.hk).

Some subjects which form part of a programme have been included in the list of reimbursable courses for Continuing Education Fund (CEF) purposes. Details about CEF and application form are available at website [www.sfaa.gov.hk/cef](http://www.sfaa.gov.hk/cef).

Non-local students are not allowed to apply for both FASP and CEF for the same programme in the same academic year.

Admission of Non-local Students
Non-local students are defined as persons entering Hong Kong for the purpose of education with a student visa or entry permit issued by the Director of Immigration. All non-local persons having met the minimum entry requirements may apply for admission to full-time programmes. They must obtain a visa to study in Hong Kong. For details, please contact the Immigration Department of the HK SAR Government (Tel: 2824 6111; Website: [www.immd.gov.hk/ehtml/hkvisas_study.htm](http://www.immd.gov.hk/ehtml/hkvisas_study.htm)).

Applicants who apply for admission with non-local qualifications are required to attain the following English language requirement:

- **IELTS 6.0 or TOEFL 550** (computer based 213; Internet based 79)

The above requirement may be exempted for applicants who have completed sub-degree programmes with English as medium of instruction.

Non-local students are not eligible for financial assistance of any kind provided by the HK SAR Government. Apart from tuition fee, there will be other expenses such as those for air tickets, accommodation, local transportation, insurance, clothing, food, entertainment and textbooks.

A number of scholarships and prizes have been made available to students of PolyU SPEED programmes to recognise their outstanding academic performance. Outstanding Associate Degrees/ Higher Diploma graduates may apply for a scholarship of up to HK$10,000 during their first semester of full-time study in SPEED.

Students may also apply for sponsorship for the PolyU SPEED International Summer School Programme to finance their studies in overseas universities or the PolyU SPEED China Internship Programme to work as interns in the Chinese mainland during summer.

* This programme is subject to approval by PolyU.
Qualification & Recognition

Does PolyU recognise PolyU SPEED academic award?
Both PolyU award and PolyU SPEED award are granted by PolyU Senate. In principle, SPEED cannot grant any award on its own. Therefore, PolyU SPEED award is recognised by PolyU.

Will there be any difference between the parchment of PolyU award and that of PolyU SPEED award?
The parchment of PolyU SPEED award contains the PolyU logo only (without SPEED logo) while the full English name of PolyU and SPEED will also be printed.

What is the difference between “ordinary degree” and “honours degree”?
Under the traditional British university system, “honours degree” programmes are undergraduate degree programmes which generally require a graduation dissertation.

In the USA, universities do NOT offer “honours degree” programmes. All university students are studying on four-year ordinary degree programmes.

In Australia, students normally enrol on three-year ordinary degree programmes. Those with excellent academic performance are invited by universities to enrol on “honours degree” programmes, which are designed as research-based programmes for preparing students to pursue study in degree programmes, which are designed as research-based degree programmes. Those with excellent academic performance can apply for admission to postgraduate programmes offered by PolyU and other universities.

Some of our graduates have completed or are studying master’s degree programmes in famous local and overseas universities.

Application & Admission

When will the programmes be open for applications? When will the programmes begin?
All programmes are normally open for applications during March to June each year. Unless otherwise specified, programme commencement is early September each year.

What are the general admission requirements for the top-up Bachelor’s Degree Programmes?
Applicants should possess an Associate Degree or a Higher Diploma or equivalent qualification. Mature applicants (aged over 25) with relevant working experience and prior studies in related fields may also apply.

What are the selection criteria and when will the applicants be informed of the application results?
Applicants’ academic performance in prior study will be the major consideration during the initial screening process. For part-time programmes, applicants’ working experience will also be considered. Short-listed applicants may be invited to attend admission interview and/or test.

Applicants without the requisite academic qualifications but have fulfilled the requirements for mature candidates may also be considered.

Applicants of top-up degree programmes without sufficient knowledge in the areas concerned may be required to complete bridging course(s) as designed by SPEED before programme commencement.

Applicants will normally be notified of the application results one month after the closing of applications.

How can I submit an application?
There are 2 ways for submission of application during the application period:

• Complete online application form online at the web admission system: http://www.cpcpe-polyu.edu.hk/speed/its/speed_was

Please refer to the procedures stated on the website for settling application fee and providing supporting documents to SPEED Offices after submitting the application online.

• Complete the hardcopy of application form and send it with proof of application fee payment and supporting documents to SPEED Offices. Please refer to the procedures as stated in the last page of the application form.

If my application is successful, when will I be required to pay the tuition fee? Will the fee paid be refundable if I subsequently wish to withdraw from the programme enrolled?
Successful applicants will normally be required to pay the tuition fee for the first semester of study (15 credits for full-time students and 6 credits for part-time students) within 2 weeks from issuing of the notification of offer.

Applicants with financial difficulties may apply for payment deferral. If approved, they will be required to pay HK$5,000 only, as registration fee, within 2 weeks from issuing of the notification of offer.

Applicants who have been admitted to PolyU honours degrees or government funded Bachelor’s degree programmes of other local institutions (only HK$1,000 will be deducted.) No refund will be made for withdrawal application submitted after the programme commencement.

If I need to take bridging course(s), will I be required to pay additional fee? What is the duration of the bridging courses?
The fee of the bridging courses is HK$3,500 per course. Students concerned will be required to pay the fee when completing bridging course registration procedures. The bridging course fee paid is non-refundable.

