

Bachelor's Degree Programmes
(Part-time) in Business Discipline from
Heriot-Watt University, UK

August 2012 intake



*Sharpening
your future!*



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

Sharpening your future!

Bachelor's Degree Programmes (Part-time) in Business Discipline from **Heriot-Watt University, UK**



Heriot-Watt University

Heriot-Watt University (HWU) is the eighth oldest higher education institution in the UK. Established by Royal Charter in 1966, its origin dated back to 1821. Heriot-Watt University is one of the UK's leading universities for business and industry. It is also one of the largest universities delivering degree programmes to 11,800 students in 150 countries around the world.

HWU is named as Scottish University of the Year 2011-12. In addition, the Management subjects are being ranked in top 10 in the UK (The Sunday Times University Guide 2012). HWU is also ranked 27th out of 119 in the UK University League Table 2012.

The School of Management and Languages is one of the largest in terms of student cohorts in HWU. Its distance-learning undergraduate programmes are being offered in 12 countries worldwide. The School is committed to providing high quality and innovative teaching and research.



The Hong Kong Polytechnic University

The Hong Kong Polytechnic University (PolyU) is the largest HKSAR Government-funded tertiary institution in Hong Kong, with around 1,200 full-time academic staff and 29,193 students in the 2010-2011 academic year. Its mission is to provide high quality education of an applied nature that meets the changing requirements of the community, and to prepare students for the challenges in their future career.



School of Professional Education and Executive Development

School of Professional Education and Executive Development (SPEED) is dedicated to stimulating and promoting lifelong learning activities. Officially formed by The Hong Kong Polytechnic University on 1 July 1999, the School has been actively involved in the development and delivery of a wide range of study programmes that are relevant to individual advancement and wider socio-economic needs. PolyU SPEED has been collaborating with HWU since 2002 to deliver distance-learning undergraduate programmes, with over 500 graduates in Hong Kong to date.



Why choosing HWU School of Management and Languages' External Programmes?

- 21st intake since August 2002 with more than 500 graduates in Hong Kong
- Quality of its business and management degrees ranks UK Top 20 in Guardian University Guide 2012
- Flexible study pace, 100% by examination, world-wide examination centres
- Practical approach to management education
- Excellent for career development and further studies
- Provision of free tailor-made course materials and e-learning platform (VISION) by HWU
- Degrees awarded are exactly of the same standard as those students at HWU campus
- Students achieved 80% overall passing rate in the most recent examination diet through their studies at PolyU SPEED
- Exemption of up to 66% (for direct entry onto final stage - Stage 3) of programme requirements for previous tertiary studies
- Eligible HKDSE graduates can have direct entry onto Stage 2 (i.e. exemption of up to 33% of programme requirements, based on specific subjects and grades obtained in HKDSE examinations)
- Option to study in HWU's UK campus, subject to HWU's prevailing regulations

Programme Features

These 5 Bachelor's degree programmes of the School of Management and Languages are offered by PolyU SPEED on a part-time basis in collaboration with HWU. The curricula and syllabuses are designed by HWU. Students will be registered as HWU candidates and awarded the degrees by HWU upon successful completion of study and meeting the necessary requirements.

Teaching and Learning Support

These programmes are offered in 2 semesters in an academic year, commencing around August and February respectively. They are tutored by full-time faculty as well as experienced visiting lecturers of PolyU SPEED. Apart from face-to-face tutorials, students will also have access to HWU web-support facilities and selected past examination papers with suggested answers.

