THE HONG KONG POLYTECHNIC UNIVERSITY
香港理工大學

School of Professional Education and Executive Development
專業進修學院
SPEED

AACSB ACCREDITED

PolyU SPEED

School of Professional Education and Executive Development 專業進修學院 2027/28

For Sub-degree Graduates and Working Adults
適合副學位畢業生及在職人士

Degree Awarded by PolyU 學位由理大頒授

Bachelor of Business Administration (Honours) in Convention and Event Management
會展管理（榮譽）工商管理學士

Full-time mode 全日制模式

Programme Webpage
課程網頁

Programme Features
課程特色

- A strong relationship with industry partners — AsiaWorld-Expo (AWE) and Hong Kong Trade Development Council (HKTDC), etc.
  與企業夥伴建立緊密關係 — 亞洲國際博覽館及香港貿易發展局等
- Guest speakers from and site visits to Hong Kong Convention and Exhibition Centre and AWE
  香港會議展覽中心及亞洲國際博覽館安排嘉賓講座及參觀活動









Career Prospects after Graduation
畢業後的就業前景

Graduates are able to pursue a wide range of careers, including Convention Services Agent, Corporate Event Planner, Exhibition / Trade Show Organiser, Hotel Banquet / Catering Sales Agent, Brand Activation / Experiential Marketing Agent, Wedding & Private Event Organiser, Festival & Entertainment Trainee, and Non-Profit Special Events Organiser, etc.
畢業生就業機會包括會議服務專員、企業活動策劃、展覽 / 商貿展覽籌辦人員、酒店宴會 / 餐飲營業人員、品牌推廣 / 體驗式營銷人員、婚禮及私人活動策劃、節慶及娛樂活動培訓人員、非牟利機構特別活動籌辦人員等

Apply Now
立即報名

Scholarships and Studentships
獎學金和嘉許獎

All students of PolyU SPEED's articulation honours degree programmes admitted in 2027/28 may get "Outstanding Academic Performance Category" scholarships of up to a total of HK$110,000*.
PolyU SPEED 榮譽學士學位銜接課程學生（2027/28 學年）有機會獲頒傑出學業表現類別獎學金合共最高 HK$110,000*。

Scholarship Details
獎學金詳情



*The scholarship amount is subject to change.
* 獎學金金額或會調整。

Curriculum Structure 課程結構

Programme Requirements 課程要求	Minimum Requirement 最低要求
General University Requirements（GUR）大學核心課程	12-18 credits 學分 [1]
Major Requirements 主修課程	51-54 credits 學分

1. All students are required to take a compulsory 3-credit subject "AI as a Tool for Language Learning".
所有學生必須修讀一科 3 學分的科目：「AI as a Tool for Language Learning」。
Individual students who have not met the equivalent standard of undergraduate degree LCR during their prior studies in an Associate Degree / Higher Diploma programme are required to take up to 6 additional credits in LCR (1 in English and 1 in Chinese, 3 credits each).
在入學前未達到 LCR 要求的學生，須額外修讀最多 6 學分，其中包括 1 科英文科目和 1 科中文科目，每科 3 學分。

Major Requirements 主修課程

Examples of Subjects
科目例子

- Convention and Meeting Management
- Customer Relationship Management in Hospitality and Tourism Industry
- Event and Tourism Management
- Event Venue and Facilities Management
- Legal and Ethical Aspects in Hospitality and Tourism Industry
- Strategic Management for Hospitality and Tourism Industry



For more information, please contact:
想了解更多，請聯絡：

Programme Leader 課程統籌

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The School reserves the right to update the contents of this programme brochure and to change or withdraw programmes or subjects described here.
學院有權更改此課程單張內容或撤銷此單張所述課程或科目。
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.
專業進修學院是由香港理工大學之附屬機構專業及持續教育學院有限公司管理。

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Entrance Requirements
入學資格

Holder of a recognised Associate Degree, Higher Diploma or an equivalent qualification in business-related areas. Applicants with qualifications in non-business-related areas will also be considered and, if admitted, are required to take appropriate foundation subject(s).
持有與商業相關領域的認可副學士學位、高級文憑或同等學歷。具有非商業相關領域資格的申請人也將被考慮，並且如果被錄取，則必須修讀適當的基礎科目。

Notes 備註：

1. The main medium of instruction of the study programme concerned should be English. An applicant who has completed the programme with other languages as the main medium of instruction should attain the following English Language requirement: IELTS 6.0 or TOEFL 550 (paper based)/80 (Internet based).
有關課程的主要教學語言應該是英語。以其他語言作為主要教學語言的課程的申請人應達到以下英語語言要求：雅思 6.0 或托福 550（paper-based）；80（Internet-based）。
2. An applicant who does not possess the above-mentioned qualification but has reached the age of 25 before 1 September, in the year in which he/she seeks admission, may apply as a mature applicant. He/she must demonstrate sufficient motivation, knowledge and potential to indicate a high probability of being able to complete the programme successfully. In addition, he/she may be required to take appropriate foundation subject(s).
不具備上述資格，但在申請入學年度的 9 月 1 日之前年滿 25 歲的人士亦可提出申請。他 / 她必須展現足夠的動機、知識和潛力，以顯示出有很大機會能夠成功修畢該課程。此外，他 / 她可能需要修讀適當的基礎課程。

Programme Duration and Study Mode
修讀年期及模式

Full-time 全日制 2 years 年

Medium of Instruction 教學語言

English (except for subjects with Chinese requirements)
英文（具中文要求的科目除外）

Tuition Fee 學費

For details about tuition fees, please visit :
有關學費詳情，請瀏覽：