If a student failed to complete the bridging course requirements and is eventually not eligible for admission to the top-up degree programme, the tuition fee paid for the programme will be fully refunded.

There will be 35 contact hours for each bridging course. Classes will be held on weekdays, Saturdays and/or Sundays from early July to late August.

If I have completed an Associate Degree or a Higher Diploma in related disciplines, will I be entitled for credit transfer for related subjects on admission to a PolyU SPEED top-up degree programme?
The PolyU SPEED Bachelor’s Degree programmes are top-up programmes with Associate Degree or Higher Diploma as the entry qualification. Normally, credit transfer will not be granted for students based on studies at sub-degree level.

Study Pattern

What is the normal study pattern for students?
Full-time students are normally required to study 15 credits* in each 14-week semester. Generally speaking, students may enjoy a summer break after two 14-week semesters in an academic year.

Part-time students are normally required to study 6 credits* in each 14-week semester or 3 credits* in each 7-week summer term.

• Most of the subjects are 3-credit subjects. A 3-credit subject normally consists of a total of 42 contact hours.

How many classes will students be required to attend in a week? When will the classes be held?
Under normal study load, the number of contact hours per week is about 15 for full-time students and 6 for part-time students.

Classes for full-time students will normally be held during daytime while classes for part-time students will normally be held on weekday evenings and/or Saturday afternoons.

Will students be allowed to deviate from the normal study pattern?
In consultation with the Programme Leader, students may adjust the study load according to their own needs.

In any case, the maximum duration of study on a programme is twice the normal duration.
Bachelor of Arts in Applied and Media Arts
應用及媒體藝術文學士

This programme is offered in collaboration with Hong Kong Art School (HKAS). Most of the classes, studios and workshops will be delivered at HKAS premises.

Aims and Objectives
The Bachelor of Arts in Applied and Media Arts provides a creative, experimental and interdisciplinary study of applied and media arts, developing students as creative practitioners with critical framework for analytical reflection of the practices in the culture and creative industries.

Career Opportunities
Graduates will become reflective contributors in their respective fields, capable of pursuing careers as professional designers, corporate image creators, and media artists. They will be able to capitalise on their all-round trainings in creativity and aesthetic sensibility, which are essential elements of success in a knowledge-based economy.

Programme Structure
Students are required to complete 8 compulsory and 6 elective subjects. Each subject carries 3 credits, except “Graduation Project” which carries 6 credits. All students are also required to complete a 2-credit General Education subject.

Entry Requirements
Applicants should possess an Associate Degree or a Higher Diploma in related disciplines or equivalent qualification with demonstrated English proficiency.

Selected applicants will be invited to bring their portfolios to the admission interview.

Further Information
Application materials are available on the website www.speed-polyu.edu.hk and from SPEED Offices during the application period from March to June each year. Syllabus of the subjects offered can be obtained from my.SPEED portal (https://www.cpce-polyu.edu.hk/speed/its/myspeed) under “my.Channels” → “programme document”.

Enquiries
Programme Leader
Jack Lam
Tel: 3746 0014 E-mail: spjack@speed-polyu.edu.hk
Programme Officer
Christy Tsang
Tel: 3746 0017 E-mail: spct@speed-polyu.edu.hk
Administrative Assistant
Winnie Lui
Tel: 3746 0019

Programme Codes & Duration
84012 (Full-time, 1.5 years)
84015 (Part-time, 3 years)

Credits Required for Graduation
47

Tuition Fee
HK$2,100 per credit for 2012/13 academic year

Medium of Instruction
English

Programme Leader
Jack Lam
BSc, MFA, MHKDA

Deputy Programme Leader
Nelson Tam
BS, MFA, MHKDA

Commencement
Early September
Bachelor of Arts Scheme in Business
商業文學士組合課程

Aims and Objectives

The Bachelor of Arts Scheme in Business, comprising “Bachelor of Arts in Business”, “Bachelor of Arts in Business (Finance)” and “Bachelor of Arts in Business (International Business)”, is designed to equip students with the necessary knowledge and competencies to become a professional in the business sector. Graduates are expected to be adaptable to environmental changes, all-round, holistic, articulate, and respectful to others’ norms and cultures.

Career Opportunities

Graduates will possess proficient business communication skills, and stand ready for further professional development. They will be immediately capable of embarking employment in a relevant profession.

Programme Structure

All students are required to complete 7 compulsory and 8 elective subjects. Each subject carries 3 credits. Elective subjects are grouped into 3 subject areas including “General Business”, “Finance” and “International Business”. Students of “BA in Business” are not allowed to (i) take more than 3 elective subjects in the “Finance” area; (ii) take more than 3 elective subjects in the “International Business” area.

Apart from the above, any other combinations of subjects are allowed. Students of “BA in Business (Finance)”/ “BA in Business (International Business)” are required to complete at least 5 elective subjects from the related subject area. 3 out of the 8 elective subjects can be taken from any subject areas. All students are also required to complete a 2-credit General Education subject.

Elective

Offering of any elective subject is subject to sufficient enrolment.

In addition to the above, full-time students are required to participate in at least 6 hours of non-credit-bearing co-curricular activities in order to be eligible for graduation.

