

THE UNIVERSITY OF HONG KONG

Credit Unit Statement (CUS) of Taught Programmes

Faculty / Offering Unit: Faculty of Business and Economics

Programme title: Master of Accounting Analytics (MAA)

Applicable student cohort(s): 2025-26 and thereafter

The MAA curriculum offers mainly survey courses which are 6 credits each. Students should take 60 credits, consisting of ten 6-credit courses with 330 contact hours in total. The total number of student learning hours ranges from 1,200 to 1,500 hours.

There are 3 categories of courses in this programme, as outlined below:

1. Survey Courses (6 credits per course)

These courses focus on content and are taught mainly by lectures (30-33 hours), supplemented by tutorials (provided for technical courses only) and/or class discussion. The contact hours, student learning activities, and output requirements for each course will vary by instructors and the learning models employed.

Each six-credit course uses 120-150 hours of student learning activity as the norm (including both contact hours and all other forms of student learning). Learning activities include the following: lectures, individual consultations, case studies, class discussion, individual assignments, group projects, and sometimes field trips.

Assessment for all courses is by a combination of continuous assessment (50-100%) and/or examination (0-50%). Methods of assessment differ between courses. Continuous assessment tasks include but not limited to class participation, quizzes, tests, a mid-term, examinations and written assignments (totalling no more than 8,000 words), such as individual case analysis and a group project, and/or oral presentations depending on the nature of the course. Course instructors select the appropriate mix of delivery and assessments for students to achieve the learning outcomes.

2. Capstone Course (6 credits per course)

This course aims at providing students with an opportunity to integrate and apply the knowledge and techniques that they have learned in previous courses and work in a team on a real-world data analytics project. Contact hours are minimal (9-15 hours) because students spend much of their time on the project and meetings with capstone advisors and corporate clients. It uses 120-150 hours of student learning activity as the norm (including both contact hours and all other forms of student learning). Assessment of this course is completely by continuous assessment, through a final project presentation and submission of a final report (totalling no more than 8,000 words).

3. International Study Field Trip (6 credits per course)

This 6-credit course aims to provide students with an opportunity to acquire first-hand practical knowledge of the international business environment and develop an understanding of international business strategies in the destination country. Students have to attend lectures, workshops and various field visits, ranging from 30-40 hours. It uses 120-150 hours of student learning activities as the norm (including both contact hours and all other forms of student learning). The field trip activities are predominantly firm visits, cultural related activities and networking events. Assessment is completely by continuous assessment, generally through group presentations, group reports and an individual reflection paper. The number of words for written output is normally no more than 5,000 words.