

**BBA Graduation  
Requirement  
from 2023/24  
cohort onwards**



# General Guidelines for — Self e-Learning



# 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 the 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 from 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 allows students to pursue your own learning goals. Some courses are bite-size in 5 minutes, while some last for a few hours.





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

Click [HERE](#) to activate your LinkedIn Learning account to start your learning path. All BBA students are pre-assigned to the BUS group on the platform.

### 2. When will I be granted the license for the HKBU LinkedIn Learning platform?

Students with SID in odd numbers will be assigned the license in Sem 1 (from Sep to Dec). And students with SID in even numbers will be assigned the license in Sem 2 (from Jan to Apr).

The license will be returned to the University central pool in summer (from May to Aug) for all BUers to access on a first-come, first-served basis.

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

Yes. The same arrangement is applied. Students with SID in odd numbers will be assigned the license in Sem 1 (from Sep to Dec). And students with SID in even numbers will be assigned the license in Sem 2 (from Jan to Apr).

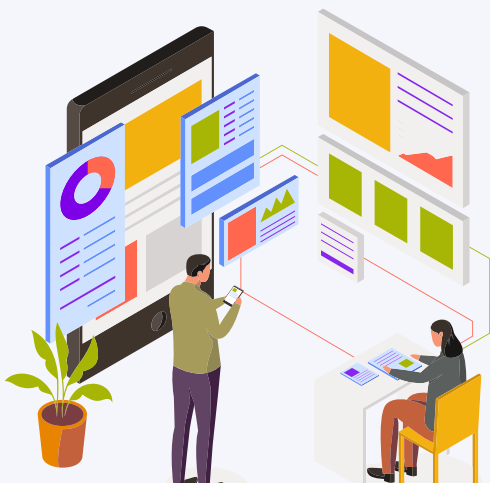
### 4. Can I access this LinkedIn Learning platform from Mainland China?

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

### 5. Are there any restrictions on course selection?

There is only ONE required course to complete, i.e, The sustainable development goals (<https://www.linkedin.com/learning/learning-design-for-sustainability/the-sustainable-development-goals-18761599?u=88229642>)

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. How to link the certificates to the LinkedIn account?

You will have to sign up for a LinkedIn account if you want to link the certificates obtained from LinkedIn Learning to the LinkedIn profile. However, it is not a MUST to sign up with your HKBU email even if you have to activate your LinkedIn Learning account with SSOID.

## 7. What if I have no idea what course to enroll 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.

## 8. 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.

## 9. 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:  3411-7567  bba@hkbu.edu.hk