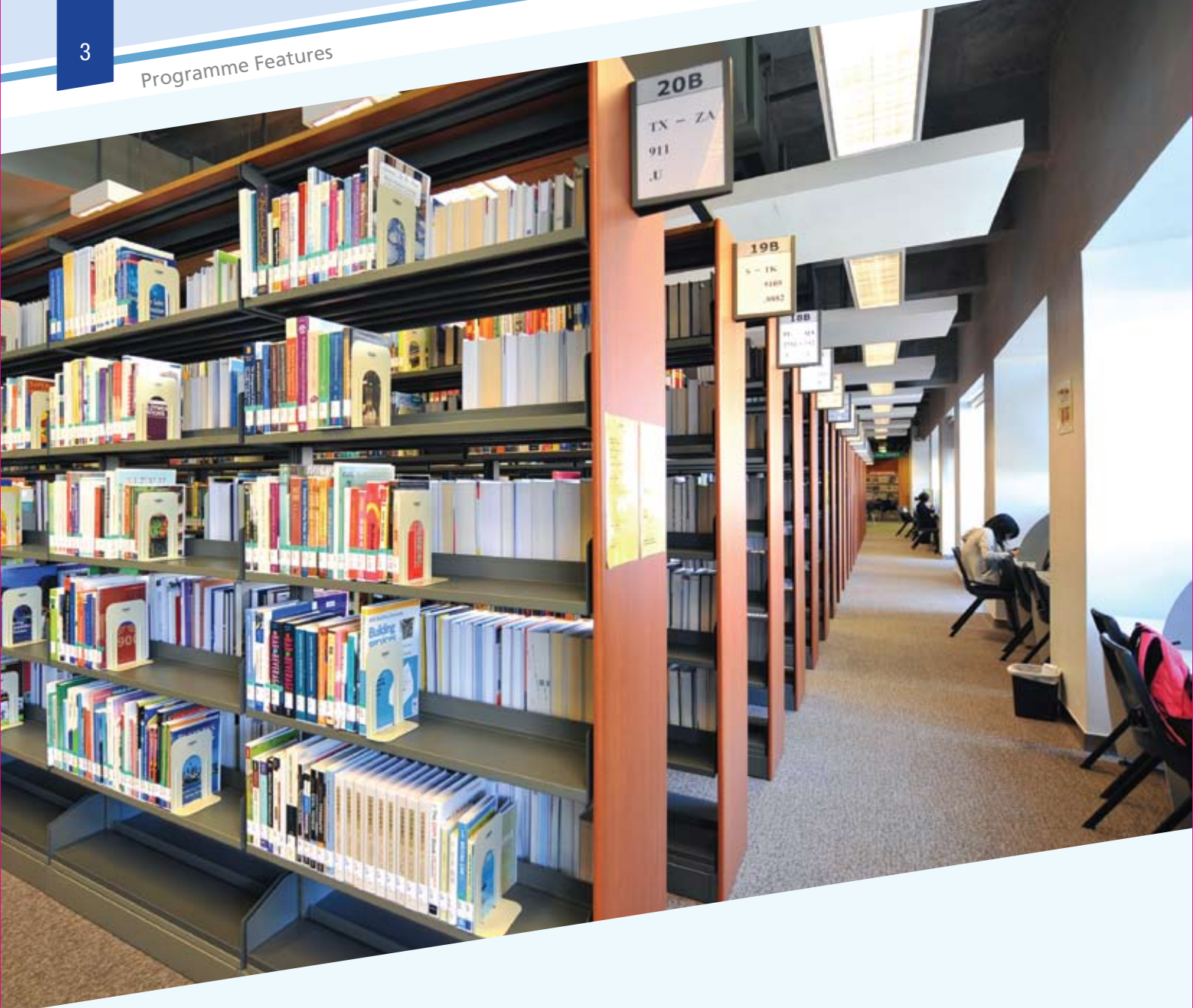
Comprehensive course materials prepared by HWU, in which case studies, exercises and specimen examination papers are contained, will be provided to students for course(s) enrolled.

Teaching Venue

Classes will be conducted on PolyU extended campuses.

Library Facilities

Library tickets will be issued to registered students for access to library facilities.



Financial Assistance

Local students pursuing study on the programmes and with financial need may apply for Government's Non-means-tested Loan Scheme (NLS).

Detailed information about NLS is obtainable from the website of the HKSAR Government's Student Financial Assistance Agency (SFAA) at www.sfaa.gov.hk.

Exemption

Exemptions may be granted based on previous comparable studies at tertiary level. Normally, a maximum number of 50%, i.e. 12 (180 credits) out of 24 courses may be granted. Direct entry onto Stage 3 (i.e. 66%, 16 out of 24 courses) may be granted by HWU for certain qualifications. The granting of exemptions is at the sole discretion of HWU and each application is assessed on a case-by-case basis.

