

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

**HKU-UBC Dual Bachelor's Degree in Business Administration and Commerce**

Major in Marketing

offered under the HKU Bachelor of Business Administration (BBA) curriculum

Credit Unit Statement

Students will complete the first and fourth years of study at HKU and the second and third years of study at The University of British Columbia (UBC). For the two years of study undertaken at UBC, students are required to complete 74 HKU credits/ 37 UBC credits in Year 2, and 72 HKU credits/ 36 UBC credits in Year 3.

The HKU part of the Major in Marketing programme under HKU BBA offers two types of 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 are summarized as follows:

Lecture Courses (6 credits)

These courses focus on content and are taught predominately by lectures (30-36 hours), tutorials (6-8 hours) and case analysis (6-8 hours). Learning activities include lectures, small group tutorials, seminars, case analysis, and class discussion. Assessment methods may include the following: assignments, quizzes/tests, short essays, project papers, individual and group presentations totaling not more than 6,000 words (40-70%), 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 computer simulations (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, performance in simulation, and quizzes/tests totaling not more than 6,000 words (40-70%) (or 9,000 words for courses which are assessed by 100% continuous assessment), and examination (30-60%).

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