Entry Requirements

Applicants should possess an Associate Degree or a Higher Diploma in business related disciplines or equivalent qualification with demonstrated English and Putonghua proficiency. Holders of Associate Degree or Higher Diploma in other disciplines with demonstrated language proficiency may also be considered.

Those who do not possess the above-mentioned qualifications but have reached the age of 25 at commencement of study may also apply as mature applicants. Mature applicants should possess relevant qualifications but have reached the age of 25 at commencement of study.

Application materials are available on the website www.speed-polyu.edu.hk and from SPEED Offices during the application period from March to June each year.

Further Information

Application materials are available on the website www.speed-polyu.edu.hk and from SPEED Offices during the application period from March to June each year.

Subject Nature Subject Area Subject Title

Compulsory

Writing in English for Business
Speaking in English for Business
Intermediate Putonghua for Business Communication
Business Finance
Corporate Governance and Ethics
Management Accounting
Business Policy and Strategy

General Business

Accounting for Decision Making
Human Resource Management
Organisation Theory and Behaviour
China Business Management
Business Intelligence
Intermediate Financial Accounting
Business Law

Finance

Derivative Markets
Money and Foreign Exchange Markets
Mergers and Acquisitions
Financial Planning
Insurance Practices
Asset Management
Financial Regulations and Compliance
Equity Analysis and Valuation
Financial Risk Analysis

Elective

International Business

Global Strategy
Contemporary Issues in International Business
Global Supply Chain Management
Managing Global Organisations
Multinational Business Finance
Global Marketing
International Trade and Shipping Logistics
China Marketing

Subject Nature Subject Area Subject Title

Elective

International Business

Global Strategy
Contemporary Issues in International Business
Global Supply Chain Management
Managing Global Organisations
Multinational Business Finance
Global Marketing
International Trade and Shipping Logistics
China Marketing

Offering of any elective subject is subject to sufficient enrolment.

In addition to the above, full-time students are required to participate in at least 6 hours of non-credit-bearing co-curricular activities in order to be eligible for graduation.

Enquiries

Scheme Leader/ Award Leader of BA in Business (International Business)
Eileen Feng
Tel: 3746 0705
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Award Leader of BA in Business/ BA in Business (Finance)
Anders Yung
Tel: 3746 0705
E-mail: spanders@speed-polyu.edu.hk

Programme Officer
Joanne Wong
Tel: 3746 0038
E-mail: sjpwong@speed-polyu.edu.hk

Administrative Assistants
Full-time mode
Wing Cheng
Tel: 3746 0041
E-mail: spadmin@speed-polyu.edu.hk

Part-time mode

Instruction

HK$2,100 per credit for
Tuition Fee
Graduation Credits Required for Graduation
47 Duration
84020 (Full-time, 1.5 years)
84027 (Part-time, 3 years)

Further Information

Programmes Leading to PolyU SPEED Academic Awards
可獲頒香港理工大学專業進修學院學位之課程

Programmes Leading to PolyU SPEED Academic Awards
可獲頒香港理工大学

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Programmes Leading to PolyU SPEED Academic Awards
可獲頒香港理工大学
**Aims and Objectives**

The Bachelor of Arts in Hospitality Management is designed to equip students with the professional knowledge, skills and attitudes they need to make an effective contribution to the hospitality industry of Hong Kong, particularly in the fields of club and leisure management as well as China hotel and tourism management. It aims to train students to proactively identify and assess the changes and develop related implications of regional and global business environments for corporate operations and management in the hospitality industry.

**Career Opportunities**

The programme prepares students to develop their career in hospitality industry in Hong Kong and the Greater China.

**Programme Structure**

All students are required to complete 10 compulsory and 5 elective subjects. Each subject carries 3 credits. They are also required to complete a 2-credit General Education subject and 500 hours of Industry Practicum before graduation.

In addition to the above, full-time students are required to participate in at least 6 hours of non-credit-bearing co-curricular activities in order to be eligible for graduation.

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**Subject Nature**

**Subject Title**

**Compulsory (all 10 subjects)**

- Writing in English for Business
- Speaking in English for Business
- Intermediate Putonghua for Business Communication
- Financial Management for Non-finance Specialists
- Information Technology for Hospitality and Tourism Industry
- Human Resource Management for Hospitality and Tourism Industry
- Legal and Ethical Aspects in Hospitality and Tourism Industry
- Quality Service Management for Hospitality and Tourism Industry
- Strategic Marketing for Hospitality and Tourism Industry
- Contemporary Issues in Hospitality and Tourism Industry

**Elective (any 5 subjects)**

- Resort and Spa Management
- Club Management
- Gaming Management
- Theme Park Management
- Sport and Entertainment Management
- Beverage Management
- Hotel Sales Management
- Event Sales and Marketing Management
- International Hotel Business and Management
- Hotel Planning and Development in China
- Brand Management in China
- Hospitality Management in China
- Tourism Development in China
- Leisure and Culture Tourism in China

Offering of any elective subjects is subject to sufficient enrolment.

Students who do not possess the above qualifications but have reached the age of 25 at commencement of study may also apply as mature applicants.* Mature applicants should possess 5 years of relevant working experience in supervisory/managerial positions and have completed prior post-secondary studies in related fields at diploma level or equivalent qualification. They will be required to demonstrate their ability to complete the programme to the Admission Interview Panel; and (i) pass an admission test; and (ii) have an appropriate level of English language competence demonstrated by at least Level 2 in HKCEE English Language or grade E in HKCEE English (Syllabus B) for results obtained before 2007] or equivalent qualification.

