

PolyU SPEED

School of Professional Education and Executive Development 专业进修学院 2026/27



For Sub-degree Graduates
and Working Adults
适合副学士学位毕业生及在职人士

Degree Awarded by PolyU 学位由理大颁授

Bachelor of Business Administration (Honours) in Omnichannel Retail Management [Applied Degree] 跨平台零售管理(荣誉)工商管理学士[应用学位]

Full-time and Part-time modes 全日制及兼读制模式

Programme Webpage
课程网页



Programme Features

课程特色

- Nurtures talents in omnichannel (online and offline) retailing technologies across various job functions
培养各个岗位的跨平台(线上及线下)零售技术人才
- Provides students with comprehensive knowledge and expertise to excel in the evolving omnichannel retailing sectors
为学生提供全面的知识和专业技能,以在不断发展的跨平台零售领域中脱颖而出
- Offers a professionally oriented degree that emphasises experiential learning through industrial internship opportunities
提供以专业为导向的学位,强调透过实习机会进行体验式学习
- Earning a prestigious and recognised degree awarded by PolyU
获得由香港理工大学颁发具有盛誉且被广泛认可的学位
- Allowing students to fast-track their study by obtaining an ordinary degree in 1.5 years (Full-time) or 2.5 years (Part-time)
让学生以1.5年(全日制)或2.5年(兼读制)的学制取得普通学位,从而加快学习进度



Professional Accreditation

专业机构认可

The programme is accredited by the following professional institutes:
本课程获以下专业学会认可:

- Hong Kong Institute of Marketing (HKIM)
香港市场学会
- The Chartered Institute of Marketing (CIM)
英国特许市场学会

Please visit the programme webpage for details about programme recognition / accreditation.
请浏览课程网页,查阅课程认可详情。



Career Prospects after Graduation

毕业后的就业前景

- Individuals with BBA (Hons) in Omnichannel Retail Management will be qualified for a variety of careers in the retail industry
拥有跨平台零售管理(荣誉)工商管理学士学位的毕业生将有资格从事零售业的各种职业
- Potential career paths include retail and e-commerce management, omnichannel business development, account management, E-commerce & digital marketing, omnichannel supply chain, media management, customer relations sales channel development, channel marketing, customer relationship development, client engagement and development, etc.
潜在的职业发展方向包括零售与电子商务管理、跨平台业务发展、客户管理、电子商务与数位行销、跨平台供应链、媒体管理、客户关系销售渠道开发、渠道行销、客户关系发展、客户互动与拓展等



Apply Now
立即报名



Scholarships and Studentships 奖学金和嘉许奖

All students of PolyU SPEED's undergraduate top-up degree programmes admitted in 2026/27 may get scholarships of up to a total of HK\$110,000.

PolyU SPEED 学士学位衔接课程学生 (2026/27 学年入学) 有机会获颁奖学金合共最高 HK\$110,000。



Scholarship Details
奖学金详情

Degrees Awarded by PolyU Scholarships up to
學位由理大頒授 獎學金最高

HK\$110,000

擲骰擲得好，不如選「擇」得好！
Choosing well is better than rolling the dice well!

Curriculum Structure 课程结构

Programme Requirements 课程要求	Honours Degree Minimum Requirement 荣誉学位最低要求	Ordinary Degree Minimum Requirement 普通学位最低要求
General University Requirements (GUR) 大学核心课程	9 credits 学分 ¹	9 credits 学分 ¹
Discipline-Specific Requirements (DSR) 学科专业课程	51 credits 学分	42 credits 学分

1. It excludes the Language and Communication Requirements (LCR) of up to 9 credits, which are normally not required. Only those students not meeting the equivalent standard of the Undergraduate Degree LCR (based on their previous studies in Associate Degree/ Higher Diploma programmes and their academic performance) will be required to take degree LCR subjects on top of the normal curriculum requirement.

