

**THE UNIVERSITY OF HONG KONG**  
**FACULTY OF BUSINESS AND ECONOMICS**

**Bachelor of Business Administration in Accounting Data Analytics [BBA(ADA)]**

Credit Unit Statement

The 156-credit Professional Core in Accounting Data Analytics programme under the Bachelor of Business Administration in Accounting Data Analytics curriculum offer 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 Professional Core in Accounting Data Analytics programme range from 3,120 to 4,680 hours.

The different courses are summarized as follows:

Lecture Courses (6 credits)

These courses focus on content and are taught predominately by lectures (36-39 hours) and tutorials (8-10 hours). Learning activities include the following: lectures, guest lectures, small group tutorials, case analysis, seminars and simulation games. Assessment methods may include the following: assignments, quizzes, test, short essays, individual/group presentations, totalling no more than 5,000 words (40-70%). Final assessment is by examination paper (30-60%).

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, case analysis 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 not totalling more than 5,000 (40-70%) (or 7,000 words for courses which are assessed by 100% continuous assessment), and examination (30-60%).

Online Courses (6 credits)

Online courses are 6 credits and use 120-180 learning hours which includes self-study video lectures and other forms of student learning activities. Students are required to watch online video lectures and read textbook (at least 20 hours of self-study) and attend the following in-class activities: tutorials, small group discussions, debates and presentation (10-12 hours). Value-added learning activities may include simulated factory operations, field trip, online learning tools (6-8 hours). Assessment methods may include the following: assignments, quizzes, group-based case analysis and presentation not totalling more than 4,000 words (40-70%), and examination (30-60%).

Project-based Course (6 credits)

This is a 6-credit course which aims to provide students with an opportunity to practice critical thinking, analytical skills, problem solving skills and technical skills, while leveraging professional accounting and business knowledge to solve a business and accounting problem. It involves 160 to 180 students' learning hours (including 20-30 hours of inside classroom activities (e.g. lecture, seminar, workshop, presentation) and 140-150 hours outside classroom activities (e.g. meeting with

teacher, business consulting proposal and final report writing)). Assessment methods include participation in inside/outside classroom activities, final report (not more than 5,000 words), peering evaluation, and oral presentation. 100% continuous assessment.