

General Guidelines for Experiential Learning Activities

BBA Graduation Requirement from 2016/17 cohort onwards

Experiential learning is found to be an effective pedagogical approach complementing traditional classroom learning. It provides students with 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 acquire experiential learning and get benefits from it, from 2016/17 intake onwards, 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
- D. Double Degree Programmes offered by the School of Business

Further elaborations of the above-mentioned activities are given on P.2-4.

Intended Learning Outcomes

To ensure students achieve learning outcomes of appropriate standard, the following is 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. Otherwise, their graduation may be deferred.

Important!!! Please consult BBA Programme Office in advance if you are unsure whether an activity could be recognized and be 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. Lucia FUNG)
- *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. Tong WONG)
- *HRMN 3026 HRM Internship* (Dr. Alicia LEUNG)
- *REMT 3007 Retail Management Internship* (Ms. Joyce KONG)

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

Non-Credit bearing 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:

<http://sa.hkbu.edu.hk/career/internships/metropolitan-attachment-programme>

2) Citi-HKCSS Community Intern Program

The **Citi-HKCSS Community Intern Program** is sponsored and organized by Citi and co-organized by the Hong Kong Council of Social Service. Each intern must complete 160 working hours spread across 4-8 weeks between July and August; and will be granted an allowance upon completion of the internship and submission of report to the organizer.

For details of the programme, please visit: <https://cip.org.hk/Index/eng/>

3) Cross-boundary Study Tour in Shanghai

The **Cross-boundary Study Tour in Shanghai** organized by the Financial Services and the Treasury Bureau of the HKSAR, with the support of the Shanghai Municipal Government Financial Service Office. The 6-week programme offers internship positions in financial services companies and visits to government bodies, regulators, exchanges, financial related institutions and universities in Shanghai. For details of the programme, please keep an eye on emails from BBA/BBAnews.

4) **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 who intend to satisfy the requirement by any self-sourced internship must obtain prior endorsement from the course instructor, by enrolling to any of the credit-bearing courses. Otherwise, the experience will **NOT** be counted or recognized. Successful enrollment is subject to the approval of individual internship course coordinator. Please consult the course coordinator directly.
2. The BBA Programme Office will keep reviewing the internship programmes offered by different units to provide more options to students in satisfying the graduation requirement.

B. Exchange Programme (Regular Semester)

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

The list of recognized summer programme will be reviewed yearly. Please visit this page "[Outgoing Exchange](#)" for the latest information.

Important Note:

If students intend to fulfill the graduation requirement by joining an exchange programme outside the recognition list, prior endorsement must be sought from BBA Office. In general, the programme must last for at least **3 weeks**, with both academic and cultural component.

Other Programmes:

The Startup Semester Programme at UC Berkeley is organized by Knowledge Transfer Office, in collaboration with the Sutardja Center for Entrepreneurship and Technology (“SCET”) of University of California, Berkeley (“Cal”). The programme offers students a one-semester overseas learning experience at UCB. For details of the programme, please visit: <http://kto.hkbu.edu.hk/startupsemester>.

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.

1) 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:

- ECON3075 Service-Learning in Sustainable Development
- GCAP3185 Service Leadership Practicum

2) Service-Learning Global Internship Programme (SLGIP)

The **Service-Learning Global Internship Programme** offers you an opportunity to participate in different non-profit/ non-governmental organizations in different cities (e.g. cities in Japan, India, Myanmar, Thailand and Taiwan, etc.) in summer.

D. Double Degree Programme Offered by the School of Business

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

- Hong Kong Baptist University (HKBU)— NEOMA Business School (NBS) Double Degree Programme
- Hong Kong Baptist University (HKBU)— Kozminski University (KU) Double degree Programme in Business
- 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.

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 who intend 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 1 month 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 who intend 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 Exchange Programme recognized by BBA Programme Office/ The Startup Semester Programme at UC Berkeley*

Students who intend to satisfy the requirement by joining the summer exchange programme/ The Startup Semester Programme at UC Berkeley must obtain satisfactory completion assessed by the organizer and submit the following documents to BBA Office within 1 month upon completion of the activity.

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

C. Service Learning Programme

1) Credit Bearing Courses

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.

2) Service-Learning Global Internship Programme (SLGIP)

Participants must obtain satisfactory completion assessed by the organizer and submit a copy of the following document to BBA Office within 1 month upon completion of the programme.

- *Report on your SLGIP experience + 5 photos*

D. Double Degree Programme offered by the School of Business

Satisfactory completion of the Programmes advised by the School of Business can fulfill the requirement successfully. No more documents are required to be submitted.

Important Note:

If we do not receive any submission from you, it is assumed that you will NOT use this experience to satisfy the graduation requirement.

Submission Method

Students are required to submit the necessary documents to BBA Programme Office via [HKBU Moodle](#): *HKBU Moodle>BBA Graduation Requirement-Experiential Learning Activities>Submission of Reports and Photos*, *1 month* upon completion of the activity. 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 BUUniPort. 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/ career advisor when encounter difficulties in fulfilling the requirement
- To take initiate to notify BBA Programme Office their experiential learning activities for record keeping

Concentration Coordinators or Career Advisors

- 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 activities

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 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 BBA Programme Office in *1 month* upon completion of the activity.

Report:

A minimum 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 should 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 include but not limited to workplace and colleagues, visits, company events, training workshops, etc.
 - **Exchange Programme:** Photos include but not limited to school life in campus, class experiences, cultural events, outings with friends, the city you live in, etc.
 - **Service Learning Programme:** Photos include but not limited to the service organization, events and activities you organized, etc.

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

Enquiry

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

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