

General Guidelines for Experiential Learning Activities

BBA Graduation Requirement

Experiential learning has been identified as an effective pedagogical approach complementing traditional classroom learning. It offers students a hands-on opportunity to apply textbook knowledge in a real-world context and to explore different cultures, worldviews and life experiences.

With an aim to encourage students to acquire experiential learning and get benefits from it, all BBA students are required to complete one of the following Experiential Learning Activities before graduation:

- A. Internship (credit-bearing courses/ non-credit bearing programmes)
- B. Exchange Programme (regular semester/ summer programmes/ other programmes)
- C. Service Learning Programmes

Further details regarding the aforementioned activities can be found on P.2-4.

Intended Learning Outcomes

To ensure students achieve the learning outcomes of an appropriate standard, the following objectives have been devised:

Upon completion of the experiential learning requirement, students are expected to:

- i. Understand more about business related career and develop their career interest.
- ii. Develop proper work attitude and business skills essential to be a young professional.
- iii. Exhibit enhanced knowledge and abilities resulting from work experience, study abroad and/or service-learning experience.

Ambit of Experiential Learning and Number of Hours Required

All students must complete **a minimum of 120 hours** experiential learning activities. Students must complete this requirement by the 2nd Semester of their Year 4 studies. Failure to meet this requirement may result in a deferment of graduation.

Important!!! Please consult BBA Programme Office in advance if you are unsure whether a particular activity could be recognized and used to fulfill the requirement.

Activities Recognized for fulfilling the Requirement:**A. Internship****Credit-bearing course:****1) Credit-bearing local internship courses**

The BBA Programme offers the following 3-credit internship courses within the curriculum:

- *ACCT 3026 & ACCT 3045 Accounting Internship I & II* (Dr. Man KO)
- *BUSI 3016 Business Internship* (Dr. Alison CHAN)
- *BUSI 3037 & 3047 Entrepreneurial Internship I & II* (Dr. Marta DOWEJKO)
- *ECON 3066 Business Economics Internship* (Dr. Aries WONG)
- *MKTG 3016 Marketing Internship* (Mr. Barry HUNG)
- *FINE 3026 Finance Internship* (Dr. Yang DUAN)
- *ISEM 3026 ISEM Internship* (Dr. Dimple Thadani & Dr. Ahuja Pavandeep)
- *HRMN 3026 HRM Internship* (Dr. Alison CHAN)
- *REMT 3007 Retail Management Internship* (Ms. Joyce KONG/ Mr. Caric HON)

The above courses provide various internship opportunities to BBA students every academic year. **Students who intend to fulfill the graduation requirement by taking up self-sourced internship are required to enroll in one of the above courses** of which the job spec is screened and endorsed by respective course coordinator.

Non-credit bearing internship programmes:**1) Metropolitan Attachment Programme (MAP)**

For students who intend to gain overseas internship experience, they can consider the **Metropolitan Attachment Programme (MAP)** organized by the Office of Student Affairs. MAP offers overseas internship placement to all BU students every summer break. For details of the programme, please visit: <https://sa.hkbu.edu.hk/en/career/events-and-news/events/Metropolitan-Attachment-Programme.html>

2) CLP Internship Programme

The CLP Internship Programme is organized by the China Light and Power Co- Limited (CLP). The internship programme offers full-time training during the summer vacation (June – August) or for a 12-month period. It covers a wide range of projects suitable for students studying in Business/ Finance/ Human Resources/ Sales & Marketing etc. For details of the programme, please visit: [CLP Internship Programme](#).

Satisfactory completion of the above Internship Programme advised by the organizer will be recognized for satisfying the graduation requirement.

Important Note:

1. Students seeking to satisfy the requirement by a self-sourced internship must obtain prior endorsement from the course instructor by enrolling in any of the credit-bearing courses. Otherwise, the experience will **NOT** be counted or recognized. Successful enrollment is subject to the approval of the individual internship course coordinator. For further guidance, please consult the course coordinator directly.
2. The BBA Programme Office continually reviews the internship programmes offered by different units to broaden the options available to students in satisfying the graduation requirement.

B. Exchange Programme**Regular Semester:**

Studying abroad develops students' global perspective. BBA students can fulfill the graduation requirement by spending a semester or even a full academic year at an overseas university through the arrangement of the International Office.

For details of the Student Exchange Programme, please visit:
<https://intl.hkbu.edu.hk/student-exchange/outgoing-students>.

Summer Programmes:

Summer programmes are another option for students who wish to get a taste of studying abroad during the university life. To ensure students receive quality classroom knowledge and exposure to a foreign environment, **only summer programmes recognized by BBA Programme Office could be used to fulfill the graduation requirement.**

The list of recognized summer programme is reviewed yearly. Please visit "[Outgoing Exchange](#)" page for details on the recognized programme and other requirements.

Important Note:

If students intend to fulfill the graduation requirement by joining a summer programme not on the recognition list, prior endorsement must be sought from BBA Office. In general, the programme must last at least **3 weeks**, with both academic and cultural components.

