

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 Convention and Event Management 会展管理（荣誉）工商管理学士

Full-time mode 全日制模式

Programme Webpage
课程网页



Programme Features 课程特色

- Programme design closely meets the market needs; taught by well-qualified lecturers with rich work experience in the field.
课程内容紧贴业内需求，并由具丰富行业经验的讲师授课
- Professional knowledge and practical skills equip students to excel in a broad range of complex, managerial and specialised work activities in convention and event management.
专业知识和应用技能，使学生能够在会议和活动管理方面的各种复杂、管理和专业工作活动中脱颖而出
- Local and international internship opportunities to facilitate students' future career development.
本地及国际实习机会，有助学生日后事业发展
- A strong relationship with industry partners — AsiaWorld-Expo (AWE) and Hong Kong Trade Development Council (HKTDC), etc.
与企业夥伴建立紧密关系 — 亚洲国际博览馆及香港贸易发展局等
- Guest speakers from the industry and site visits to event venues
行业嘉宾讲座及活动场馆参观活动



Career Prospects after Graduation 毕业后的就业前景

Graduates are able to pursue a wide range of careers, including Event Coordinator, Travel Officer, Concierge Agent, Airline Customer Service Officer, Theme Park & Attractions Trainee, Reservation Agent, Flight Attendant, Airport Shopping Advisor, Guest Relations Agent, Hotel Receptionist, and Management Trainee, etc

毕业生就业机会包括项目统筹主任、旅游主任、礼宾部专员、航空公司客户服务主任、主题公园及景点培训生、订位部代理、空中服务员、机场购物顾问、客务关系员、酒店接待员及管理培训生等职位

Apply Now
立即报名



Scholarships and Studentships 奖学金和嘉许奖

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 荣誉学士学位衔接课程学生 (2026/27 学年) 有机会获颁杰出学业表现类别奖学金合共最高 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「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 课程结构

Programme Requirements 课程要求	Minimum Requirement 最低要求
General University Requirements (GUR) 大学核心课程	9-18 credits 学分 ¹
Major Requirements 主修课程	51-57 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之语文及沟通课程 (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。

Major Requirements 主修课程

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，请联络：

Programme Leader 课程统筹

Dr MANNER BALDEON, Fanny Katherine
MANNER BALDEON Fanny Katherine 博士
BTour (ESPOL), MSc [PolyU(H.K.)], PhD [PolyU(H.K.)]
☎ 3746 0338
✉ fanny.katherine.mannerbaldeon@cpce-polyu.edu.hk

Assistant Programme Leader 助理课程统筹

Dr Benny CHAN
陈文亮博士
MBA (Strath.); EdD (Leic.)
☎ 3746 0422
✉ benny.chan@cpce-polyu.edu.hk

Enquiries 查询

☎ 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.
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 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。

Notes 备注：

- 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)。
- 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

Medium of Instruction 教学语言

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

Tuition Fee 学费

Local Students 本地学生
HK\$194,700 - HK\$253,110

Non-local Students 非本地学生
HK\$252,900 - HK\$328,770



Tuition Fee Details
学费详情