Graduation

Students will be conferred the award of HWU upon successful completion of study, subject to the prevailing graduation requirements and regulations of HWU.

Introduction

The following programmes offered are of distance-learning study mode in nature, supported by local tutorials conducted by PolyU SPEED. They provide students with a sound platform on which they can build their chosen career with a flexible environment and an innovative learning approach.

- Bachelor of Business Administration
- Bachelor of Arts in Accountancy
- Bachelor of Arts in Accountancy and Finance
- Bachelor of Arts in Business and Finance
- Bachelor of Arts in Management

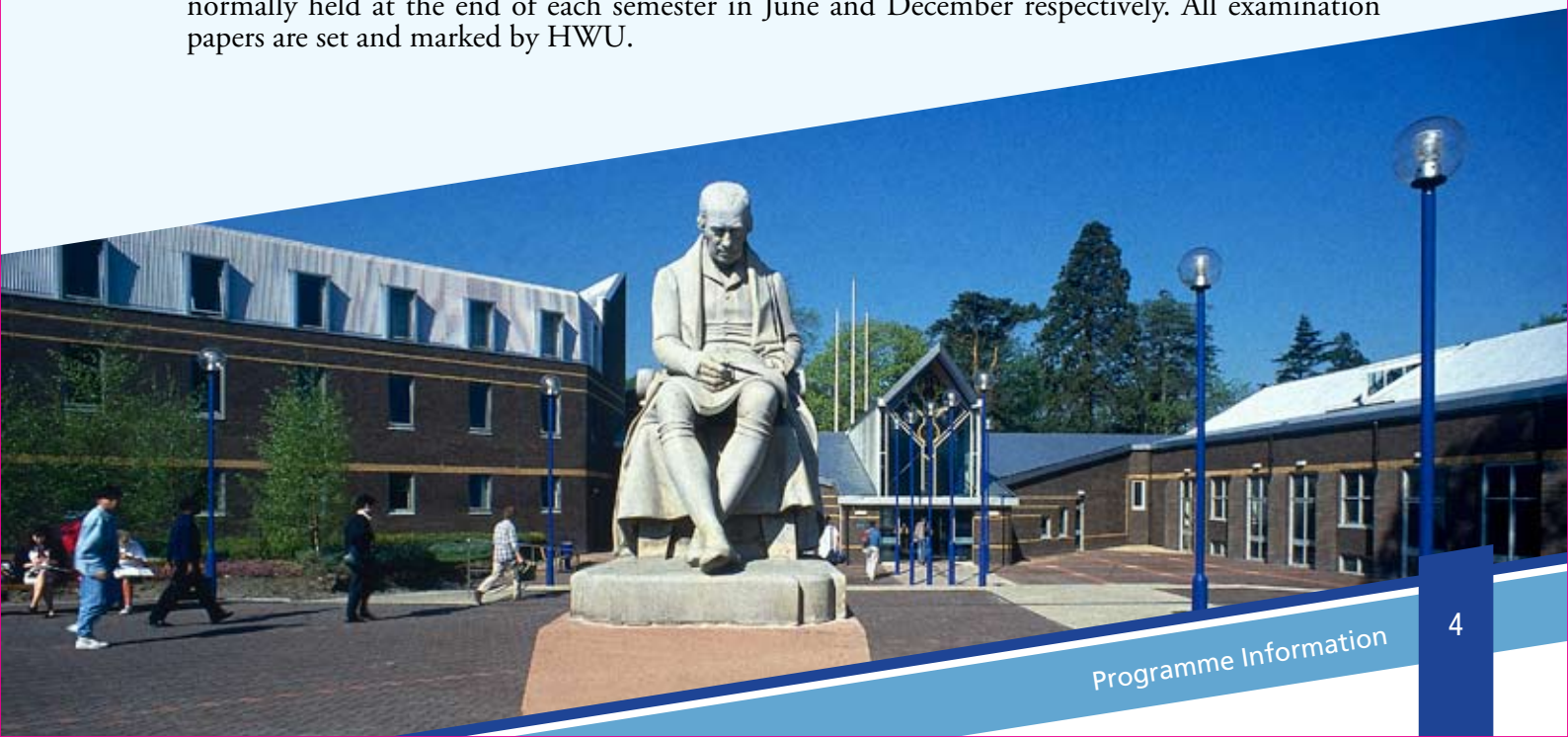
Programme Code	84A07, 84A36, 84A09, 84A11, 84A08
Tuition Fee *	HK\$9,800 per 2 synoptically-linked courses and HK\$4,900 per stand-alone course enrolled in 2012/13 (subject to annual review)
Medium of Instruction	English
Study Mode	Part-time
Duration	Normally 3 to 6 years
Programme Leader	Mike KAN Hing-ki MSc (Accounting), MSc (Strategic Focus), BSc, ACIS, ACS
Programme Commencement	27 August 2012

