

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

Major in Entrepreneurship, Design and Innovation (EDI)  
offered under the Bachelor of Business Administration curriculum

Credit Unit Statement

The Major in Entrepreneurship, Design and Innovation programme offers lecture, seminar and experiential learning courses; 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 hours) 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 (40-70%), and examination (30-60%).

Seminar Courses (6 credits)

Seminar courses are 6 credits and use 120 learning hours which includes contact hours (30-36 hours) and other forms of student learning activities (84-90 hours). 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 (40-70%) (or 8,000 words for courses which are assessed by 100% continuous assessment), and examination (30-60%).

Experiential Learning Course (6 credits)

This is a 6-credit course aimed to give students an opportunity to practice critical thinking, analytical skills, problem solving skills, to become a consultant for business organization while leveraging business knowledge to solve specific real-life business problems. It involves 160 to 180 students' learning hours (including 20-30 hours of inside classroom activities (e.g. seminar, workshop, presentation) and 140-150 hours outside classroom activities (e.g. meeting with teacher/professional mentor/client/consultant-in-residence, 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% coursework assessment.

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