

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 Innovation and Design Management 創新及設計管理（榮譽）工商管理學士

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

- The first full-time mode design management bachelor's degree programme in Hong Kong specifically designed for students to become a manager in a creative industry
香港首個全日制設計管理學士學位課程，專為有志成為管理創新專才的學生而設
- Professional teaching team (including industry experts) to teach you the latest in business and design thinking for solving business problems
專業的教學團隊（包括行業專家），教授你最新的商業及設計思維，解決商業問題
- Interdisciplinary elective subjects to provide you with a well-rounded business education
跨學科的選修科，為你提供全面的商學教育
- Strong business and industry network
強大的商界及行業網絡
- Talks on key topics by renowned international and regional speakers
國際及地區知名講者就主要課題發表演講



Career Prospects after Graduation 畢業後的就業前景

Graduates can work in business and design strategy, innovation, entrepreneurship, branding and marketing, and management. Entry-level professionals can work as marketing and brand assistants, production assistants and project management assistants. Experienced professionals can become brand strategists, advertising executives, product developers, project managers, marketing managers, business directors and innovation directors, etc.

畢業生可投身商業及設計策略、創新、企業、品牌及市場營銷、管理等行業工作。初入職者可擔任市場營銷及品牌助理、製作助理及項目管理助理。累積經驗後可擔任品牌經理、廣告主任、產品開發人員、項目經理、市場經理、業務總監及創新總監等。

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 2026/27 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 (2026/27 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

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「擇」得好！
Choosing well is better than rolling the dice well!

*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	9-18 credits 學分 ¹
Major Requirements 主修課程	51-54 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。

Major Requirements 主修課程

Examples of Subjects 科目例子

- Brand Management
- Business Policy and Strategy
- Design Management
- Design Thinking
- Principles and Practices of Entrepreneurship
- Service Design Innovation

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

Programme Leader 課程統籌

Dr Christopher YIN
尹青雲博士
BFA, MDM, MBA, DBA
☎ 3746 0094
✉ chris.yin@cpce-polyu.edu.hk

Assistant Programme Leader 助理課程統籌

Dr Joseph LEE
李樂民博士
BAS (York); MEd (Open H.K.); MSc [PolyU(H.K.)]; DBA (H.K. Baptist U.); CMktr; LMQ; MCIM; MCMI; NMMQ
☎ 3746 0477
✉ joseph.lee@cpce-polyu.edu.hk

Enquiries 查詢

☎ 3746 0900 ✉ cpce.ar@cpce-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.
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 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亦將被考慮，並且如果被錄取，則必須修讀適當的基礎科目。

Notes 備註：

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

Tuition Fee 學費

Full-time Programme 全日制課程
Local Students 本地學生
HK\$194,700 - HK\$243,375

Non-local Students 非本地學生
HK\$252,900 - HK\$316,125

Part-time Programme 兼讀制課程
Local Students 本地學生
HK\$194,700 - HK\$243,375

Tuition Fee Details
學費詳情