* These programmes are offered on a self-financed basis. The tuition fee per course covers tutorials, consultations, examinations of first attempt, course materials and web-supported materials. Fees paid are neither refundable nor transferable. The tuition fees are charged according to the number of course(s) enrolled prior to the commencement of a semester.

Teaching and Assessment

For 2012/13 academic year, there are 36 hours of tutorials and 6 hours of student consultation for two synoptically-linked courses and, 18 hours of tutorials and 3 hours of student consultation for each stand-alone course.

Assessments of all the courses are only based on written examination. The examinations are normally held at the end of each semester in June and December respectively. All examination papers are set and marked by HWU.



Entry Requirements

Academic Entry Requirements (for various entry points)

Applicants must:

- have successfully completed a Higher Certificate / Diploma / Higher Diploma / Associate Degree / professional qualifications in related disciplines; or
- have obtained a minimum of 2 Grade C at HKALE in 2 appropriate academic subject areas (or equivalent) and achieved Grade C or above in Mathematics in HKCEE; or
- have obtained a minimum of 3 subjects at Level 4 or 5 subjects at Level 3 at HKDSE.

English Language Entry Requirements

Applicants must meet any one of the following requirements:

- The medium of instruction and assessment of previous studies at post-secondary level was in English; or
- Applicants achieved a minimum of Level 3 or above in HKCEE English Language OR Grade B or above in English Language (Syllabus B) (prior to 2007); or a minimum of Grade D in HKALE Use of English (AS); or
- Applicants achieved a minimum of Level 3 in HKDSE English Language; or
- Applicants achieved TOEFL 550/213/80 (paper/computer/Internet) or IELTS 6.0 (with a minimum of 6.0 in the IELTS writing component); or
- Applicants achieved equivalent score in a recognised English Language competency test.

Programme Structure

These programmes cover a wide range of subject areas, including accounting, economics, finance, and management. A common structure is shared amongst the 5 degree pathways. Each degree programme comprises 3 stages, with Stage 1 being the foundation level, Stage 2 the intermediate level and Stage 3 the advanced level. Courses available in Stage 1 are common yet mandatory for all pathways, while choices may be allowed in subsequent stages.

Award and Credit Requirements

- Certificate of Higher Education: 120 credits (completion of Stage 1)
- Diploma of Higher Education: 240 credits (completion of Stages 1 and 2)
- Bachelor's Degree: 360 credits (completion of Stages 1, 2 and 3)

To graduate with a degree, students need to achieve 360 credits at specified academic levels.

Most subject areas contain two synoptically-linked courses and both courses together are worth 30 credits. Students need to study both courses and sit a final examination (which covers both courses).

A few subject areas contain only one course which is worth 15 credits. Students will sit a final examination at the end of each stand-alone course.


Bachelor of Business Administration (BBA)

The Bachelor of Business Administration offers the greatest flexibility to students and allows them to select from a wide range of courses. This programme is integrated and structured so that students will study the fundamentals of management, accounting, finance and economics at Stage 1. Later in this programme, students can select from a wide choice of specialist subject areas. Graduates with a BBA degree will be equipped to work in a variety of general management and professional positions.

