JUPAS Code: JS2910

BSc(Hons) in Business Computing and Data Analytics
WHY STUDY BUSINESS ANALYTICS?

"Business analytics is essential for companies to stay competitive in the market. There will be an explosive demand for managers and professionals of cloud computing, data analytics, machine learning and blockchain applications in the coming decade."

Victor Hung
Chief Data Scientist
Hong Kong Federation of E-Commerce

"Data are becoming the new raw material of business."

Craig Mundie
Senior Advisor to CEO at Microsoft

"More data beats clever algorithms, but better data beats more data."

Peter Norvig
Director of Research at Google

The aim of the Programme is to nurture the next-generation business leaders for the international job market, equipped with the latest technical knowhow to succeed in fast-changing technologies for business.

PROGRAMME UNIQUENESS

UNIQUE PROGRAMME jointly offered by TWO Faculties and TWO Departments emphasising on a combination of courses on computing for business organisations

INTERDISCIPLINARY TRAINING for students interested in data analytics and innovative business applications

MENTORING opportunities to learn from experienced industrial professional and executives with one-on-one industry mentor to provide guidance and support to students’ career development

INTERNERSHIP/PLACEMENT to gain Fintech and data analytics work experience with a diverse groups of corporations/organisations

INTERNATIONAL EXCHANGE/ATTACHMENT to diversify students’ learning experience and enhance global outlook
FOUR PILLARS OF KNOWLEDGE

An interdisciplinary programme to gear up for the ever-growing Fin-tech expertise. With the latest business computing knowledge to stimulate innovative solutions.

1. BCDA FOUNDATIONS
2. COMPUTATION INFRASTRUCTURE
3. BUSINESS KNOWLEDGE AND DATA-DRIVEN PROBLEM SOLVING
4. DATA ANALYTICS SOLUTION DESIGN

CURRICULUM STRUCTURE

MAJOR CORE

BUSINESS (24 Units)
- BIG DATA ANALYTICS
- CAUSAL INFEERENCE
- ECONOMIC PRINCIPLES
- FINANCIAL MANAGEMENT
- FINTECH
- INVESTMENT MANAGEMENT
- DIGITAL ECONOMY

COMPUTER SCIENCE (30 Units)
- BUSINESS INTELLIGENCE AND DECISION SUPPORT
- DATA ANALYSIS AND VISUALIZATION
- DATA ANALYSIS STUDIO
- DATABASE MANAGEMENT
- DATA STRUCTURES AND ALGORITHMS
- MATHEMATICAL METHODS
- PROBABILITY AND STATISTICS
- PROBLEM SOLVING USING OBJECT ORIENTED APPROACH
- PYTHON AND ITS APPLICATION

MAJOR ELECTIVES

BUSINESS APPLICATIONS ELECTIVES 9 UNITS
ANALYTICAL METHODOLOGIES ELECTIVES 9 UNITS

FINAL YEAR PROJECT

MAJOR ELECTIVES

NON-MAJOR

UNIVERSITY CORE 13 UNITS
GENERAL EDUCATION 18 UNITS
FREE ELECTIVES 25 UNITS

Students are required to take 128 units in total, including 72 units of Major courses, 56 units of University Core, General Education and Free Elective courses.
ADMISSION REQUIREMENTS

Applicants who wish to apply for admission to the Programme JS2910 may apply through one of the following schemes, namely JUPAS, Non-JUPAS, International Admissions Scheme and Admission of Undergraduate Students from the Mainland.

JUPAS Route (JUPAS Code: JS2910)

Students admitted via JUPAS have to satisfy the following requirements in HKDSE:

<table>
<thead>
<tr>
<th>Subjects</th>
<th>Minimum Entry Level</th>
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<tbody>
<tr>
<td>Chinese Language</td>
<td>3</td>
</tr>
<tr>
<td>English Language</td>
<td>3</td>
</tr>
<tr>
<td>Liberal Studies</td>
<td>2</td>
</tr>
<tr>
<td>Mathematics</td>
<td>2</td>
</tr>
</tbody>
</table>

2 Elective Subjects

* 1) One of the electives must be any Category A subjects including Extended Part of Mathematics (Module 1 or Module 2);
   2) The other elective can be any of the following subjects:
      a) Category A subjects;
      b) Applied Learning subjects with "Attained with Distinction (I)" or above.

Non-JUPAS/International Admissions Route

Applicants with other local/international/national qualifications will be considered on an individual merit basis. Examples of some common qualifications are:

- GCE A-Level
- International Baccalaureate (IB)
- Advanced Placement (AP) Test Under the US system
- Mainland JEE
- Associate Degree/Higher Diploma

SCHOLARSHIPS

Eligible candidates will be considered for admissions scholarship.

EXCHANGE SPONSORSHIP

To support student overseas exchange experience.

PROMISING FUTURE

Graduates of data science and technology is of high demand in today’s job market.

Graduates could start their careers as business communicators, data scientists, data developers, data engineers, database administrators, financial analysts, market researchers, and other IT-related professionals or enter financial services jobs.

The Programme also provides start-up support for potential entrepreneurs and a good foundation for pursuit of further advanced studies.
ENQUIRY
Department of Computer Science
Faculty of Science

Department of Accountancy, Economics and Finance
School of Business

(+852) 3411 7636
bcda@comp.hkbu.edu.hk
https://bcda.comp.hkbu.edu.hk

Admissions Office
Academic Registry
(+852) 3411 2200
334jupas@hkbu.edu.hk (JUPAS)/ardirect@hkbu.edu.hk (Non-JUPAS)
https://admissions.hkbu.edu.hk

The information provided in this pamphlet is correct to the best of our knowledge at the time of writing. Please refer to our website for latest information. In case of discrepancy, the information provided by Hong Kong Baptist University prevails.
SCHOLARSHIPS
For Local Students (JUPAS and Non-JUPAS)

1. Admission Scholarship
   up to 4-YEAR Tuition Fee Waivers

2. Global Experience Scholarship
   up to $40,000
Eligibility and Award

Eligible students will receive the following:

1. **Admission Scholarship**
   - 1 Year Tuition Fee for the first year of study, plus
   - Full tuition fee waiver for each of the remaining three years if the recipient can maintain a cumulative Grade Point Average (cGPA) >= 3.5 by the end of each academic year
   - Half tuition fee waiver for each of the remaining three years if the recipient can maintain a cumulative Grade Point Average (cGPA) within 3.30-3.49 by the end of each academic year

2. **Global Experience Scholarship**
   - Up to $40,000 (distributed when the recipient has confirmed participation of recognized overseas exposure during his/her study in BCDA Programme.)

**JUPAS Applicant**
Select in **Band A** with:

- **HKDSE**
  - 26+ best 6 subjects

**Local NON-JUPAS Applicant**
First Choice in HKBU application and admitted to year 1 with:

- **GCE**
  - AAB or above 3ALs

- **IB**
  - 35+ total score

- **SAT**
  - 1920+ combined score
  - 1360+ new SAT score

- **cGPA**
  - 3.70+ out of 4.00 for sub-degree holders

https://bcda.comp.hkbu.edu.hk/scholarship/