* Applicants without sufficient knowledge in hospitality management will be required to complete the respective bridging course(s) as designated by SPEED before programme commencement.

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**Entry Requirements**

Applicants should possess an Associate Degree or a Higher Diploma in related disciplines or equivalent qualification. Holders of Associate Degree or Higher Diploma in other business areas may also be considered.*

Those who do not possess the above qualifications but have reached the age of 25 at commencement of study may also apply as mature applicants.* Mature applicants should possess 5 years of relevant working experience in supervisory/managerial positions and have completed prior post-secondary studies in related fields at diploma level or equivalent qualification. They will be required to demonstrate their ability to complete the programme to the Admission Interview Panel; and (i) pass an admission test; and (ii) have an appropriate level of English language competence demonstrated by at least Level 2 in HKCEE English Language or grade E in HKCEE English (Syllabus B) for results obtained before 2007] or equivalent qualification.

* Applicants without sufficient knowledge in hospitality management will be required to complete the respective bridging course(s) as designated by SPEED before programme commencement.

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**Further Information**

Application materials are available on the website www.speed-polyu.edu.hk and from SPEED Offices during the application period from March to June each year. Syllabus of the subjects offered can be obtained from my.SPEED portal (https://www.cpe.polyu.edu.hk/mySPEED/myChannels) under “my.Channels”→“programme document”.

**Enquiries**

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Programme Officer
Ada Chan
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Administrative Assistant
Pauline Leung
Tel: 3746 0046

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**Programme Codes & Duration**

<table>
<thead>
<tr>
<th>Programme Code</th>
<th>Full-time Duration</th>
<th>Part-time Duration</th>
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<tbody>
<tr>
<td>84031</td>
<td>1.5 years</td>
<td>84032 3 years</td>
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</tbody>
</table>

**Credits Required for Graduation**

47

**Tuition Fee**

HK$2,100 per credit for 2012/13 academic year

**Medium of Instruction**

English (except the subject in Putonghua)

**Programme Leader**

Dr Pimtong Tavitiyaman
BA, MSc, PhD

**Commencement**

Early September
Bachelor of Arts in Housing Management

Aims and Objectives
The Bachelor of Arts in Housing Management is specially designed to provide students with both academic and professional knowledge in the realm of housing management. The primary objective is to develop students’ industry and functional competencies. This will be accomplished through interdisciplinary exposure, problem identification and management application.

Career Opportunities
This programme will equip students with the requisite skills and competencies which will enable them to develop their managerial career in a wide array of jobs and positions in the areas of housing, property and facilities management in both Hong Kong and the Chinese mainland.

Programme Structure
Students are required to complete 11 compulsory and 4 elective subjects. Each subject carries 3 credits.

<table>
<thead>
<tr>
<th>Subject Nature</th>
<th>Subject Title</th>
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</thead>
<tbody>
<tr>
<td>Compulsory</td>
<td><strong>Total 11 subjects</strong></td>
</tr>
<tr>
<td></td>
<td>Building Studies</td>
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<td></td>
<td>Business Communications</td>
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<td></td>
<td>Building Maintenance</td>
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<td></td>
<td>Housing Management and Practices</td>
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<td></td>
<td>Human Resource Management</td>
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<td></td>
<td>Integrated Housing Studies</td>
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<td></td>
<td>Laws of Housing Management</td>
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<td></td>
<td>Property Development Process</td>
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<td></td>
<td>Property Investment and Appraisal</td>
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<td></td>
<td>Property Management and Practices</td>
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<td></td>
<td>Property Management and Practices in China</td>
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<tr>
<td>Elective</td>
<td><strong>Total 4 subjects</strong></td>
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<tr>
<td></td>
<td>Integrated Facilities Management</td>
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<td></td>
<td>Managing Sustainable Futures in Housing</td>
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<td></td>
<td>Project Management for Construction and Housing</td>
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<td></td>
<td>Property and Facility Management in Hospitality and Tourism</td>
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<tr>
<td></td>
<td>Quality Management for Housing</td>
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<td></td>
<td>Social Policies and Public Administration</td>
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<td></td>
<td>Urban and Town Planning</td>
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<td></td>
<td>Urban Rehabilitation Studies</td>
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<td></td>
<td>Venue Management</td>
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</tbody>
</table>

Offering of any elective subjects is subject to sufficient enrolment.

Further Information
Application materials are available on the website www.speed-polyu.edu.hk and from SPEED Offices during the application period from March to June each year.

Programme Leader
Anthony Wong
Tel: 3746 0021 E-mail: spkhw@speed-polyu.edu.hk

Programme Officer
Christy Tsang
Tel: 3746 0017 E-mail: spct@speed-polyu.edu.hk

Administrative Assistant
Lydia Lo
Tel: 3746 0018

Programme Code & Duration
B4016 (Full-time, 1.5 years)

Credits Required for Graduation
47

Tuition Fee
HK$2,100 per credit for 2012/13 academic year

Medium of Instruction
English

Further Information
Application materials are available on the website www.speed-polyu.edu.hk and from SPEED Offices during the application period from March to June each year.

