

Bachelor of Commerce

Majoring in Marketing

Awarded by Raffles College Pty Ltd.

Trading as Raffles College of Design and Commerce, Sydney, Australia

Intakes: January, April, July & October

Duration: 3 years

Students must complete all first 2-year subjects before entering third year.

Entry Requirements:

3 passes in the Hong Kong Diploma of Secondary Education Examination (HKDSE) or equivalent.

Applicants without a valid IELTS 6.0 certification must take an "English Placement Test" and attend the appropriate level of English classes. Please check with the Admission Consultant for the English Language Programme fee.

Aims of the Programme

Hong Kong Raffles School of Continuing Education is being constantly confronted with changes from the competitive market place and other institutions. Our school's aim is to rise to the challenges and accept that different eras will demand different values, skills, behaviors and competencies from all of us. As a college of higher education, we strive to lead in the development of creativity, design and management expertise to contribute to the development of society.

Marketing is an essential tool for survival in today's competitive business environment. Students will learn how businesses identify and target their markets, then develop products and communicate with customers to build and maintain a sustainable business.

A degree in commerce with marketing major will prepare students for a rapidly changing and increasingly competitive global commercial environment. Students learn about the importance of customers and how to offer what they want. The subject enables students to develop a critical thinking approach to review the competitive offerings and always watching out for emerging trends.

The programme objectives are delivered through lectures, seminars and tutorials and a range of assessment methods including research and project work, presentations, written assignments and examinations.

Career Opportunities:

- Marketing assistant
- Sales representative
- Publicity officer
- Business development coordinator
- Market research assistant.

Bachelor of Commerce majoring in Marketing

Duration: 3 years (Total 32 subjects including Internship)

Students must complete all first 2-year subjects before entering third year.

First 2 years

1. Principles of Economics
2. Principles of Accounting
3. Business Communication Skills 1
4. Principles of Marketing
5. Business Communication Skills 2
6. Management Theory and Application
7. Management and Organizational Behavior
8. Business Statistics
9. Business Information Systems
10. Human Resources Management
11. Accounting and Finance for Decision Making
12. Customer Relationship Management
13. Corporate Communication
14. Marketing Management
15. Market Research Techniques
16. Strategic Management
17. Operations & Quality Management
18. Principles of Banking and Finance
19. International Marketing
20. Corporate Identity and Brand Management
21. E-Marketing
22. Final Project
23. Internship *

3rd Year

24. Innovation and Entrepreneurship
25. Cross Cultural Communication for Effective Leadership and Management
26. International Business
27. Service Marketing
28. Why Corporate Social Responsibility Matters
29. Knowledge Management for Today's Competitive Company
30. Perspectives on International Trade and Finance
31. Success Strategies for International marketing
32. Integrative Marketing Project

Upon successful completion of all the three year subjects, students would be awarded a Bachelor of Commerce degree by Raffles College Pty Ltd., trading as Raffles College of Design and Commerce, Sydney, Australia

Subject Outlines

First 2-Year Subjects

Principles of Economics – CZBB9001

This subject provides students with an in-depth understanding of the importance of economics in the business environment. Students are exposed to microeconomics: a local or individual perspective, and marcoeconomics: a broader more holistic perspective, to promote a well-balanced approach to the understanding to impact of economics and economic theory.

Principles of Accounting – CZBB9002

This subject is designed to provide students with a solid foundation in the dynamic and growing field of accounting. Students are exposed to both the theoretical and practical aspects of accounting and they should be able to outline the importance of accounting and budgeting to the start up, growth and competitive development of a company.

Business Communication Skills (Part 1) – CZBB9006

This subject is an introduction of basic communication concepts and principles, the personal computer, and communications via the internet with its associated security issues. Students will be introduced to the Microsoft IT Academy (MSITA) web portal which they will be taught how to use the three basic office applications – Word processing, presentation and spreadsheets.

Business Communication Skills (Part 2) – CZBB9007

The fundamental skills acquired through the earlier part of this subject will equip students with basic PC skills for business communications when they progress to the Part 2 of this subject where they will be required to write reports and letters, resumes, create presentations and formulate spreadsheets for data analysis and create effective documents appropriate to different business contexts. Students will be introduced to basic communication concepts and principles, and will develop an understanding of the importance of both verbal and non-verbal communications skills.

Principles of Marketing — CZBB9004

This subject will introduce students to key basic concepts in marketing and will focus on critical competitive strategies for generating and meeting customer satisfaction. Additionally, the subject will focus on the activities used to implement marketing strategies created to meet customer needs and expectations.

Management Theory and Application – CZBB9005

This subject explores the processes and functions of management. Students will be given the opportunity to explore traditional and modern management theory and the Planning, Organization, Leadership and Control (POLC) approach to management. The subject will promote and understanding of management from a holistic perspective and will examine local, international and global management practices.

Management and Organizational Behaviour – CZBB9008

This subject will focus on facilitating an understanding of Management and Organizational Behaviour concepts relating to the building of the skills-base of individuals and organizations in terms of organizational efficiency, effectiveness and competitiveness.

Business Statistics – CZBB9009

This subject introduces students to a range of statistical techniques applicable in business practice and decision-making. Students will develop an understanding of how the appropriate use of statistical techniques can add to the value of research done in a business context.

Business Information Systems – CZBB9003

This subject introduces students to information technologies that are used to create and enhance both competitive positioning and effective management practices in business and commerce.

Human Resource Management – CZBB9010

This subject focuses on the theory and practice of the effective management of human resources to achieve organizational goals and objectives. HR professionals and line managers should understand how best to select, recruit, deploy, train & develop, assess and reward people who work for them, and should understand the complexities of managing change.

