

THE UNIVERSITY OF HONG KONG  
SCHOOL OF BUSINESS

MASTER OF SCIENCE IN BUSINESS ANALYTICS  
MSc(BA)

Credit Unit Statement

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The **MSc(BA)** curriculum offers mainly survey courses which are 6 credits each. Students should take 60 credits, consisting of 10 6-credit courses.

Survey Courses

These courses focus on content and taught mainly by lectures (30 hours) and tutorials (8-10 hours, provided for technical courses only), supplemented by class discussion. The contact hours, student learning activities, and output requirements for each course will vary by instructor and learning models employed.

Each 6-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 is by a combination of continuous assessment (50%-100%) and/or examination (0-50%). Continuous assessment tasks include quiz, test, midterm, written assignments (totalling no more than 8,000 words) such as individual case analysis and group project, and oral presentation. Class participation is also an important aspect of assessment. Examination includes the formal end-of-semester written examinations and (if needed) supplementary examinations and re-examinations.