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Lydia Lo
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Programme Code & Duration
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Credits Required for Graduation
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HK$2,100 per credit for 2012/13 academic year

Medium of Instruction
English

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Administrative Assistant
Lydia Lo
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B4016 (Full-time, 1.5 years)

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47

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HK$2,100 per credit for 2012/13 academic year

Medium of Instruction
English

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Tuition Fee
HK$2,100 per credit for 2012/13 academic year

Medium of Instruction
English

Programme Leader
Anthony Wong
Tel: 3746 0021 E-mail: spkhw@speed-polyu.edu.hk

Programme Officer
Christy Tsang
Tel: 3746 0017 E-mail: spct@speed-polyu.edu.hk

Administrative Assistant
Lydia Lo
Tel: 3746 0018

Programme Code & Duration
B4016 (Full-time, 1.5 years)

Credits Required for Graduation
47

Tuition Fee
HK$2,100 per credit for 2012/13 academic year

Medium of Instruction
English

Programme Leader
Anthony Wong
Tel: 3746 0021 E-mail: spkhw@speed-polyu.edu.hk

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Administrative Assistant
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Programme Code & Duration
B4016 (Full-time, 1.5 years)

Credits Required for Graduation
47

Tuition Fee
HK$2,100 per credit for 2012/13 academic year

Medium of Instruction
English

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Tel: 3746 0021 E-mail: spkhw@speed-polyu.edu.hk

Programme Officer
Christy Tsang
Tel: 3746 0017 E-mail: spct@speed-polyu.edu.hk

Administrative Assistant
Lydia Lo
Tel: 3746 0018

Professional Recognition
This programme is accredited by the Chartered Institute of Housing (CIH). Graduates are eligible to apply for CIH Corporate Membership subject to fulfilment of relevant professional experience requirement.

Entry Requirements
Applicants should possess an Associate Degree or a Higher Diploma in related disciplines (e.g. facilities/ property management, building studies) or equivalent qualification. Holders of Associate Degree or Higher Diploma in other disciplines (e.g. business, social sciences, public administration) will also be considered.*

Those who do not possess the above-mentioned qualifications but have reached the age of 25 at commencement of study may also apply as mature applicants.* Mature applicants should possess relevant working experience in supervisory/ managerial positions and have completed prior study. They will be required to demonstrate their ability to complete the programme to the Admission Interview Panel; and

- pass an admission test; and
- have an appropriate level of English language competence demonstrated by at least Level 2 in HKCEE English Language (or grade E in HKCEE English (Syllabus B) for result obtained before 2007) or equivalent qualification. * Applicants without sufficient knowledge in housing management will be required to complete a bridging course as designated by SPEED before programme commencement.
Aims and Objectives

The Bachelor of Arts in Marketing and Public Relations builds on the synergy of interdisciplinary curriculum, embracing marketing, public relations, communication, behavioural sciences and management with different cultural perspectives and in different contexts. It is designed to prepare students for a career in the marketing and public relations profession or related fields by helping them to acquire core knowledge and skills as well as develop a proper attitude necessary for meeting challenges in their career development.

Career Opportunities

The main objective of the programme is to provide specialised education in the field of marketing and public relations. Students will develop their specific managerial skills and knowledge essential for success as a manager in a fast changing world today. The programme prepares students for employment in a wide range of business sectors and functions in Hong Kong and other parts of the world.

Programme Structure

All students are required to complete 10 compulsory and 5 elective subjects. Each subject carries 3 credits. They are also required to complete a 2-credit General Education subject.

In addition to the above, full-time students are required to participate in at least 6 hours of non-credit-bearing co-curricular activities in order to be eligible for graduation.

Programme Recognition

The programme has been accredited by The Chartered Institute of Marketing (CIM). Graduates who have successfully completed the subjects “Marketing for Service Professionals”, “Advanced Marketing Research”, “Strategic Marketing for Travel and Tourism Industry”, “Strategic Cause Marketing” and “Global Marketing” and fulfil the working experience requirements of CIM are eligible for entry to CIM’s Chartered Postgraduate Diploma in Marketing. Furthermore, graduates who have not completed the above-mentioned subjects are eligible for entry to CIM’s Professional Diploma in Marketing.

Graduates of the programme are also considered to have met the education requirement for full membership of the Hong Kong Institute of Marketing (HKIM). * CIM and HKIM reserve the right to change the requirements.

Entry Requirements

Applicants should possess an Associate Degree or a Higher Diploma in business related disciplines or equivalent qualification.

Those who do not possess the above qualifications but have reached the age of 25 at commencement of study may also apply as mature applicants.* Mature applicants should possess relevant working experience at supervisory/managerial positions and have completed prior post-secondary studies in related fields at diploma level or equivalent. They will be required to demonstrate their ability to complete the programme to the Admission Interview Panel; and

(i) pass an admission test; and
(ii) have an appropriate level of English language competence demonstrated by at least Level 2 in HKCEE English Language (or grade E in HKCEE English (Syllabus B) for results obtained before 2007) or equivalent qualification.

* Applicants without sufficient knowledge in marketing will be required to complete a bridging course as designated by SPEED before programme commencement.

Further Information

Application materials are available on the website www.speed-polyu.edu.hk and from SPEED Offices during the application period from March to June each year.

Syllabus of the subjects offered can be obtained from my.SPEED portal (https://www.cpce-polyu.edu.hk/speed/#/mychannels) under “my.Channels” → “programme document”.