(360 credits in total; 120 credits must be achieved at each stage)

STAGE 1	Mandatory Courses	Elective Courses
Introduction to Accounting 1 <u>and</u> Introduction to Accounting 2 *	✓	
Introduction to Economics 1 <u>and</u> Introduction to Economics 2	✓	
Introduction to Finance 1 <u>and</u> Introduction to Banking and Financial Services *	✓	
Introduction to Management 1 <u>and</u> Introduction to Management 2 *	✓	
STAGE 2	Mandatory Courses	Elective Courses
Commercial Law 1 <u>and</u> Commercial Law 2		✓
Finance Theory and Markets 1 <u>and</u> Finance Theory and Markets 2 *		✓
Financial Accounting <u>and</u> Management Accounting *		✓
Marketing Fundamentals <u>and</u> Marketing Perspectives *		✓
Organisational Behaviour <u>and</u> Human Resource Management *		✓
Quantitative Methods 1 <u>and</u> Quantitative Methods 2	✓	
STAGE 3	Mandatory Courses	Elective Courses
Auditing <u>and</u> Contemporary Issues in Financial Accounting *		✓
Consumer Behaviour <u>and</u> International Marketing		✓
Corporate Finance 1 <u>and</u> Corporate Finance 2 *		✓
Operations Management 1 <u>and</u> Operations Management 2		✓
Securities Markets 1 <u>and</u> Securities Markets 2 *		✓
Strategic Management <u>and</u> International Strategic Management *		✓
Employment Law ^		✓
International Financial Markets ^		✓
Management Accounting Techniques and Decisions ^		✓
Project Management ^		✓
Taxation ^		✓

NOTES:

* This subject has been included in the list of reimbursable courses for Continuing Education Fund (CEF) purposes. 

^ Stand-alone course worth 15 credits.

Disclaimer: Programme structure and courses to be offered may be subject to change at the discretion of the University.


Bachelor of Arts in Accountancy

The Bachelor of Arts in Accountancy aims to allow students to study a specialist range of business and accounting courses together with the opportunity to combine with courses in management, finance, and economics to a higher level. This programme is structured for students to study the core Stage 1 courses and later to specialise in business and accounting subjects. Graduates with the Accountancy degree will be equipped to work in a variety of general management positions and in particular to develop their education further with accountancy and management professional bodies.

(360 credits in total; 120 credits must be achieved at each stage)

STAGE 1	Mandatory Courses	Elective Courses
Introduction to Accounting 1 <u>and</u> Introduction to Accounting 2 *	✓	
Introduction to Economics 1 <u>and</u> Introduction to Economics 2	✓	
Introduction to Finance 1 <u>and</u> Introduction to Banking and Financial Services *	✓	
Introduction to Management 1 <u>and</u> Introduction to Management 2 *	✓	
STAGE 2	Mandatory Courses	Elective Courses
Commercial Law 1 <u>and</u> Commercial Law 2		✓
Finance Theory and Markets 1 <u>and</u> Finance Theory and Markets 2 *	✓	
Financial Accounting <u>and</u> Management Accounting *	✓	
Marketing Fundamentals <u>and</u> Marketing Perspectives *		✓
Organisational Behaviour <u>and</u> Human Resource Management *		✓
Quantitative Methods 1 <u>and</u> Quantitative Methods 2	✓	
STAGE 3	Mandatory Courses	Elective Courses
Auditing <u>and</u> Contemporary Issues in Financial Accounting *	✓	
Consumer Behaviour <u>and</u> International Marketing		✓
Corporate Finance 1 <u>and</u> Corporate Finance 2 *		✓
Operations Management 1 <u>and</u> Operations Management 2		✓
Securities Markets 1 <u>and</u> Securities Markets 2 *		✓
Strategic Management <u>and</u> International Strategic Management *		✓
Employment Law ^		✓
International Financial Markets ^		✓
Management Accounting Techniques and Decisions ^	✓	
Project Management ^		✓
Taxation ^		✓

NOTES:

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^ Stand-alone course worth 15 credits.

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Bachelor of Arts in Accountancy and Finance

The Bachelor of Arts in Accountancy and Finance aims to provide a balance of education in accountancy related topics with supporting subjects such as statistics, marketing, law and operations management available in the intermediate years. It maintains its traditionally established aim of providing a sound base for those students looking for a career in the accountancy professional or the financial services industry.

