

## Programme Information

<b>Qualification Title</b>	Bachelor of Science (Honours) in Business Analytics and Information Management 商業分析與資訊管理（榮譽）理學士
<b>Qualification Type</b>	Bachelor Degree
<b>QF Level</b>	5
<b>Primary Area of Study and Training</b>	Business and Management
<b>Sub-area (Primary Area of Study and Training)</b>	General Business Management
<b>Other Area of Study and Training</b>	Computer Science and Information Technology
<b>Sub-area (Other Area of Study and Training)</b>	Computer Science and Information Technology
<b>Programme Objectives (POs)</b>	<p>The Programme Objectives aims to:</p> <ol style="list-style-type: none"> <li>1) develop students' analytical power, creativity, critical thinking and problem-solving ability;</li> <li>2) cultivate students' communication, interpersonal, leadership, transferable skills and independent learning to continue professional &amp; personal development and/or further studies;</li> <li>3) instil in students a strong sense of social responsibility and high commitment to professional ethics;</li> <li>4) raise students' awareness of global issues and developments;</li> <li>5) gain a solid foundation of the principles, technical and theoretical knowledge required in the professional fields of Business Analytics, Information Management and Business Administration;</li> <li>6) obtain and apply interdisciplinary and multi-disciplinary knowledge of a range of quantitative and qualitative methods as well as conceptual, specialised, technical and creative subject-related skills to aid in business decision making; and</li> </ol>

	<p>7) integrate information technology, business functions and analytics concepts and tools with managerial skills effectively to support complex business analysis and operations.</p>
<p><b>Programme Intended Learning Outcomes (PILOs)</b></p>	<p>Upon completion of the Programme, students should be able to:</p> <ol style="list-style-type: none"> <li>1) address professional and personal challenges through the application of interdisciplinary and multi-disciplinary knowledge acquired;</li> <li>2) possess effective communication ability in a business environment, work as a team player to integrate effectively the skills and knowledge developed, and be able to manage independent lifelong learning;</li> <li>3) evaluate own contributions and responsibilities in becoming responsible employees, business leaders and business partners;</li> <li>4) possess broad horizons and be inquisitive about various global issues and developments such as politics, cultures, social sciences and technologies;</li> <li>5) possess solid knowledge and skills in Business Analytics, Information Management and Business Administration, which will enable students to undertake further study in the above three disciplines or to pursue a career with related knowledge requirements;</li> <li>6) apply appropriately a range of quantitative and qualitative methods as well as conceptual, specialised, technical and creative subject-related skills in dealing with business issues; and</li> <li>8) critically collect, analyse, evaluate and synthesise data, information, ideas and business management concepts, and apply information technology skills and analytics software tools appropriately and effectively for operation analysis and managerial decision making.</li> </ol>

<b>Education Pathways</b>	<p>Graduates of the Programme may pursue further study towards advanced academic and professional degrees in Business Analytics and Information Management in Hong Kong or abroad. Graduates may also pursue professional qualification examinations, such as Project Management Professional (PMP), Six Sigma Quality Management, SAP Certifications, SAS (Joint Certificate in Data Mining), Certified Information Systems Auditor (CISA), Oracle Certified Professional (Database), Java/Python/Frontend Certification, and Associate Software Development Certification., Qlik View Business Analyst Certification, and Google Fundamental Digital Marketing.</p>
<b>Employment Pathways</b>	<p>Graduates of the Programme are prepared to undertake employment in roles such as Business/ System/ Data Analyst, Business/ Digital/ Information Security Consultant, and Business/Mobile Apps Developer.</p>
<b>Minimum Admission Requirements</b>	<p><u>Year 1 Standard Entry</u></p> <p>Attainment of Level 3 or above in Chinese Language and English Language, Level 2 or above in Mathematics (Compulsory), “Attained” in Citizenship and Social Development and Level 2 in one elective subject in the Hong Kong Diploma of Secondary Education (HKDSE) Examination.</p> <p><u>Year 3 Standard Entry</u></p> <p>Applicants should have completed an Associate Degree (AD) or Higher Diploma (HD) in a related discipline from a recognised institution in Hong Kong or overseas, with a minimum cumulative GPA of 2.50 or equivalent.</p> <p><u>Non-Local Entry</u></p> <p>Applicants with non-local qualifications are considered on a case-by-case basis according to the criteria for admission as set out by HSUHK.</p> <p><u>Non-Standard Entry</u></p> <p>Applicants whose academic attainment did not reach the minimum requirement <u>or</u> mature applicants aged 23 or above on 1 September when admission is sought, with a minimum of 2 years’ work experience in their chosen field of study or demonstrated ability to pursue their chosen field of study may apply for admission on non-standard entry. Admission will be considered on a case-by-case basis</p>