Enquiries

Programme Leader
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Programme Officer
Catherine Ho
Tel: 3746 0053 E-mail: spcatoho@speed-polyu.edu.hk

Administrative Assistants
Alice Choi Apple Ng
Tel: 3746 0047

Part-time mode

Further Information

Programme Codes & Duration
84011 (Full-time, 1.5 years) 84014 (Part-time, 3 years)

Credits Required for Graduation
47

Tuition Fee
HK$2,100 per credit for 2012/13 academic year

Medium of Instruction
English

Programme Leader
Lau Kwok-fai
MBA, MAMA, MAB, MCMI, MGM, HKIM

Deputy Programme Leader
Aris Lam
BSocSci, MEd, PgCert

Commencement
Early September
Aims and Objectives
The Bachelor of Arts in Professional Communication is designed with a view to producing graduates with: i) a high level of biliterate and trilingual proficiency; ii) a firm understanding of the theoretical disciplines underlying language studies, the integrated use of Chinese and English in professional contexts and integrated strategic communication; and iii) the ability to apply their knowledge and skills practically in a variety of professional contexts, including but not limited to editing and publishing, education, marketing or corporate communications, public relations, advertising, and the media.

Career Opportunities
Graduates of this programme will be highly competent professional communicators of spoken and written English and Chinese who are able to use their biliterate and trilingual skills strategically to foster effective professional communication internally and externally in private organisations or the public sector, especially in multinational and multicultural settings commonly found in Hong Kong. Graduates will embark on careers in language-related professional positions such as editors, writers, or specialists in sales and marketing, corporate communications, customer services, etc.

Programme Structure
Students are required to complete 12 compulsory and 3 elective subjects. Each subject carries 3 credits. They are also required to complete a 2-credit General Education subject and participate in at least 6 hours of non-credit bearing co-curricular activities in order to be eligible for graduation.

Entry Requirements
Applicants should possess an Associate Degree or a Higher Diploma in related disciplines or equivalent qualification with requisite proficiency in English and Chinese (including Putonghua). Holders of Associate Degree or Higher Diploma in other disciplines with requisite proficiency in English and Chinese (including Putonghua) may also be considered. Those without sufficient knowledge in communication studies will be required to complete a bridging course entitled “Introduction to Communication Studies” before programme commencement.

‘Language requirements:’
- Grade E or above in Use of English in HKALE (AS-level) OR grade B or above in any one English subject at the sub-degree level or equivalent qualification; AND
- Grade E or above in Chinese Language and Culture in HKALE (AS-level) OR grade B or above in any one Chinese Language subject at the sub-degree level or equivalent qualification; AND
- Grade B or above in any one Putonghua subject at the sub-degree level or equivalent qualification.

Applicants without formal evidence of requisite language proficiency will be required to pass relevant language test(s) offered by SPEED and demonstrate their ability to complete the programme to the Admission Interview Panel. Those who failed the test(s) will be required to complete respective language course(s) before programme commencement if they are considered for admission.

Further Information
Application materials are available on the website www.speed-polyu.edu.hk and from SPEED Offices during the application period from March to June each year. Syllabus of the subjects offered can be obtained from SPEED portal (http://www.speed-polyu.edu.hk/speed/polyu/ myspeed) under “my.Channels”.
**Aims and Objectives**

The Bachelor of Arts in Psychological Studies aims to provide academic knowledge of psychology and its application in work setting and for personal development. It equips students with analytical and intellectual competency to meet the challenge of the ever-changing society.

**Career Opportunities**

The programme is designed to build up students’ intellectual and interpersonal capacities for career development. It does not aim to train students for professional practice in psychology and there is no intention to prepare students/graduates for admission to psychology-related professional bodies.

Upon graduation, students will be able to apply psychological theories to analyse human behaviour and social phenomena.

**Programme Structure**

Students are required to complete 12 compulsory and 3 elective subjects. Subjects are grouped under 3 subject disciplines, namely “Research Methods”, “Psychology”, and “English”. Each subject carries 3 credits.

They are also required to complete a 2-credit General Education subject and participate in at least 6 hours of non-credit-bearing co-curricular activities in order to be eligible for graduation.

**Entry Requirements**

Applicants should possess an Associate Degree or a Higher Diploma in social sciences or equivalent qualification. Holders of Associate Degree or Higher Diploma in other disciplines may also be considered.*

Those who do not possess the above qualifications but have reached the age of 25 at commencement of study may also apply as mature applicants.* Mature applicants should possess relevant working experience and have completed prior studies in related fields. They will be required to demonstrate their ability to complete the programme to the Admission Interview Panel; and

(i) pass an admission test; and

(ii) have an appropriate level of English language competence demonstrated by at least Level 2 in HKCEE English Language (or grade E in HKCEE English (Syllabus B) for results obtained before 2007) or equivalent qualification.

* Applicants without sufficient knowledge in social sciences and/or psychology will be required to complete the respective bridging course(s) as designated by SPEED before programme commencement.

**Further Information**

Application materials are available on the website www.speed-polyu.edu.hk and from SPEED Offices during the application period from March to June each year. Syllabus of the subjects offered can be obtained from my.SPEED portal (https://www.cpce-polyu.edu.hk/speed/its/myspeed) under “my.Channels” → “programme document”.

