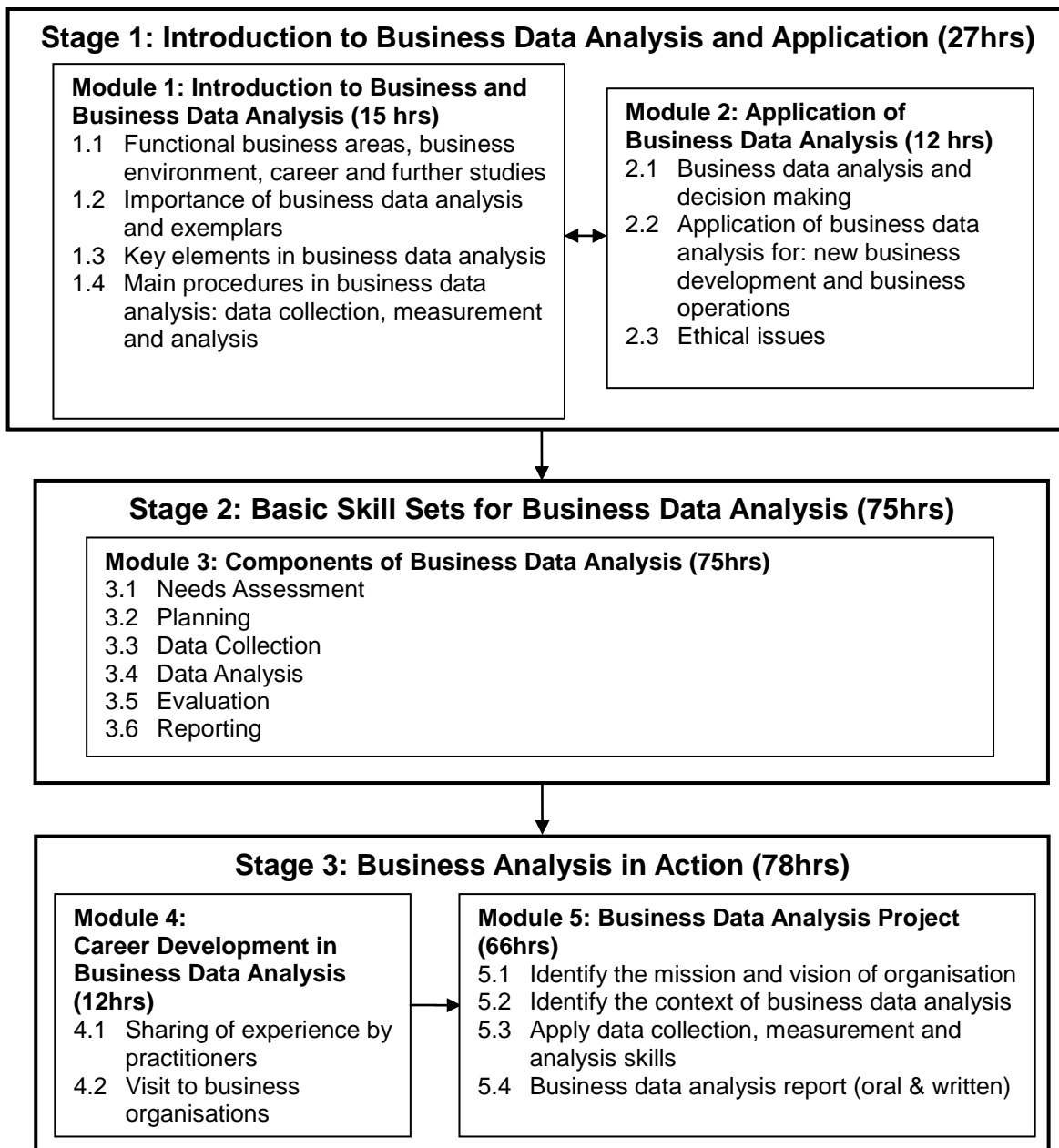


Applied Learning (Senior Secondary Level)

