

THE UNIVERSITY OF HONG KONG
FACULTY OF BUSINESS AND ECONOMICS

Bachelor of Business Administration (Business Analytics) [BBA(BA)]

Credit Unit Statement

The 96-credit Major in Business Analytics (BA) programme under the Bachelor of Business Administration (Business Analytics) curriculum offers several types of courses which are taught using mixed learning modes. Each 6-credit course uses 120-180 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 total student learning hours for the BA Major programme range from 1,920 to 2,880 hours.

The different courses are summarized as follows:

Lecture Courses (6 credits)

These courses focus on content and are taught predominately by lectures (30-36 hours) and tutorial/laboratory sessions (10-20 hours). Learning activities include the following: lectures, guest lecture seminars, small group discussions, case studies, computer demonstration, computer simulations, and in-class exercises. Assessment methods may include the following: assignments, quizzes/tests, short essays, project reports, and individual and group presentations totaling 3,000-5,000 words (40-70%) (or 8,000 words for courses which are assessed by 100% continuous assessment), and examination (30-60%).

Seminar Courses (6 credits)

These courses are taught in a seminar format with lectures (18-24 hours) and group activities which includes: interactive class discussion, in-class exercises, case and project presentations, and workshops (12-18 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 3,000-5,000 words (40-70%) (or 8,000 words for courses which are assessed by 100% continuous assessment), and examination (30-60%).

Project Course (6 credits)

In a project course, student individuals or groups undertake a substantial project which includes lectures (24-30 hours) and supervision under a teacher/advisor (15-20 contact hours), taking the project from initial concept through to final delivery. The project spans the entire systems analysis and design life cycle, including planning and scheduling, cost estimation, risk analysis, team organization, implementation, process management and quality assurance. In the process students will become familiar with the use of computing and managerial techniques and tools in information systems development projects. The project lasts for one semester (6 credits) with output totaling not more than 6,000 words. 100% continuous assessment.

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