**Enquiries**

Programme Leader
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Tel: 3746 0716 E-mail: spfho@speed-polyu.edu.hk

Programme Officer
Abbey Young
Tel: 3746 0054 E-mail: spabbey@speed-polyu.edu.hk

Administrative Assistant
Cecilia Lai
Tel: 3746 0069

**Programme Code & Duration**

<table>
<thead>
<tr>
<th>Programme Code &amp; Duration</th>
<th>84034 (Full-time, 1.5 years)</th>
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<tbody>
<tr>
<td>Credits Required for Graduation</td>
<td>47</td>
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<tr>
<td>Tuition Fee</td>
<td>HK$2,100 per credit for 2012/13 academic year</td>
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<td>Medium of Instruction</td>
<td>English</td>
</tr>
<tr>
<td>Programme Leader</td>
<td>Dr Florence Ho</td>
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<td></td>
<td>BA, MEd, EdD, IFHRM, Chartered MCIPD, State-certified Master Enterprise Trainer</td>
</tr>
<tr>
<td>Commencement</td>
<td>Early September</td>
</tr>
</tbody>
</table>
Aims and Objectives
The Bachelor of Arts in Public Administration aims to train students to become competent, critical and conscientious members of society who are well-versed with the theoretical and practical aspects of public administration, and are flexible and adaptable with respect to the application of knowledge to different political and institutional settings within the Greater China.

Career Opportunities
The programme prepares students to develop their career in the government and the public sector. It also develops individuals from both the private companies and the non-profit-making organisations who need to handle public issues.

Programme Structure
Students are required to complete 11 compulsory and 4 elective subjects. Each subject carries 3 credits. They are also required to complete a 2-credit General Education subject and participate in at least 6 hours of non-credit-bearing co-curricular activities in order to be eligible for graduation.

### Subject Nature
- **Compulsory** (all 11 subjects)
- **Elective** (any 4 subjects)

#### Subject Title
- English Communication for Public Administration
- English Communication for Public Administration II
- Intermediate Putonghua
- Government and Politics in Taiwan
- Political Development in Contemporary China
- Public Administration in China
- Public Policy Analysis in Hong Kong
- Government and Policy in Hong Kong
- Human Resources Management in Public Administration
- Public Finance
- Ethics and Practice in Public Administration
- Advanced Putonghua
- Crisis Management in Public Administration
- Government and Legal Systems in Greater China
- E-Governance
- Management of Social Enterprise
- Selected Issues in Hong Kong
- Public Administration
- Selected Political Issues in Taiwan
- Social Research

Offering of any elective subjects is subject to sufficient enrolment.

### Entry Requirements
Applicants should possess an Associate Degree or a Higher Diploma in social sciences or equivalent qualification. Holders of Associate Degree or Higher Diploma in other disciplines may also be considered.*

Those who do not possess the above qualifications but have reached the age of 25 at commencement of study may also apply as mature applicants.* Mature applicants should possess relevant working experience in senior positions and have completed prior studies in related fields. They will be required to demonstrate their ability to complete the programme to the Admission Interview Panel; and

- pass an admission test; and
- have an appropriate level of English language competence demonstrated by at least Level 2 in HKCEE English Language (or grade E in HKCEE English (Syllabus B) for results obtained before 2007) or equivalent qualification.

* Applicants without sufficient knowledge in social sciences will be required to complete a bridging course as designated by SPEED before programme commencement. On successful admission to the programme, they will be required to take “Guided Study” during the first semester of study.

### Further Information
Application materials are available on the website www.speed-polyu.edu.hk and from SPEED Offices during the application period from March to June each year.

**Syllabus of the subjects offered can be obtained from my.SPEED portal (https://www.cpce-polyu.edu.hk/its/my.speed/) under “my.Channels” → “programme document”**.

#### Enquiries
**Programme Leader**
Dr. K.C. Cheung
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**Deputy Programme Leader**
Calvin Wan
Tel: 3746 0097
E-mail: spcalvin@speed-polyu.edu.hk

**Senior Programme Officer**
Fenny Wong
Tel: 3746 0015
E-mail: spfenny@speed-polyu.edu.hk

**Administrative Assistant**
Lydia Lo
Tel: 3746 0018

### Tuition Fee
HK$2,100 per credit for BSc, MSc, MPA, MCIM

### Programme Code & Duration
- **84029 (Full-time, 1.5 years)**

### Programmes Leading to PolyU SPEED Academic Awards
- BSc, MSc, MPA, MCIM

**Programme Leader**
Dr. K.C. Cheung
BSc, MPhil, MSc, PhD

**Deputy Programme Leader**
Calvin Wan
BSc, MSc, MPA, MCIM

**Commencement**
Early September
Bachelor of Arts (Honours) in Retail and Service Management*
零售企業及服務管理 (榮譽) 文學士
* This programme is subject to approval by PolyU.

Aims and Objectives
The Bachelor of Arts (Honours) in Retail and Service Management is designed to equip students with the professional knowledge, skills and attitudes essential for effective contribution to the retail industry and society of Hong Kong. It aims to provide students with specialist education to prepare them for performing successfully in diverse workforce environments.

Career Opportunities
Graduates will acquire the managerial and supervisory skills necessary for a career in the retail industry. They will also have general business education and competencies suited to a wide range of opportunities in services management and marketing. Career opportunities cover the whole range of retail functions, including store management, merchandising, marketing, and other specialist roles.