这并不包括学生一般不需要修读的语文及沟通课程 (最多 9 学分)。如学生未达到学士学位的语文及沟通课程水平 (根据学生在副学士 / 高级文凭课程所修读的相关科目及学业成绩决定)，需额外修读语文及沟通课程。

DSR Subjects 学科专业科目

Examples of Subjects

科目例子

- Consumer Behaviour
- Data Privacy and ESG in Omnichannel Management
- Innovative AI Application in Omnichannel Management
- Omnichannel Customer Research and Data Analytics
- Omnichannel Retailing Strategies
- Omnichannel Supply Chain and Forecasting Management

BBA (Hons) in Omnichannel Retail Management 跨平台零售管理 (荣誉) 工商管理学士

Practical Route 实务途径入学

- Holder of a recognised Associate Degree/ Higher Diploma or an equivalent qualification in related areas at Level 4 under the HKSAR Qualifications Framework (QF); and
- 持有香港资历架构第四级相关范畴之其他学历，以及
- a minimum of two years of relevant work experience

OR

Academic Route 学术途径入学

- Holder of a recognised Associate Degree/ Higher Diploma or an equivalent qualification in related areas; or
- 持有与商业相关领域的认可副学士学位、高级文凭或同等学历，或
- Holder of a recognised AD / HD or an equivalent qualification in non-related areas. He/she is required to take additional foundation subject(s) if admitted

持有非商业相关领域的副学士 / 高级文凭或同等学历，如获录取者，会被要求额外修读基础科目。

For more information, please contact:

想了解更多，请联络：

Programme Leader 课程统筹

Dr Elaine Fung

冯怡宁博士

BA, MA, PhD [PolyU(H.K.)], CIM

☎ 3746 0097

✉ yn.fung@cpce-polyu.edu.hk

Enquiries 查询

☎ 3746 0900 ✉ sp.car@speed-polyu.edu.hk

The School reserves the right to update the contents of this programme brochure and to change or withdraw programmes or subjects described here.
学院有权更新此课程单张内容及更改或撤销此单张所述课程或科目。

Entrance Requirements 入学资格

Holder of a recognised Associate Degree/ Higher Diploma or an equivalent qualification in related areas. Applicants with qualifications in non-related areas will also be considered and, if admitted, are required to take additional foundation subject(s) as appropriate; OR

持有与商业相关领域的认可副学士学位、高级文凭或同等学历。具有非商业相关领域资格的申请人也将被考虑，并且如果被录取，则必须修读适当的基础科目；或

Holder of other qualifications in related areas at Level 4 under the HKSAR Qualifications Framework (QF) who has a minimum of two years of relevant work experience.

持有香港资历架构第四级相关范畴之其他学历，以及最少具有两年相关工作经验。

Notes 备注：

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).

有关课程的主要教学语言应该是英语。以其他语言作为主要教学语言的课程的申请人应达到以下英语语言要求：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).

不具备上述资格，但在申请入学年度的 9 月 1 日之前年满 25 岁的人士亦可提出申请。他 / 她必须展现足够的动机、知识和潜力，以显示出有很大机会能够成功修毕该课程。此外，他 / 她可能需要修读适当的基础课程。

Programme Duration and Study Mode 修读年期及模式

Full-time 全日制 2 years 年

Part-time 兼读制 3 years 年

Medium of Instruction 教学语言

English supplemented with Chinese
(i.e. predominantly English)
英文辅以中文 (英文为主)

Tuition Fee 学费

Full-time Programme 全日制课程

Local Students 本地学生

HK\$187,200 - HK\$196,560

Non-local Students 非本地学生

HK\$243,300 - HK\$255,465

Part-time Programme 兼读制课程

Local Students 本地学生

HK\$187,200 - HK\$196,560

The tuition fees listed above are for 2025/26.

The fees for 2026/27 are subject to review.
上列为 2025/26 学费。2026/27 学费有待审核。



Tuition Fee Details
学费详情