

THE UNIVERSITY OF HONG KONG

Bachelor of Business Administration in International Business and Global Management
BBA(IBGM)

Credit Unit Statement
(for 4-Year)

The BBA in International Business and Global Management curriculum offers several different courses which are taught using mixed learning modes. Each 6-credit course uses 120 hours of student learning activity as the norm (including both contact hours and all other forms of student learning activities). Most of the courses are assessed by a combination of coursework and examinations. Performance in tutorials/presentations are also included in the assessment. The different courses may be summarized as follows:

Lecture Courses (6 credits)

These courses focus on content and taught predominately by lectures (36-39) and tutorials (8-10 hours). Learning activities include the following: lectures, small group tutorials, seminars, case analysis and class discussions. Assessment methods may include the following: assignments, quizzes/tests, essays, project papers, individual and group presentations not totaling more than 6,000 words (40-60%), and examination (40-60%).

Seminar Courses (6 credits)

These courses are taught in a seminar format with lectures (18-24 hours), and group activities which include interactive class discussion, in-class exercises, and case and project presentations (8-12 hours). A heavy emphasis of these courses is on experiential learning and practical application. Assessment is by various methods including written case analysis, case presentation, group project, and quizzes/tests totaling not more than 6,000 words (40-60%) (or 8,000 words for courses which are assessed by 100% course assessment), and examination (40-60%).

Workshop Courses (6 credits)

Workshop courses are 6 credits and use 120 learning hours which include 30-40 contact hours and other forms of student learning activities. These courses focus on enriching students' leadership skills and encouraging group work through workshop and group discussion and role-playing. Students are assessed by performance in class discussions and in-class problem-solving exercises, reflective journal/exit questionnaire, and group projects, totaling not more than 3,000-4,000 words. 100% continuous assessment.

Field trip Course (6 credits)

This is a 6-credit course aimed at providing students with practical exposures to international business, global management, and different cultures. International fieldtrips are organized during the Reading Week of the first semester or before the commencement of the first semester of the academic year. Field trip activities are predominantly firm and site visits. Contact hours range from 60-75 hours. Assessment is based on performance in group discussions, daily journal, individual and group written report totaling not more than 6,000 words. 100% coursework assessment.