2019-21 Cohort

Item	Description
1. Subject Title	Business Data Analysis
2. Course Provider	Hong Kong Institute of Technology
3. Area of Studies/ Course Cluster	Business, Management and Law/Business Studies
4. Medium of Instruction	Chinese or English
5. Learning Outcomes	<p>Upon completion of the subject, students should be able to:</p> <ul style="list-style-type: none"> (1) demonstrate understanding of data collection and analysis for business application; (2) devise a data analysis plan to fulfil preset objectives; (3) apply beginners' data collection and analysis skills for business; (4) demonstrate communication skills in data collection, measurement and analysis contexts; (5) observe code of ethics for data collection and analysis; and (6) develop self-understanding for further studies and career development in the related field.

6. Curriculum Map – Organisation and Structure



7. The Context

- The information on possible study and career pathways is provided to enhance students' understanding of the wider context of the specific Applied Learning course. Students who have successfully completed Applied Learning courses have to meet other entry requirements as specified by the institutions.
- The recognition of Applied Learning courses for admission to further studies and career opportunities is at the discretion of relevant institutions. The Education Bureau and the course providers of Applied Learning are exploring and seeking recognition related to further education and career development opportunities for students successfully completing the Applied Learning courses.

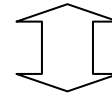
Possible further study and career pathways

Further studies

- e.g. business data analysis, business administration, accounting, finance, marketing, management, computing, information systems

Career development

- e.g. business data analysis executive, business support officer (data analysis), business development executive/analyst, business intelligence officer, business planning and analysis officer, business analyst manager, risk management manager, business intelligence manager, business planning and analysis manager, project manager



Relations with core subjects and other elective subjects

Enhancing and enriching, e.g.

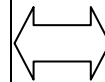
- enhance the breadth and depth of students' learning in **Business, Accounting and Financial Studies** through application of business concepts such as needs assessment, business data collection and analysis skills

Cross-fertilisation, e.g.

- the application of concepts and theories in **Mathematics** (such as functions and graphs, measure of dispersion, use and abuse of statistics) consolidates and reinforces the learning in both subjects
- the application of concepts and theories in **Information and Communication Technology** (such as the use of office automation software and presentation of information) consolidates and reinforces the learning in both subjects

Expanding horizons, e.g.

- students taking **History** may broaden their views through studying topics such as application of business data analysis



Cluster of professions/trades/industries related to the course

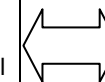
- e.g. business administration, human resources management, accounting, banking and finance, marketing, public relations, online marketing and eCommerce, information systems and project management

Future global and local outlook

- the impacts of globalisation and the rapid knowledge accumulation call for creativity and innovation to enhance the competitive edge of the business sector
- the global economic and business environment affects business operation and development
- it is anticipated that demand for business data analysis for strategic planning, product and management etc will increase rapidly in Hong Kong as an international city

Beginners' skill set to facilitate entry to further studies and/or work

- define business process and identify different types of business activities in daily life
- identify the key steps in data analysis and understand their importance in business operation, development and everyday decision-making
- collect information from viable and credited sources using appropriate techniques
- analyse and evaluate information with appropriate methods
- make decisions with evidential supports from analysis
- report findings with professionalism
- observe professional ethics and values related to collection and processing of data



Relations with other areas of studies/courses of Applied Learning

Business, Management and Law

- knowledge and skills in business data collection and analysis for business operation and marketing

Services

- business knowledge and data analysis skills for hospitality services



Foundation knowledge developed in junior secondary education and Secondary 4

The subject is built upon the foundation knowledge students acquired in, e.g.

- **Chinese Language Education and English Language Education** – written report and verbal presentation
- **Mathematics Education** – data handling
- **Technology Education** – processing and presentation of information
- **Personal, Social & Humanities Education** – interpersonal skills and social responsibility