

**Seminar for the Third Consultation on
New Senior Secondary Curriculum and
Assessment Framework
Technology Education Key Learning Area**

**Business, Accounting and
Financial Studies
(BAFS)**


Oct 2006

EMB



Highlights of Today's Seminar

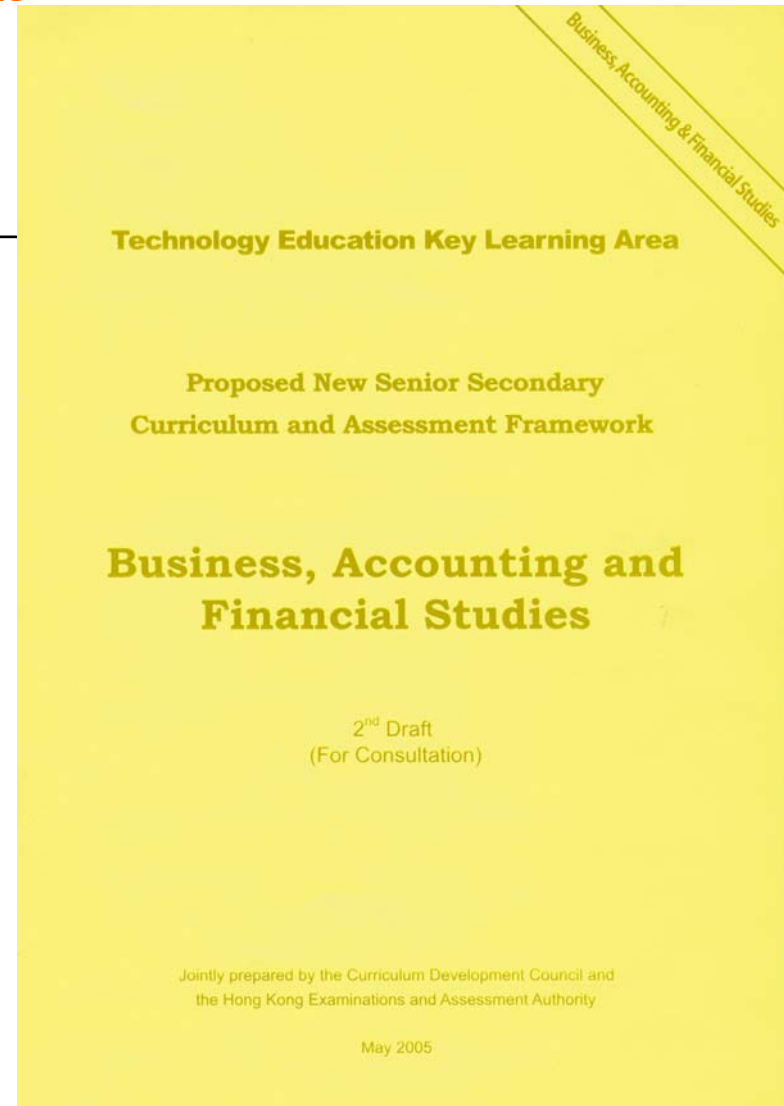
- 3rd Consultation on New Senior Secondary Curriculum and Assessment Framework
- Provisional Final Draft of the BAFS New Senior Secondary Curriculum and Assessment Guide
- Resources and Supporting Measures to schools
- Public Assessment
- Question and Answer



Provisional Final Draft of the
BAFS New Senior Secondary
Curriculum and Assessment Guide
&
Resources and Supporting
Measures to schools

2nd Stage Consultation School Survey Findings

306 returns from
schools
(June to November
2005)



Results of School Survey

Item	Agree	No Opinion	Disagree	No Response
Aims and rationale	87%	2.7%	9.9%	0.3%
the level of difficulty of the learning content	54.2%	8.8%	35.9%	1%
the breadth and depth of the learning content	46.4%	8.2%	44.4%	1%
Sequencing and flow of the learning content	72.6%	10.6%	15.7%	1.0%
Provision for a balanced development of knowledge, skills and positive attitudes	68.8%	12.7%	18.1%	0.3%
Promotion of learning to learn abilities	65.4%	15.4%	18.5%	0.7%
Relevance of learning content to student's needs	65.1%	6.8%	27.7%	0.3%
Provision for a balanced development of foundation knowledge and areas encouraging specialised learning	64.1%	11.3%	24%	0.7%

International Benchmarking

- National Foundation for Educational Research (NFER)

