

**THE UNIVERSITY OF HONG KONG****Bachelor of Business Administration in Business Design and Innovation  
BBA (BDI)****Credit Unit Statement  
(for 4-Year)**

The BBA in Business Design and Innovation programme offers lecture, seminar and field trip courses, and internship; these courses 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 (30-36) and tutorials (8-10 hours). Learning activities may include the following: lectures, small group tutorials, seminars, individual consultations, and class discussion. Assessment methods may include the following: assignments, quizzes, test, performance in small group discussions, essays, project papers, individual and group presentations and independent study work, totaling not more than 5,000 words (40-60%), and examination (40-60%).

**Seminar Courses (6 credits)**

Seminar courses are 6 credits and use 120 learning hours which includes contact hours and other forms of student learning activities. These courses are taught in a seminar format with short lectures, interactive class discussion, in-class exercises, and case and project presentations. 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 5,000 words (40-60%) (or 8,000 words for courses which are assessed by 100% continuous assessment), and examination (40-60%).

**Field trip Course (6 credits)**

This is a 6-credit course aimed at providing students with practical exposure to working in a social enterprise project. The field trip will last one month in duration (90 hours) and is arranged during the summer. Assessment is based on performance and written report totaling not more than 1,000 words. 100% continuous assessment.

### Internship (6 credits)

Internship is a 6-credit course aimed at placing students in a work environment where their knowledge about business and management can be enriched through applications in a “real” world setting. Contact hours range from 60 to 90 hours. Assessment consists of a final report from the student totaling 500-1,000 words and an assessment report from the internship supervisor totaling not more than 300 words. 100% coursework assessment.