(360 credits in total; 120 credits must be achieved at each stage)

STAGE 1	Mandatory Courses	Elective Courses
Introduction to Accounting 1 <u>and</u> Introduction to Accounting 2 *	✓	
Introduction to Economics 1 <u>and</u> Introduction to Economics 2	✓	
Introduction to Finance 1 <u>and</u> Introduction to Banking and Financial Services *	✓	
Introduction to Management 1 <u>and</u> Introduction to Management 2 *	✓	
STAGE 2	Mandatory Courses	Elective Courses
Commercial Law 1 <u>and</u> Commercial Law 2		✓
Finance Theory and Markets 1 <u>and</u> Finance Theory and Markets 2 *	✓	
Financial Accounting <u>and</u> Management Accounting *	✓	
Marketing Fundamentals <u>and</u> Marketing Perspectives *		✓
Organisational Behaviour <u>and</u> Human Resource Management *		✓
Quantitative Methods 1 <u>and</u> Quantitative Methods 2	✓	
STAGE 3	Mandatory Courses	Elective Courses
Auditing <u>and</u> Contemporary Issues in Financial Accounting *	✓	
Consumer Behaviour <u>and</u> International Marketing		✓
Corporate Finance 1 <u>and</u> Corporate Finance 2 *	Must choose this subject AND/OR Securities Markets 1 <u>and</u> Securities Markets 2	
Operations Management 1 <u>and</u> Operations Management 2		✓
Securities Markets 1 <u>and</u> Securities Markets 2 *	Must choose this subject AND/OR Corporate Finance 1 <u>and</u> Corporate Finance 2	
Strategic Management <u>and</u> International Strategic Management *		✓
Employment Law ^		✓
International Financial Markets ^		✓
Management Accounting Techniques and Decisions ^	✓	
Project Management ^		✓
Taxation ^		✓

NOTES:

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^ Stand-alone course worth 15 credits.

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Bachelor of Arts in Business and Finance

The Bachelor of Arts in Business and Finance aims to allow students to study both business and finance to a higher level. The programme is structured for students to study the core Stage 1 courses and later to specialise in business and finance subjects. Students who graduate with a degree in Business and Finance will pursue a wide range of potential careers in industry, commerce, the financial sector such as banking, capital markets and financial services and with international agencies requiring knowledge of business and financial affairs. Among the many possible occupations would be business management, marketing, personnel management, banking, commodity dealing and broking, and financial and investment analysis.

(360 credits in total; 120 credits must be achieved at each stage)

STAGE 1	Mandatory Courses	Elective Courses
Introduction to Accounting 1 <u>and</u> Introduction to Accounting 2 *	✓	
Introduction to Economics 1 <u>and</u> Introduction to Economics 2	✓	
Introduction to Finance 1 <u>and</u> Introduction to Banking and Financial Services *	✓	
Introduction to Management 1 <u>and</u> Introduction to Management 2 *	✓	
STAGE 2	Mandatory Courses	Elective Courses
Commercial Law 1 <u>and</u> Commercial Law 2		✓
Finance Theory and Markets 1 <u>and</u> Finance Theory and Markets 2 *	✓	
Financial Accounting <u>and</u> Management Accounting *		✓
Marketing Fundamentals <u>and</u> Marketing Perspectives *		✓
Organisational Behaviour <u>and</u> Human Resource Management *	✓	
Quantitative Methods 1 <u>and</u> Quantitative Methods 2	✓	
STAGE 3	Mandatory Courses	Elective Courses
Auditing <u>and</u> Contemporary Issues in Financial Accounting *		✓
Consumer Behaviour <u>and</u> International Marketing		✓
Corporate Finance 1 <u>and</u> Corporate Finance 2 *	Must choose this subject AND/OR Securities Markets 1 <u>and</u> Securities Markets 2	
Operations Management 1 <u>and</u> Operations Management 2	✓	
Securities Markets 1 <u>and</u> Securities Markets 2 *	Must choose this subject AND/OR Corporate Finance 1 <u>and</u> Corporate Finance 2	
Strategic Management <u>and</u> International Strategic Management *	✓	
Employment Law ^		✓
International Financial Markets ^		✓
Management Accounting Techniques and Decisions ^		✓
Project Management ^		✓
Taxation ^		✓

NOTES:

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^ Stand-alone course worth 15 credits.