Other Programmes:**Double Degree Programme offered by the School of Business**

Currently, the School of Business has launched two double degree programmes for BBA students:

- Hong Kong Baptist University (HKBU)— NEOMA Business School (NBS) Double Degree Programme
- Hong Kong Baptist University (HKBU)— University of Applied Sciences and Arts Northwestern Switzerland (FHNW) Double Degree Programme

Satisfactory completion of one of the above programmes advised by the School of Business will be recognized for satisfying the graduation requirement.

C. Service Learning Programmes

Service Learning Programme: Embodying both the School's mission and the University's Whole Person Education philosophy, we have developed a series of innovative course-embedded Service Learning Projects ("SLP") through which students can help non-profit organisations and contribute to the greater good of society.

Credit-Bearing Courses

Students who intend to fulfill the requirement by completing service learning projects, can take part in through Course-based Service-Learning Projects:

- BUSI3035 Service Learning and Community Engagement
- ECON3075 Service-Learning in Sustainable Development

Declaration of Fulfilling Graduation Requirement and Submission Checklist

A. Internship (credit-bearing courses/ non-credit bearing programmes)

1) *Credit-bearing internship courses*

Students who obtain a “S” grade for satisfactory completion of the course can fulfill the requirement successfully. No more documents are required to be submitted.

2) *Non-credit bearing internship programmes*

Students seeking to satisfy the requirement by completing the recognized internship programmes must obtain satisfactory completion of the programme assessed by the organizer. Please submit a copy of the following documents to BBA Office in 3 months upon completion of the activity.

- *Employer Evaluation form on Intern Performance*
- *Report on your internship experience + 5 photos*

B. Exchange Programme (regular semester / summer programmes)

Students seeking to satisfy the requirement by using the exchange experience must obtain satisfactory completion of the programme assessed by the International Office and Academic Registry.

1) *Regular Semester Exchange organized by International Office*

Students who obtain satisfactory completion of regular exchange programme (one semester/full academic year) can fulfill the requirement successfully. No more documents are required to be submitted.

2) *Summer Programme recognized by BBA Programme Office*

Students seeking to satisfy the requirement by joining the summer programme must obtain satisfactory completion assessed by the organizer and submit the following documents to BBA Office within 3 months upon completion of the activity.

- *Report on your exchange experience + 5 photos*
- *Academic Transcript*

C. Service Learning Programme

Students who obtain a “S” grade for satisfactory completion of the recognized course can fulfill the requirement successfully. No more documents are required to be submitted.

Submission Method

Students are required to submit the necessary documents to BBA Programme Office via email to bba@hkbu.edu.hk. Please refer to the “Guidelines on Preparing Report & Photos” for the requirements of report and photos.

Experiential Learning Activity Record

BBA office keeps track of students’ experiential learning activities record. Academic Registry will provide counter-checking support to ensure the accuracy.

All non-first year students may view the status of experiential learning requirement (fulfilled/ not-yet-fulfilled) in the Graduation Audit Report via BUniPort. Upon successful completion of the activity and submission of the necessary documents, verification will be made by BBA Office and the status will be updated to “fulfilled” in the Graduation Audit Report. Please understand that there may be delay in updating the Graduation Audit record.

Roles and Responsibilities

Students

- To read the general guidelines carefully
- To develop plan in fulfilling the graduation requirement
- To proactively seek assistance from concentration coordinator when encounter difficulties in fulfilling the requirement
- To take initiate to notify BBA Programme Office their experiential learning activities for record keeping

Concentration Coordinators

- To provide professional advice and support to students when necessary
- To facilitate students to devise a plan and develop goals for experiential learning
- To evaluate the suitability of the experiential learning activities that are not included in the general guidelines and make recommendation to BBA Programme Office
- To monitor students’ progress in completing the graduation requirement
- To help students resolve any issues arising from the experiential learning

Notes to Non-local Students

Non-local students must obtain a “No Objection Letter” issued by the HKSAR Immigration Department in order to participate legally in internship programmes. The letter is available from Academic Registry (AR) and only students who have enrolled in internship courses will be issued the letter.

In order words, DO NOT commence your internship without first obtaining the letter. Please visit <http://www.immd.gov.hk/eng/faq/imm-policy-study.html> for further information and clarification or contact Academic Registry for query.

Guidelines on Preparing Report and Photos

Students must submit the report and photos to the BBA Programme Office in *3 months* upon completion of the activity.

Report:

A minimum of a 400-word report in English sharing your experiences of the activity. You may highlight some of your interesting experiences, activities, impressions & places of interest. The report must be submitted in word format.

Photo sharing:

- 5 Individual or Group photos
- Write a 1-2 sentences photo caption to describe the photos
- File format: JPEG, GIF, PNG, size: 500KB - 4MB large
- Content:
 - **Internship:** Photos may include, but are not limited to, the workplace, colleagues, visits, company events, and training workshops.
 - **Exchange Programme:** Photos may include, but are not limited to, school life on campus, class experiences, cultural events, outings with friends, and the city you live in.

Reports and photos may be used as promotional materials by the School of Business to promote the above activities. Please take the time to prepare a thorough and useful report.

Enquiry

For inquiries, please contact **Ms. Mandy Ma** of BBA Programme Office.

Email: mandyma@hkbu.edu.hk Phone: 3411 7523

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