Accounting and Finance for Decision Making – CZBB9011

This subject focuses on the use of accounting information for financial decision-making, and topics covered include stocks transactions, dividends, bonds payables and investment in bonds, the use of accounting information, relevant costing and performance evaluation. The subject is designed to provide students with a basic understanding of the cash flow statements, the management of capital expenditure and capital investment decisions.

Customer Relationship Management – CZBB9012

This subject covers customer relationships management (CRM) and the customer driven, market-based management practices that assist an organization in attracting, satisfying and retaining customers' profitability. Students will acquire the skills to use CRM more accurately in evaluating the marketplace; evaluate competitors and determining the lifetime value of the customer.

Corporate Communication – CZBB9013

This subject aims to show students the importance of creating a coordinated corporate communication system, and how organizations will benefit with important strategies and tools that few companies in the world are using yet. It demonstrates what companies need to know about advanced communication strategies to stay one step ahead of the competition. Students will learn how to communicate effectively in the corporate world, with workplace-tested approaches for addressing common challenges.

Marketing Management – CZBK9001

This subject promotes an understanding of marketing focusing on customer satisfaction and the activities required to meet customer expectations and demands. Students will develop market analysis skills in both domestic and international settings, and will be able to develop marketing strategies for these markets considering environmental constraints and opportunities.

Market Research Techniques – CZBB9016

This subject introduces a range of marketing research techniques and describes how each stage of the research process is conducted whilst at the same time considers the strengths and weaknesses of each technique. This subject brings the practical aspects of marketing research into the classroom.

Strategic Management – CZBB9018

This subject introduces students to the theory, skills and techniques of Strategic Management. It examines the strategy analysis and formulation process. Students will develop an understanding of the principles behind corporate strategic thinking and the practical implications of decisions that are made. Critically, the subject is developed to promote an understanding of how organizations can best understand their strategic environment in context of increasing change.

Operations and Quality Management – CZBB9015

This subject promotes an understanding of key concepts of quality management as it applies to today's organizations. Students will be exposed to the different frameworks of studying operations management and production as organizational functions. Topics covered include the survey of forecasting methods, production planning, inventory management, quality management, project management, supply chain management and JIT manufacturing.

Principles of Banking and Finance – CZBB9014

Students will acquire an understanding of the basic principles, theories and practices associated with banking and finance. The subject also covers taxonomy of financial institutions and structure of financial markets. Further, the subject enables students to appreciate and contrast different bank-based systems and market-based systems including the regulation of banks and how financial markets work.

International Marketing – CZBK9003

This subject enables students to develop a comprehensive understanding of marketing in an international context. It focuses on international business processes and marketing with regard to strategic decision-making, and on the application of key marketing principles to promote success in global markets. It also exposes students to the complexities created for marketers in terms of cross country differences and regional/global trade agreements.

Corporate Identity and Brand Management – CZBM9003

This subject demonstrates the dos and don'ts of an image consultant and stresses that a company's more direct image must accurately reflect its products or services, its distinctive attributes and its business practices. Students will learn how to communicate verbally and visually the vision, goals, and leadership of his clients' companies.

E-Marketing – CZBK9002

This subject examines how e-business is changing the traditional practices of marketing and subsequently how the marketer is expected to use technology to enhance value relationships between himself and the customer. Students will learn to use technology to enhance buying, selling, increasing customer service and fostering closer links with suppliers and other partners in the business environment.

Final Project – CZBB9020

This project is intended to be the culmination of learning undertaken in first two years of study through the completion of an appropriate project and a written project report. .It provides an opportunity for students to define and to manage a self-contained task, which requires the use of cognitive, and project management skills. Students will apply concepts and principles learned in other courses to real situations.

Internship – CZBB9019

This subject will give students an opportunity to investigate a selected workplace in their chosen discipline. This structured internship requires students to search and undertake formal negotiation with the host company and to submit written reports. Students must complete this subject before they can move on to the third year.

3rd Year Subjects

Innovation and Entrepreneurship -- BU035

The subject introduces the student to the nature and challenges of entrepreneurial activity, the relationship between creative ideas, innovations and business opportunities, and the steps involved in developing a business plan.

Cross Cultural Communication for Effective Leadership and Management -- BG008

The subject introduces the cultural and global diversity trends, cross cultural verbal and non-verbal communication, cross cultural negotiation skills, intercultural adaptation and conflict management techniques, etc.

International Business -- BG003

The student will learn the dynamics and complexities of international business and how to look at and assess business performance and markets from a global perspective.

Services Marketing -- BK008

Students will appreciate the importance of the services sector, the differences between goods and services marketing, and the specific problems of services marketing management, including services marketing strategy, communication and customer satisfaction, and the resulting issues that need to be faced by managers.

Why Corporate Social Responsibility Matters -- BU041

The student will gain an understanding of corporate social responsibility (CSR) and how it is evolving. The contribution of CSR to sustainable 21st century businesses will also be explored.

Knowledge Management for Today's Competitive Company -- BG005

The student will study the nature of knowledge and information and its contribution to strategic planning, foresight and decision making in the business context.

Perspectives on International Trade and Finance -- BF005

This subject provides students with the conceptual foundations of the functions of the international trading and financial system and with an understanding of the current issues in international trade and finance such as trade deregulation, globalisation risks/rewards, import and export licensing, intellectual property protection, ethical trading and social responsibility.

Success Strategies for International Marketing -- BK005

This subject explores the political, legal, regulatory, social and cultural environments of international marketing. Students will learn about current trends in international marketing and how to create marketing strategies to target international market opportunities.

Integrative Management Project -- BU048

This subject aims to develop an integrative management project, in liaison with the academic mentor and employer that will address a real issue identified by the student and facing the employer. The development and application of analytical skills in identifying and solving relevant problems is seen as central to this subject as is the development of leadership and/or teamwork skills required for management roles.