

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

Master of Science in Business Analytics [MSc(BA)]

Credit Unit Statement

This credit unit statement applies to candidates admitted to MSc(BA) in the academic year 2022-23 and thereafter.

The MSc(BA) curriculum offers mainly survey courses which are 6 credits each. Students should take 60 credits, consisting of ten 6-credit courses with 300 contact hours in total. The total number of student learning hours ranges from 1,200 to 1,500 hours.

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 (totaling 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.

Capstone Course (6 credits)

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 business analytics project using real-world data. 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. They use 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).

International Study Field Trip (6 credits)

This 6-credit course aims to provide students an opportunity to acquire first-hand practical knowledge of international business environment and develop understanding of international business strategy 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 activity 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 presentation, group report and an individual reflection paper. The number of words for written output is normally no more than 5,000 words.

June 2023