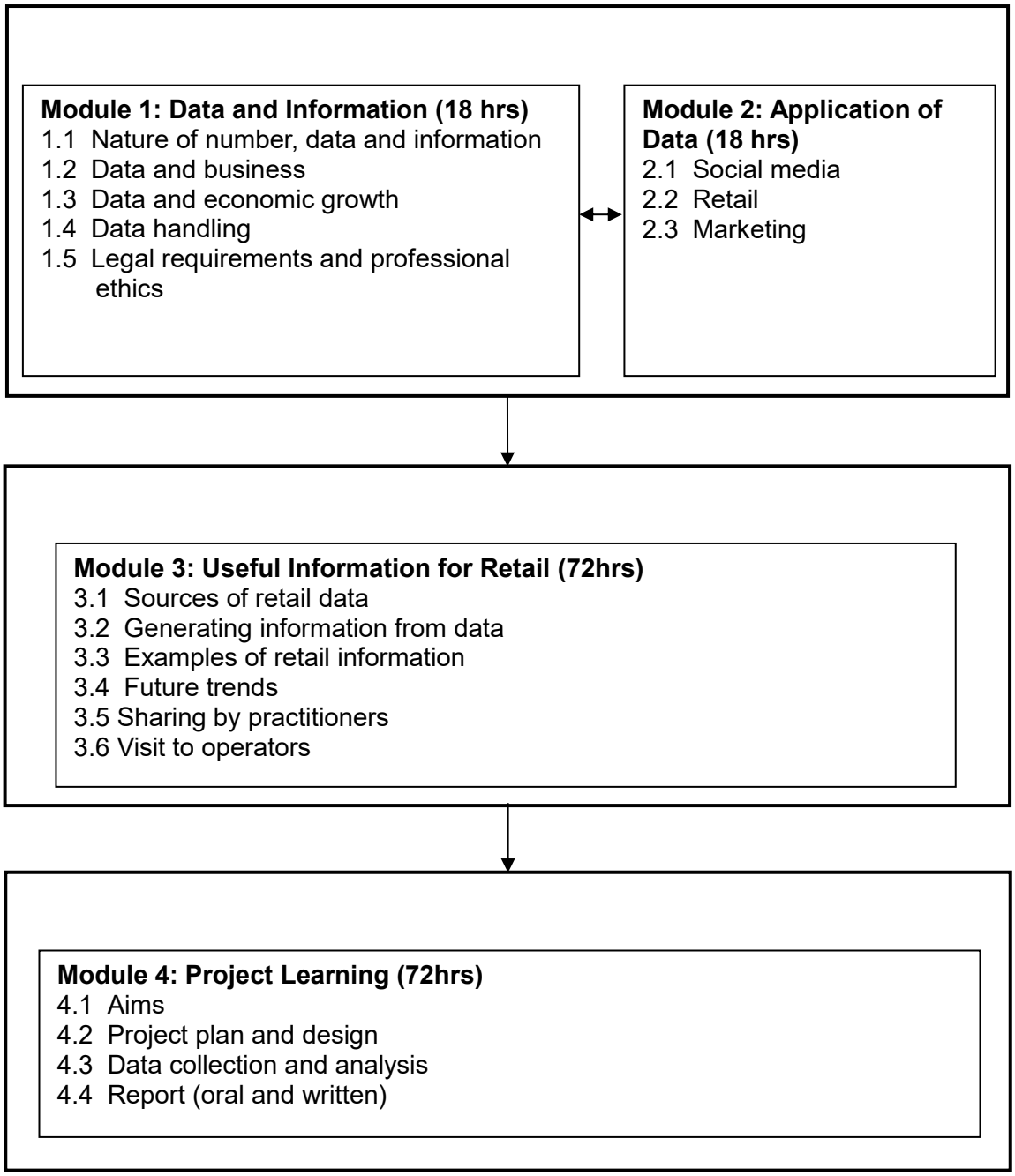
Applied Learning

2023-25 Cohort; 2025 HKDSE

Item	Description
1. Course Title	Data Application for Business
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	Upon completion of the course, students should be able to: (1) demonstrate a basic understanding of data analysis for business and the importance of data in business; (2) devise a plan to generate useful retail information to fulfill preset objectives; (3) apply beginners' data analysis skills to transform data to useful retail information; (4) demonstrate communication skills in the data analytic context; (5) demonstrate a basic understanding of legal requirements and professional ethics for handling, processing and reporting data; 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 further 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.

Possible further study and career pathways

Further studies

- e.g. data science, data analytics, 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

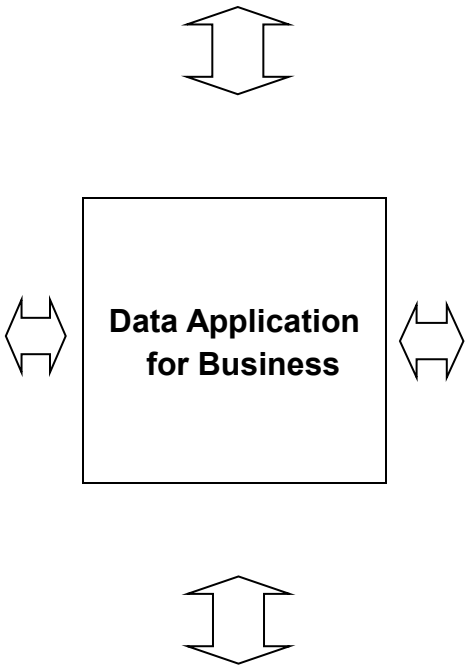
Relations with core subjects and other elective subjects

Enhancing and enriching**,** e.g.

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

Expanding horizons**,** e.g.

- students taking **History** may broaden their views and enhance their all-round development through studying topics such as application of data



Relations with other areas of studies/ courses of Applied Learning

e.g.

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

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

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

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Learning and Teaching

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

In Data Application for Business, 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 data application for business.

Different modes of activities are employed to provide students with a systematic understanding about the context (e.g. lecture, discussion, workshop and guided practice on business operations and data analysis) and eye-opening opportunities to experience the complexity of the context (e.g. visits to business operators, experiential learning activities 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 workshop, report and presentation where students learn the relationship between data and business decision and the importance of data to the sustainable development of organisations).

Students are also encouraged to develop and apply conceptual, practical and reflective skills to demonstrate entrepreneurship and innovation. Students are given opportunities to integrate the knowledge and skills acquired and consolidate their learning (e.g. in the self-directed business project, students apply data analysis, writing and presentation skills on real business issues).

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Curriculum Pillars of Applied Learning in Context – Data Application for Business

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

1. **Career-related Competencies**
   - define business process and identify different types of business activities in their 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 the findings with professionalism; and
   - observe professional ethics related to collection and processing of data.

2. **Foundation Skills**
   - prepare data analysis report and conduct oral presentation;
   - 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 to meet the predefined objectives;
   - exercise evidence-based decision-making in marketing and retail contexts;
   - identify viable and credited information sources and make plans to acquire information;
   - evaluate information using sound analytical approaches;
   - generate recommendations to improve business operations; and
   - extend data analysis skills in contexts beyond business operations.

4. **People Skills**
   - in data analysis project, establish schedules and assign roles and responsibilities for group members based on constraints in time and resources;
   - 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 priorities in time and resources allocation in meeting schedule and achieve targets.

5. <u>Values and Attitudes</u>

- respect honesty in handling data and reporting results;
- comply with legal requirements and code of ethics in collecting, handling and reporting data;
- take responsibility and accountability in fulfilling individual and group roles; and
- demonstrate self-confidence in presentation.