

# PolyU SPEED

School of Professional Education and Executive Development 專業進修學院 2026/27



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

Degree Awarded by PolyU 學位由理大頒授

## Bachelor of Business Administration (Honours) in Omnichannel Retail Management [Applied Degree] 跨平台零售管理（榮譽）工商管理學士[應用學位]

Full-time and Part-time modes 全日制及兼讀制模式

Programme Webpage  
課程網頁



### Programme Features 課程特色

- Nurtures talents in omnichannel (online and offline) retailing technologies across various job functions  
培養各個崗位的跨平台（線上及線下）零售技術人才
- Provides students with comprehensive knowledge and expertise to excel in the evolving omnichannel retailing sectors  
為學生提供全面的知識和專業技能，以在不斷發展的跨平台零售領域中脫穎而出
- Offers a professionally oriented degree that emphasises experiential learning through industrial internship opportunities  
提供以專業為導向的學位，強調透過實習機會進行體驗式學習
- Earning a prestigious and recognised degree awarded by PolyU  
獲得由香港理工大學頒發具有盛譽且被廣泛認可的學位
- Allowing students to fast-track their study by obtaining an ordinary degree in 1.5 years (Full-time) or 2.5 years (Part-time)  
讓學生以 1.5 年（全日制）或 2.5 年（兼讀制）的學制取得普通學位，從而加快學習進度



### Professional Accreditation 專業機構認可

The programme is accredited by the following professional institutes:  
本課程獲以下專業學會認可：

- Hong Kong Institute of Marketing (HKIM)  
香港市務學會
- The Chartered Institute of Marketing (CIM)  
英國特許市務學會

Please visit the programme webpage for details about programme recognition / accreditation.  
請瀏覽課程網頁，查閱課程認可詳情。



### Career Prospects after Graduation 畢業後的就業前景

- Individuals with BBA (Hons) in Omnichannel Retail Management will be qualified for a variety of careers in the retail industry  
擁有跨平台零售管理（榮譽）工商管理學士學位的畢業生將有資格從事零售業的各種職業
- 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.  
潛在的職業發展方向包括零售與電子商務管理、跨平台業務發展、客戶管理、電子商務與數位行銷、跨平台供應鏈、媒體管理、客戶關係銷售渠道開發、渠道行銷、客戶關係發展、客戶互動與拓展等



Apply Now  
立即報名



## Scholarships and Studentships 獎學金和嘉許獎

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 學士學位銜接課程學生 (2026/27 學年入學) 有機會獲頒獎學金合共最高 HK\$110,000。



Scholarship Details  
獎學金詳情

Degrees Awarded by PolyU 學位由理大頒授  
Scholarships up to 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 課程結構

| Programme Requirements<br>課程要求                | Honours Degree<br>Minimum Requirement<br>榮譽學位最低要求 | Ordinary Degree<br>Minimum Requirement<br>普通學位最低要求 |
|-----------------------------------------------|---------------------------------------------------|----------------------------------------------------|
| General University Requirements (GUR) 大學核心課程  | 9 credits 學分 <sup>1</sup>                         | 9 credits 學分 <sup>1</sup>                          |
| Discipline-Specific Requirements (DSR) 學科專業課程 | 51 credits 學分                                     | 42 credits 學分                                      |

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.

這不包括學生一般不需要修讀之語文及溝通課程 (最多 9 學分)。如學生未達到學士學位的語文及溝通課程水平 (根據學生在副學士 / 高級文憑課程所修讀的相關科目及學業成績決定)，需額外修讀語文及溝通課程。

## DSR Subjects 學科專業科目

### 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 (榮譽) 工商管理學士

#### Practical Route 實務途徑入學

- Holder of other qualifications in related areas at Level 4 under the HKSAR Qualifications Framework (QF); and
- 持有香港資歷架構第四級相關範疇之其他學歷，以及
- a minimum of two years of relevant work experience

最少具有兩年相關工作經驗

OR

#### Academic Route 學術途徑入學

- Holder of a recognised Associate Degree/ Higher Diploma or an equivalent qualification in related areas; or
- 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，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

持有非商業相關領域的副學士 / 高級文憑或同等學歷，如獲錄取者，會被要求額外修讀基礎科目。

## For more information, please contact:

想了解更多，請聯絡：

### Programme Leader 課程統籌

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馮怡寧博士

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## Enquiries 查詢

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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. 學院有權更新此課程單張內容及更改或撤銷此單張所述課程或科目。

## Entrance Requirements 入學資格

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将被考慮，並且如果被錄取，則必須修讀適當的基礎科目；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.

持有香港資歷架構第四級相關範疇之其他學歷，以及最少具有兩年相關工作經驗。

### 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

Part-time 兼讀制 3 years 年

## Medium of Instruction 教學語言

English supplemented with Chinese  
(i.e. predominantly English)  
英文輔以中文 (英文為主)

## Tuition Fee 學費

### Full-time Programme 全日制課程

#### Local Students 本地學生

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

#### Non-local Students 非本地學生

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

### Part-time Programme 兼讀制課程

#### Local Students 本地學生

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

The tuition fees listed above are for 2025/26.

The fees for 2026/27 are subject to review. 上列為 2025/26 學費。2026/27 學費有待審核。



Tuition Fee Details  
學費詳情