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Bachelor of Arts in Management

The Bachelor of Arts in Management aims to provide a firm foundation in the field of management and develops understanding in key functional areas of business (e.g. marketing, organisation behaviour, human resource management and law). A graduate with this degree will be able to work in general and specialist management positions within a wide range of business organisations.

(360 credits in total; 120 credits must be achieved at each stage)

STAGE 1	Mandatory Courses	Elective Courses
Introduction to Accounting 1 <u>and</u> Introduction to Accounting 2 *	✓	
Introduction to Economics 1 <u>and</u> Introduction to Economics 2	✓	
Introduction to Finance 1 <u>and</u> Introduction to Banking and Financial Services *	✓	
Introduction to Management 1 <u>and</u> Introduction to Management 2 *	✓	
STAGE 2	Mandatory Courses	Elective Courses
Commercial Law 1 <u>and</u> Commercial Law 2		✓
Finance Theory and Markets 1 <u>and</u> Finance Theory and Markets 2 *		✓
Financial Accounting <u>and</u> Management Accounting *		✓
Marketing Fundamentals <u>and</u> Marketing Perspectives *	✓	
Organisational Behaviour <u>and</u> Human Resource Management *	✓	
Quantitative Methods 1 <u>and</u> Quantitative Methods 2	✓	
STAGE 3	Mandatory Courses	Elective Courses
Auditing <u>and</u> Contemporary Issues in Financial Accounting *		✓
Consumer Behaviour <u>and</u> International Marketing		✓
Corporate Finance 1 <u>and</u> Corporate Finance 2 *		✓
Operations Management 1 <u>and</u> Operations Management 2	✓	
Securities Markets 1 <u>and</u> Securities Markets 2 *		✓
Strategic Management <u>and</u> International Strategic Management *	✓	
Employment Law ^		✓
International Financial Markets ^		✓
Management Accounting Techniques and Decisions ^		✓
Project Management ^		✓
Taxation ^		✓

NOTES:

* This subject has been included in the list of reimbursable courses for Continuing Education Fund (CEF) purposes. 

^ Stand-alone course worth 15 credits.

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Application and Admission

Completed application form should be returned by mail or in person to PolyU SPEED Offices together with the following:

- Proof of application fee payment #
- Certified true copies of academic transcripts and certificates of public examination results. Documents should be submitted in duplicate.

A non-refundable application fee of HK\$150 can be made either by Octopus at PolyU SPEED Offices or by deposit to the Hang Seng Bank account of The Hong Kong Polytechnic University at 222-049298-001 at the time of application.

Selection of Applicants

Admissibility will be decided solely by HWU on the basis of the information (such as academic, professional qualifications and work experience) provided in this application form.

Application Deadline

16 April 2012 (for 1st round of applications)

15 June 2012 (for 2nd round of applications)

Application Enquiries

Programme Leader (for academic matters): Mr Mike Kan

Telephone: 3746 0715

Email: spmike@speed-polyu.edu.hk

Programme Officer (for administrative matters): Miss Cindy Fan

Telephone: 3746 0030

Email: psfan@speed-polyu.edu.hk

Administrative Assistant (for general enquiries): Ms Claren Tsang

Telephone: 3746 0039

School of Professional Education and Executive Development (SPEED)

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Office Hours

Mondays to Fridays : 8:30 am - 7:15 pm

Saturdays : 9:00 am - 12:00 noon

Closed on Sundays and Public Holidays

These are exempted programmes under the Non-local Higher and Professional Education (Regulation) Ordinance in Hong Kong. It is a matter of discretion for individual employers to recognise any qualifications to which these programmes may lead.

School of Professional Education and Executive Development (SPEED) is operated by College of Professional and Continuing Education Limited which is an affiliate of The Hong Kong Polytechnic University.

Acknowledgement to students and graduates of PolyU SPEED in providing photos for the production of this brochure.