UK Curricula - SQA, GCE(AS), AQA, Edexcel

- The University of Waikato, New Zealand
Senior Secondary School Curriculum

Benchmarking Criteria

Curriculum aims, learning targets & objectives	Organisation of learning elements
<ul style="list-style-type: none">✓ KnowledgeGeneric SkillsThinkingIndependent Learning✓ Self regulation✓ Values and attitudes	<ul style="list-style-type: none">✓ ScopeSequenceCoherenceQuantity✓ Rigour✓ DepthSpecificationChoice
Pedagogy	Assessment
<ul style="list-style-type: none">ApproachEmphasisRelevanceEngagementStrategiesGrouping	<ul style="list-style-type: none">AlignmentBalanceComprehensiveness



Responses to School Survey and International Benchmarking

- Fine-tuning the curriculum coverage
- Learning and teaching examples to illustrate the breadth and depth



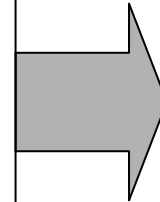
The Compulsory Part

Business Environment

2nd Draft

Suggested Topics

- Hong Kong Business Environment
- Business Relationship between Hong Kong and the Mainland
- Globalization



Provisional Final Draft

Suggested Topic

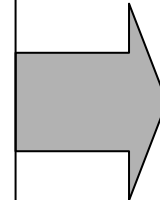
- Hong Kong Business Environment

Business Environment

2nd Draft

Suggested learning outcomes

- Identify business opportunities in the Mainland under the current trade and economic policies
- Describe economic, technological, cultural, physical, social, political and legal impacts of globalization
- Be aware of the importance of fair competition
- Discuss the impact of foreign exchange on international trade



Provisional Final Draft

Suggested amendment

- Describe the impact of globalization on business

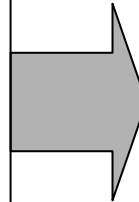


The Elective Part – Accounting Module

The Elective Part – Accounting Module

2nd Draft

- **Suggested learning outcomes**
- **Generally Accepted Accounting Principles**
 - Explain the meaning, importance and shortcomings of the following principles and concepts: business entity, historical cost, prudence, consistency, materiality, objectivity, timeliness and realisation



Provisional Final Draft

- **Suggested amendments**
- **Generally Accepted Accounting Principles**
 - Explain the meaning, importance and shortcomings of the following principles and concepts: business entity, historical cost, prudence, consistency, materiality, objectivity, timeliness, realisation, *money measurement and substance over form*



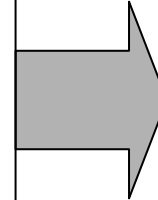
The Elective Part –
Business Management Module

Business Management Module – Human Resources Management

2nd Draft

Suggested Topics

- Employment Law
 - Recognise the importance of a fair, healthy and safe work environment for employees
 - Explain the application of employment-related legislations
 - Describe key terms and conditions of an employment contract



Provisional Final Draft

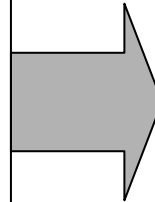
- Subsumed under the topic “Development of a Quality Workforce”
 - Explain the application of employment-related legislation

Business Management Module – Human Resources Management

2nd Draft

Suggested Topics

- Human Resources Information System (HRIS)
 - Discuss the development of HRIS
 - Explain the evolution of e-Human Resources (e-HR) service channel
 - Discuss the implementation of local HRIS



Provisional Final Draft

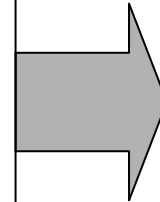
- Removed

Business Management Module – Marketing Management

2nd Draft

Suggested Topics

- Information and Communication Technology (ICT) Applications in Marketing ...



Provisional Final Draft

- Subsumed under the topic “Marketing Strategies for Goods and Services”
 - the sub-topic “Marketing Mix”: Compare the differences between traditional marketing strategies and e-marketing strategies



Learning and Teaching

Learning and Teaching

- Key feature: focus on developing students' decision-making skills
- Suggesting a variety of learning and teaching approaches and instructional strategies for teachers
- Emphasize quality interaction
- Catering for learner diversity (PD Programme)



Resources and Supporting Measures to schools

Types of Resources

- Textbooks
 - Use flexibly
 - Selection of textbooks
- Reference materials
 - Business journals, magazines, newspapers, company reports and research reports, etc
- Senior secondary curriculum guide, curriculum and assessment guide and key learning areas websites

Types of Resources

- The Internet and other technologies
 - Search for information
 - Use of technology
 - Provide audio-visual aids
 - Work at student's own pace
 - Enhance interaction, etc
- Community resources
 - Community organisations and government departments
 - Parents, alumni and entrepreneurs



Supporting Measures to Schools

- Professional development programmes launched by EMB
 - Understanding and interpreting the curriculum
 - Assessment
 - Learning and teaching strategies
 - Knowledge enhancement



Continuous Support

- Collaborate with various institutions to offer different modes of professional development programmes
 - e.g. seminars, workshops, courses



Public Assessment (HKEAA)



Question and Answer



Thank You !