香港浸會大學
HONG KONG BAPTIST UNIVERSITY

JUPAS Code : JS2910

BSC(HONS) IN BUSINESS COMPUTING AND DATA ANALYTICS

香港浸會大學理學院
HKBU Faculty of Science

School of BUSINESS
工商管理學院

DEPARTMENT OF COMPUTER SCIENCE
計算機科學系

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 emphasising on a combination of courses on computing for business organisations

DEPARTMENT OF COMPUTER SCIENCE
FACULTY OF SCIENCE
SCHOOL OF BUSINESS

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

MENTORING opportunities to learn from experienced industrial professional and executives with industry mentor to provide guidance and support to students' career development

INTERNSHIP/PLACEMENT to gain business computing 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 technical 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 (27 units)

- BASIC ECONOMIC PRINCIPLES
- CAUSAL INFERENCE: CAPTURING CAUSE-AND-EFFECT RELATIONSHIPS WITH DATA
- FINANCIAL MANAGEMENT
- FINANCIAL TECHNOLOGY FOR BANKING AND FINANCE
- INVESTMENT MANAGEMENT
- AI ETHICS AND GOVERNANCE
- BIG DATA ANALYTICS IN BUSINESS
- BUSINESS COMMUNICATIONS IN THE TECHNOLOGY ERA

COMPUTER SCIENCE (27 units)

- BUSINESS INTELLIGENCE, DECISION SUPPORT & PROJECT DEVELOPMENT
- DATABASE MANAGEMENT
- EXPLORATORY DATA ANALYSIS AND VISUALIZATION
- INTRODUCTION TO PYTHON AND ITS APPLICATION
- MATHEMATICAL METHODS FOR BUSINESS COMPUTING
- PROBABILITY & STATISTICS WITH SOFTWARE
- PROGRAMMING & PROBLEM SOLVING
- INTRODUCTION TO ARTIFICIAL INTELLIGENCE & MACHINE LEARNING

FINAL YEAR PROJECT

MAJOR ELECTIVES

- BUSINESS APPLICATIONS ELECTIVES — 9 UNITS
- ANALYTICAL METHODOLOGIES ELECTIVES — 9 UNITS

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.

SCHOLARSHIPS

Eligible candidates will be considered for admissions scholarship up to 4-year tuition fee waivers.

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.

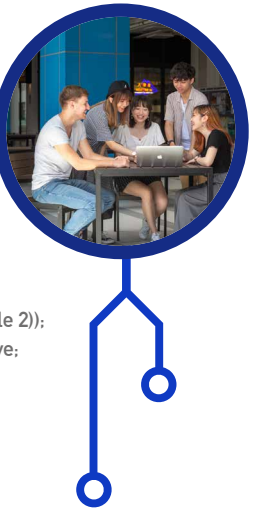
ADMISSION REQUIREMENTS

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:

Subjects	Minimum Entry Level
Chinese Language	3
English Language	3
Mathematics	2
Citizenship and Social Development	Attained
2 Elective Subjects#	3



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

- High choice banding in JUPAS application is preferred.

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

ENQUIRY

Programme Office
Department of Computer Science

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

Admissions Office
Academic Registry

(+852) 3411 2200
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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.