Programme Structure
Students are required to complete 14 compulsory and 5 elective subjects. Each subject carries 3 credits except “Project” which carries 6 credits.

Offering of any elective subjects is subject to sufficient enrolment.

Entry Requirements
Applicants should possess an Associate Degree or a Higher Diploma in business related disciplines or equivalent qualification.

Holders of Associate Degree or Higher Diploma in non-business disciplines may also be considered.* Those who do not possess the above qualifications but have reached the age of 25 at commencement of study may also apply as mature applicants.* Mature applicants should possess relevant working experience at supervisory/managerial positions and have completed prior post-secondary studies in related fields. They will be required to demonstrate their ability to complete the programme to the Admission Interview Panel; and

(i) pass an admission test; and

(ii) have an appropriate level of English language competence demonstrated by at least Level 2 in HKCEE English Language (or grade E in HKCEE English (Syllabus B) for results obtained before 2007) or equivalent qualification.

Further Information
Application materials are available on the website www.speed-polyu.edu.hk and from SPEED Offices during the application period from March to June each year.

Enquiries
Programme Leader
Dr Leslie Yip
Tel: 3746 0720 Email: splyip@speed-polyu.edu.hk
Programme Officer
Catherine Ho
Tel: 3746 0053 Email: spcatho@speed-polyu.edu.hk

Programme Codes & Duration
84035 (Full-time, 2 years)
84036 (Part-time, 4 years)

Credits Required for Graduation
62

Tuition Fee
HK$2,100 per credit for 2012/13 academic year

Medium of Instruction
English (except the subject in Putonghua)

Programme Leader
Dr Leslie Yip
BA, MA, FICS, FCIM, FHKIM

Commencement
Early September
Bachelor of Arts (Honours) in Travel Industry Management*

* This programme is subject to approval by PolyU.

Aims and Objectives

The Bachelor of Arts (Honours) in Travel Industry Management is designed to equip students with the professional knowledge, skills and attitudes they need to make an effective contribution to the travel and tourism industry of Hong Kong and of China. It aims to train students to identify and assess the changes and related implications of regional and global business environments for corporate operations and management in the travel and tourism industry.

Career Opportunities

Upon graduation, students may pursue their career in the following areas:

- Airlines and Airport
- Cruise
- Theme Parks
- Conferences, Conventions & Exhibitions
- Travel Agencies
- National Tourist Organisations
- Trade Associations
- Hotels
- Restaurants & Pubs
- Fast Food Chains
- Events & Banqueting
- Private Clubs

Programme Structure

Students are required to complete 14 compulsory and 5 elective subjects. Each subject carries 3 credits except “Project” which carries 6 credits.

All students are also required to complete a 2-credit General Education subject and 500 hours of Industry Practicum before graduation.

In addition to the above, full-time students are required to participate in at least 6 hours of non-credit-bearing co-curricular activities in order to be eligible for graduation.

<table>
<thead>
<tr>
<th>Subject Nature</th>
<th>Subject Title</th>
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<tbody>
<tr>
<td>Compulsory (all 14 subjects)</td>
<td>Writing in English for Business</td>
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<td></td>
<td>Speaking in English for Business</td>
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<td></td>
<td>Intermediate Putonghua for Business Communication*</td>
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<td></td>
<td>Financial Management for Non-finance Specialists</td>
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<td></td>
<td>Research Methods</td>
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<td></td>
<td>Tourism Policy and Planning</td>
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<td>Human Resource Management for Travel and Tourism Industry</td>
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<td></td>
<td>Legal and Ethical Aspects in Travel and Tourism Industry</td>
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<td></td>
<td>Marketing Management for Travel and Tourism Industry</td>
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<td></td>
<td>Quality Service Management for Travel and Tourism Industry</td>
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<td></td>
<td>Urban Tourism</td>
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<td>Strategic Management for Travel and Tourism Industry</td>
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<td></td>
<td>Contemporary Issues in Travel and Tourism Industry</td>
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<td></td>
<td>Project</td>
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<tr>
<td>Elective (any 5 subjects)</td>
<td>Consumer Behaviour for Travel and Tourism Industry</td>
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<td></td>
<td>International Hotel Business and Management</td>
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<td>Cruise Line Operations and Management</td>
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<td>Air Transportation Management</td>
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<td>Theme Park and Attractions Management</td>
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<td>Convention and Meeting Management</td>
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<td>Exhibition Management</td>
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<td>Travel Agency Management</td>
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<td></td>
<td>Tourism Development in China</td>
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</tbody>
</table>

Entry Requirements

Applicants should possess an Associate Degree or a Higher Diploma in related disciplines or equivalent qualification.

Holders of Associate Degree or Higher Diploma in other business areas may also be considered.*

Those who do not possess the above qualifications but have reached the age of 25 at commencement of study may also apply as mature applicants.* Mature applicants should possess relevant working experience in supervisory/managerial positions and have completed prior post-secondary studies in related fields. They will be required to demonstrate their ability to complete the programme to the Admission Interview Panel; and

(i) pass an admission test; and

(ii) have an appropriate level of English language competence demonstrated by at least Level 2 in HKCEE English Language or grade E in HKCEE English (Syllabus B) for results obtained before 2007) or equivalent qualification.

* Applicants without sufficient knowledge in areas of travel and tourism will be required to complete the respective bridging course(s) as designated by SPEED before programme commencement.