

Appendix 3

Graduate Profile of Bachelor of Marketing and Supply Chain Management (Honours)

Qualification Title	Bachelor of Marketing and Supply Chain Management (Honours) 市場及供應鏈管理學士(榮譽)
Qualification Type	Bachelor (Honours) degree in business
QF Level	5
Primary Area of Study / Training	A03 Business and Management
Sub-area (Primary Area of Study and Training)	Transports and Logistics
Programme Objectives	<ol style="list-style-type: none">1. Enable students to acquire multi-faceted business knowledge and its applications to solve business problems in a wide range of contexts;2. Develop students' analytical and critical thinking skills in making managerial decisions in marketing and supply chain management;3. Provide students with theoretical and practical knowledge and skills to apply technologies and innovation in a changing business environment, especially in marketing and supply chain management;4. Nurture students' potential and train them to be competent, broad-based, all-rounded and socially responsible professionals; and5. Prepare students for meeting future challenges in a broad range of personal and professional contexts by equipping them with intellectual and practical skills, and understanding of diverse cultures, and knowledge of arts and humanities, science and technology, and social sciences.
Programme Intended learning outcomes	Upon completion of the Major, students should be able to: <ol style="list-style-type: none">I. Apply generic business knowledge and skills in making decisions and formulating evidence-based responses to achieve the goals of local and global business;II. Originate and implement integrated solutions for business problems in satisfying consumers through marketing and supply chain management;III. Analyse and evaluate the major political, socio-cultural, economic, technological and ethical issues affecting business environment and decisions related to marketing and supply chain management in local, national, regional

	<p>and international contexts;</p> <p>IV. Apply information technology and quantitative, problem-solving, creative and critical thinking skills to analysing and addressing marketing and supply chain management issues; and</p> <p>V. Use effective communication and interpersonal skills to work as a team member and a responsible professional.</p> <p>Upon completion of the General Education component, students should be able to:</p> <p>I. Apply intellectual and practical skills, including proficiency in written and oral communication, inquiry techniques, critical and creative thinking, quantitative reasoning and problem-solving skills in a broad range of personal and professional contexts.</p> <p>II. Achieve global awareness by gaining knowledge of diverse peoples and cultures, and develop the ability to interact with others in culturally diverse settings;</p> <p>III. Explain the dynamics of the natural and social world through the study of arts and humanities, science and technology, social sciences and Greater China; and</p> <p>IV. Demonstrate the capacity and resourcefulness for lifelong learning and life management for assuming individual and social responsibilities to fulfill the needs of personal and professional lives.</p>								
<p>Education Pathways</p>	<p>Graduates are expected to be eligible to enroll in most of the full-time or part-time taught master's degree programmes in business management, international marketing, operation management, and logistics and supply chain management. Below are some examples of relevant local taught master's degree programmes offered by UGC-funded universities that graduates of this proposed programme would be eligible to apply.</p> <table border="1" data-bbox="553 1493 1338 1919"> <thead> <tr> <th data-bbox="553 1493 980 1535">University</th> <th data-bbox="980 1493 1338 1535">Programme</th> </tr> </thead> <tbody> <tr> <td data-bbox="553 1535 980 1692">The University of Hong Kong</td> <td data-bbox="980 1535 1338 1692">Master of Business Administration Master of Science in Marketing</td> </tr> <tr> <td data-bbox="553 1692 980 1850">The Chinese University of Hong Kong</td> <td data-bbox="980 1692 1338 1850">MSc in Marketing MSc in Management Master of Business Administration</td> </tr> <tr> <td data-bbox="553 1850 980 1919">City University of Hong Kong</td> <td data-bbox="980 1850 1338 1919">Master of Business Administration</td> </tr> </tbody> </table>	University	Programme	The University of Hong Kong	Master of Business Administration Master of Science in Marketing	The Chinese University of Hong Kong	MSc in Marketing MSc in Management Master of Business Administration	City University of Hong Kong	Master of Business Administration
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		<p>Master of Science in Operations and Supply Chain Management</p> <p>Master of Arts in Global Business Management</p> <p>Master of Science in Operation Management</p> <p>Master of Science in Engineering Management</p>
	Hong Kong Baptist University	<p>Master of Science in Global Marketing Management</p> <p>Master of Science in Entrepreneurship and Global Marketing</p> <p>MSc in Business Management</p>
	Lingnan University	<p>Master of Science in eBusiness and Supply Chain Management</p> <p>Master of Science in Marketing and International Business</p>
	The Hong Kong University of Science & Technology	<p>Master of Business Administration</p> <p>Master of Science in Engineering Enterprise Management</p>
	The Hong Kong Polytechnic University	<p>Master of Science in International Shipping and Transport Logistics</p> <p>Master of Science in Marketing Management</p> <p>Master of Science in Supply Chain and Logistics Management</p>
Employment Pathways	<p>Graduates of the programme should be able to seek employment in the following positions:</p> <ul style="list-style-type: none"> • Supply Chain Officer/Manager • Supply Chain Planner/Coordinator • Procurement/Purchasing Manager • Warehouse/Store Manager • Project Manager – Supply Chain & Analytics 	

	<ul style="list-style-type: none"> • Marketing Assistant/Marketing Officer • Marketing Executive/Marketing Manager • Digital Marketing Officer/Specialist • E-Commerce Executive
<p>Minimum Admission Requirements</p>	<p><u>Year-1 Entry</u> Applicants are required to:</p> <p>(i) obtain Level 3 in both Chinese Language and English Language and Level 2 in Mathematics and Liberal Studies plus one Elective/Applied Learning Subject at Level 2 (“3322+2”) in HKDSE; OR</p> <p>(ii) pass AS Use of English and AS Chinese Language and Culture plus one AL subject/two AS subjects in HKALE and Level 2 for Chinese Language and English Language plus passes in three other subjects in HKCEE; OR</p> <p>(iii) obtain equivalent qualifications.</p> <p><u>Year-3 Entry</u> Holders of an Associate Degree or a Higher Diploma in a relevant discipline awarded by a recognised tertiary institution with a cumulative GPA of 2.0 or above or equivalent.</p>