BBA Graduation Requirement from 2023/24 cohort onwards

General Guidelines for —
Self e-Learning

香港浸會大學
HONG KONG BAPTIST UNIVERSITY
工商管理學院 SCHOOL OF BUSINESS

AACSB ACCREDITED

EQUIS ACCREDITED

ASSOCIATION AMBA ACCREDITED

Introduction

With technology changing business models and jobs, the pursuit of lifelong learning is no longer an option, but an imperative. Business students need to continually upskill to remain competitive in the job market. In view of this, the BBA Programme is launching a self e-Learning graduation requirement to advocate learning autonomy and meet the demand for fast-changing digital skills.

Self e-Learning allows students to learn at your pace with full control. The flexibility increases the motivation, deepens learning (you can revisit or pause anytime) and improves time management (you can attend anytime and on a mobile device), leading to a fulfilling learning experience.

With the support of the University Library, every BBA student who needs to satisfy this requirement is provided with **a free LinkedIn Learning license.**

The powerful learning platform provides access to a wide range of resources that allow students to pursue your own learning goals. Some courses are bite-size in 5 minutes, while some last for a few hours.

02

Benefits of LinkedIn Learning

- Offer 21,000+ courses covering the most in-demand business, tech, and creative skills, informed by LinkedIn skills data.
- Help students navigate career paths and set career goals, take skill evaluations, and receive content recommendations tailored to your goals and skill gaps.
- Upon completion of the course, students will receive an e-certificate which serves as proof of satisfactory completion of the course and mastery of the respective skill. It can be automatically inserted to the LinkedIn profile, enhancing your competitiveness when searching for internship opportunities, and most importantly, graduate jobs.

Hours Requirement

All students must complete a minimum of **40 hours** courses on the **LinkedIn Learning** by the end of April of their Year 4 studies to qualify for graduation. Failure to meet this requirement may result in the deferral of graduation. This new requirement will take effect and apply to all BBA students of the 2023/24 cohort and onwards. Students who enroll as non-Year 1 BBA students should contact the BBA Programme Office for specific hour requirements.

Q & A

1. How do I get access to the HKBU LinkedIn Learning platform?

An invitation email from LinkedIn Learning will be sent to all BBA student in the first week of September. Students must activate their LiL license via the invitation link to ensure their enrollment and learning records are aligned with the Office

2. As the number of HKBU LinkedIn Learning licenses is limited, how are the quotas allocated every year?

To ensure the University's resources are fully utilized, accounts which haven't been used for a long time will be reclaimed by the University central pool for all BUers to access on a first-come, first-served basis. This policy helps to ensure there are sufficient licenses to serve the university community.

3. Will I be granted the license in year 2/3/4?

Yes. BBA students can freely access LinkedIn Learning until their official graduation. If the license is returned to the University central pool due to inactive account status, please contact our office for assistance.

4. When should I complete the e-Learning Hours for degree fulfillment?

The BBA Office will ask students to confirm their eLearning status and the number of hours completed via email **by mid-May yearly**. The specific date for verification will be announced every academic year.
For degree fulfilment towards 2023/24 cohorts onwards, all BBA students are required to obtain the qualified 40 e-Learning hours **by the end of April in their 4th academic year**. The Office will begin to prcocess the data and verify the e-Learning fulfilment **in May**.

5. Are there any restrictions on course selection?

There is only ONE required course to complete, i,e, Learning Design for Sustainability presented by Scott Boylston. Apart from this, there is no other restriction on the topic of the courses you take. You are encouraged to enroll in any courses that fit your interest and career aspiration.

6. Can I access this LinkedIn Learning platform from Mainland China?

A VPN is required to access this resource from Mainland China.

7. How do I link the certificates to my LinkedIn account?

To link certificates obtained from LinkedIn Learning to your LinkedIn profile, you must sign up for a LinkedIn account. However, it is <u>NOT MANDATORY</u> to sign up with your HKBU email, even though you have to activate your LinkedIn Learning account with your SSOID.

8. What if I have no idea what course to enrolll in?

BBA Programme Office regularly creates learning paths on various topics with recommended courses to help you discover your area of interest.

LinkedIn Learning releases 25 to 30 new courses each week covering the latest business, technology, and creative skills. Utilizing the big data from job recruitment posts, the platform also creates default learning path for popular jobs regularly.

On the other hand, the AI algorithm of LinkedIn Learning provides personalized recommendations to users based on browsing history, your experience and LinkedIn profile.

9. What do I need to do to prove that I have completed the 40 hours?

By joining the BUS group on LinkedIn Learning, you agree to share your enrollment record to the BBA Administrator. We will view your enrollment record yearly to check the number of minutes completed.

Having said that, students are encouraged to keep a good collection of all the e-certificate awarded by LinkedIn Learning, which can be served as a proof of completing a course.

10. What if I cannot complete the requirement by the said deadline?

The idea of this requirement is to offer a free resource for BBA students to flexibly acquire in-demand skills and knowledge, and to nurture learner's autonomy. Students are advised to plan well and form a habit of self-learning on a regular basis. It is advised to complete at least 10 hours of self e-Learning courses every year to avoid any last-minute work.

The BBA Programme Office will issue reminders to all students in their final year with enrollment records for auditing purposes.

Guide- How to use LinkedIn Learning

Video- How to use LinkedIn Learning

05

BBA Programme office: 3411-2250 kaywang@hkbu.edu.hk