Hong Kong Baptist University
School of Business
e-Learning Award Scheme for BBA Students

AIMS

Self e-Learning is one of the graduation requirements for BBA students from the class of 2023/24 onwards. To encourage all BBA students to make good use of this online learning platform, BBA Programme Office has established two learning awards. The primary selection criterion is the study records on LinkedIn Learning of the applicants, while their services to the University/School and/or participation in extra-curricular activities related to e-Learning will also be considered.

ELIGIBILITY and PROCEDURE

The e-Learning Award Scheme comprises two different awards: the "*Engagement Award*" and the "*Leading e-Learners Award*". The specific selection criteria and procedures for the individual awards vary, but the general criteria are:

1. Current BBA students.
2. Maintain constant learning records via LinkedIn Learning.
3. Be active in BBA e-Learning related activities.

➢ **Engagement Award**

This award is designed to enhance students' engagement with the e-Learning platform and to encourage the sharing of good e-Learning resources within the BBA Community. The awardees will receive a $250 gift card. To be eligible for the award, students need to

o Provide a recommendation for one or more LinkedIn Learning Courses, with proven learning records, in a write-up of no less than 200 words. Selected recommendations will be shared to BBA social media platforms, website and other appropriate platforms for promotion purposes.

The application is open throughout the academic year, from September to April. Awardees will be selected monthly based on their submission period. Any submissions received after 15th of the month will be considered in the subsequent month.

➢ **Leading e-Learners Award**

This award is designed to recognize students who have outstanding achievement in self e-Learning. For details, please refer to the chart below:

	Details for AY2024-25
Deadline	April 30, 2025
Evaluation Period	September 1, 2024 – May 15, 2025
e-Learning Hours	Applicants must complete **at least 15 hours** during the evaluation period at AY 2024-25.
Cumulative GPA	2.5 or above
Written Response	A self-reflection with 250-300 words to demonstrate: 1. Your personal experience with LinkedIn Learning for your personal and professional development 2. The most valuable and helpful content you learned on LinkedIn Learning and the reason (with the proven learning records)

The awards will be granted to a total of 10 recipients. The level at which awards are received will be determined by the recipients' eligibility and the quality of the reflection. All recipients will receive a certificate of merit, and monetary awards will be distributed as follows based on ranking:

	Top	Second	Third
Total Recipients	1	3	6
Awards	HK$3,000 Cash 6-month Coursera License	HK$2,000 Cash 3-month Coursera License	HK$1,000 Cash

APPLICATION

Submissions are only accepted online. The timeline and details are listed below:

	Engagement Award	**Leading e-Learners Award**
Deadline	The 15th of every month	April 30, 2025
Duration	September 2024 – April 2025	1st September 2024 – 15th May 2025
Submission	Online Form [Click HERE]	Online Form [Click HERE]

The BBA Programme Office will be responsible for the entire selection procedures.

IMPORTANT NOTES TO AWARDEES

1. To avoid double benefits, successful applicants on the "*Engagement Award*" will only receive the award no more than twice per academic year.
2. School of Business reserves the right to make the final decision on the list of recipients and the awards granted.

ENQUIRY

For any questions, please reach out to Miss. Kay Wang of BBA Programme Office (email: kaywang@hkbu.edu.hk; call: 3411 2250) for assistance.