Applied Learning (Senior Secondary Level)

2019-21 Cohort

Learning and Teaching

Subject Title   ：   **Business Data Analysis**
Area of Studies   ：   **Business, Management and Law**
Course Provider   ：   **Hong Kong Institute of Technology**

In Business Data Analysis, student-centred learning and teaching activities are designed to enable students to understand fundamental theories and concepts, develop their generic skills, and address their career aspirations in Business Analysis.

Different modes of activities are employed to provide students with a systematic understanding about the context (e.g. lectures, discussions, guided practices on business operations and data analysis) and eye-opening opportunities to experience the complexity of the context (e.g. visits to business operators, workshops and seminars).

Students acquire an understanding of the requirements, fundamental knowledge and skills essential for further learning within the area through learning-by-practising opportunities in an authentic or near-authentic environment (e.g. discussion, case studies, practical workshops, report and presentation where students learn to formulate the company needs for business analysis, data collection, data analysis and drawing conclusions).

Students are also encouraged to develop and apply conceptual, practical and reflective skills to demonstrate entrepreneurship and innovation (e.g. based on the results of data analysis, students recommend solutions for business innovations or improving internal efficiencies). Students are given opportunities to integrate the knowledge and skills acquired and consolidate their learning (e.g. in the supervised self-directed business data analysis project, students apply business data analysis skills, writing skills and presentation skills to conduct investigation on real business issues).

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Curriculum Pillars of Applied Learning in Context – Business Data Analysis

Upon completion of the subject, students should be able to:
- demonstrate understanding of data collection and analysis for business application;
- devise a data analysis plan to fulfil preset objectives;
- apply beginners' data collection and analysis skills for business;
- demonstrate communication skills in data collection, measurement and analysis contexts;
- observe code of ethics for data collection and analysis; and
- develop self-understanding for further studies and career development in the related field.

Through the specific contexts related to the subject, students have different learning opportunities, for example:

1. **Career-related Competencies**
   - 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; and
   - observe professional ethics and values related to collection and processing of data.

2. **Foundation Skills**
   - exercise evidence-based decision-making process in business;
   - prepare written reports and conduct oral presentations on data analysis;
   - identify appropriate measurement and analytical tools to evaluate data; and
   - utilise information technology in collecting, analysing, and presenting information.

3. **Thinking Skills**
   - apply stepwise problem-solving and decision-making approaches through devising data analysis plan that meet predefined objectives;
   - appraise the data collection methods and outcomes of data analysis;
   - identify viable and credited information sources and make plans to acquire the information;
   - evaluate the collected information using sound analytical approaches;
   - generate recommendations to solve problems or improve business operations; and
   - extend data analysis skills in contexts beyond business operations.

4.   People Skills
- in the data analysis project, establish schedules and assign roles and responsibilities for group members based on constraints in time and resources, etc.;
- adopt appropriate communication techniques in interacting with peers during group project discussions and with interviewees during collection of data;
- work in groups to conduct data analysis and make collective decisions;
- respect and capitalise on the diversity among peers to form project teams; and
- manage their priorities in time and resources allocation in meeting the schedule and achieve the targets.

5.   Values and Attitudes
- respect honesty and uphold the code of ethics for handling data throughout the conduction of data collection and analysis;
- take responsibility and accountability in fulfilling roles and responsibilities within project groups;
- show devotion in data analysis activities and exhibit willingness to become better decision-makers; and
- demonstrate self-confidence in presentation.