

**Applied Learning
Assessment Scheme**

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

Task No.	Task Name	Assessment Method	Brief Task Description	Contribution to Final Score (%)
1	Test on Basic Data Application in Business	Written Test	Students are required to answer multiple-choice, short and long questions.	10%
2	Project Proposal	Written Assignment	Students working in groups are required to submit a project proposal. In the proposal, justification for the topic, project plan and suggested data processing methods should be provided.	15%
3	Presentation Skills Assignment	Reflective Journal	Students working in groups will watch a video on project presentation of a business data analysis. Students in groups are required to answer two sets of questions related to the skills and styles of oral presentation. Students are also required to submit an individual reflective journal of about 400 words.	15%
4	Company Visit Assignment	Visit Report	Students will submit a group reflection report on company visit.	20%
5	Presentation of Preliminary Project Findings	Oral Presentation	Each group of students will present in the form of PowerPoint slides the preliminary findings for the project for 20 minutes, with another 10 minutes for Q & A.	20%
6	Project Report	Written Report	Each group will submit a project report of about 1,500 words, which should clearly describe the topic, the purpose, the method, the results, and the conclusion of the project. Recommendations and limitations of the project might also be included.	20%