

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



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.

“More data beats clever algorithms, but better data beats more data.”

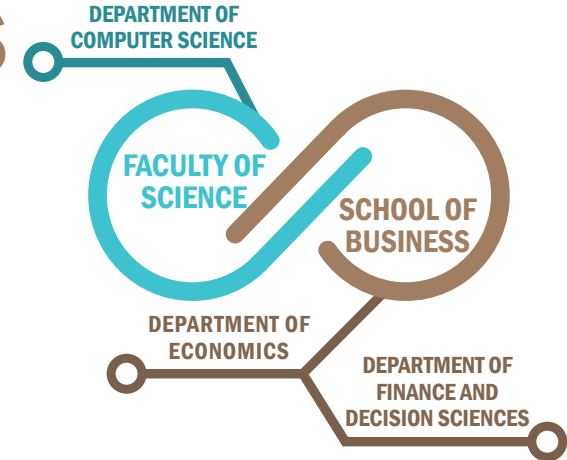
Peter Norvig
Director of Research at Google

PROGRAMME UNIQUENESS

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

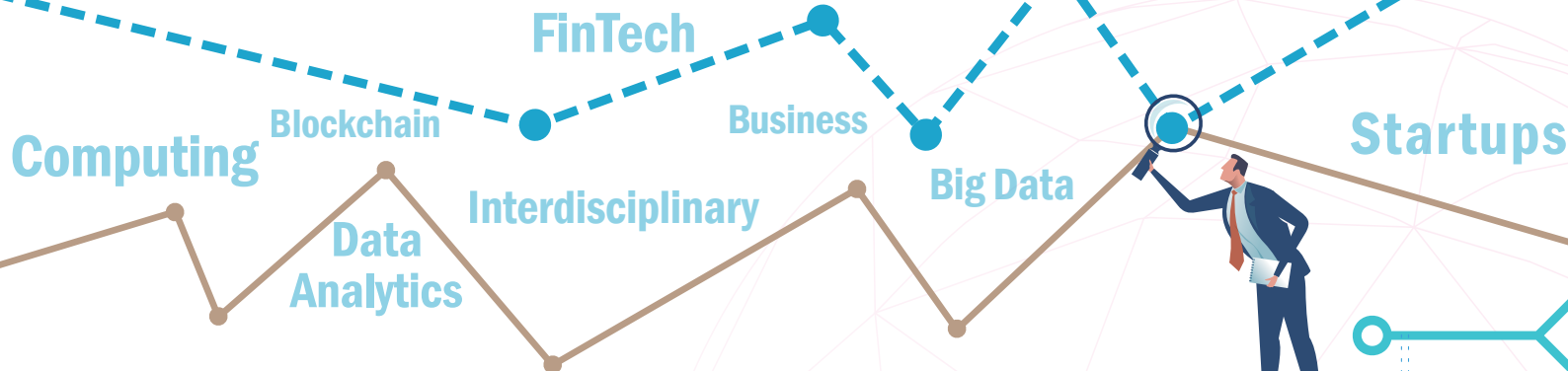
INTERDISCIPLINARY TRAINING for students interested in data analytics and innovative business applications

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



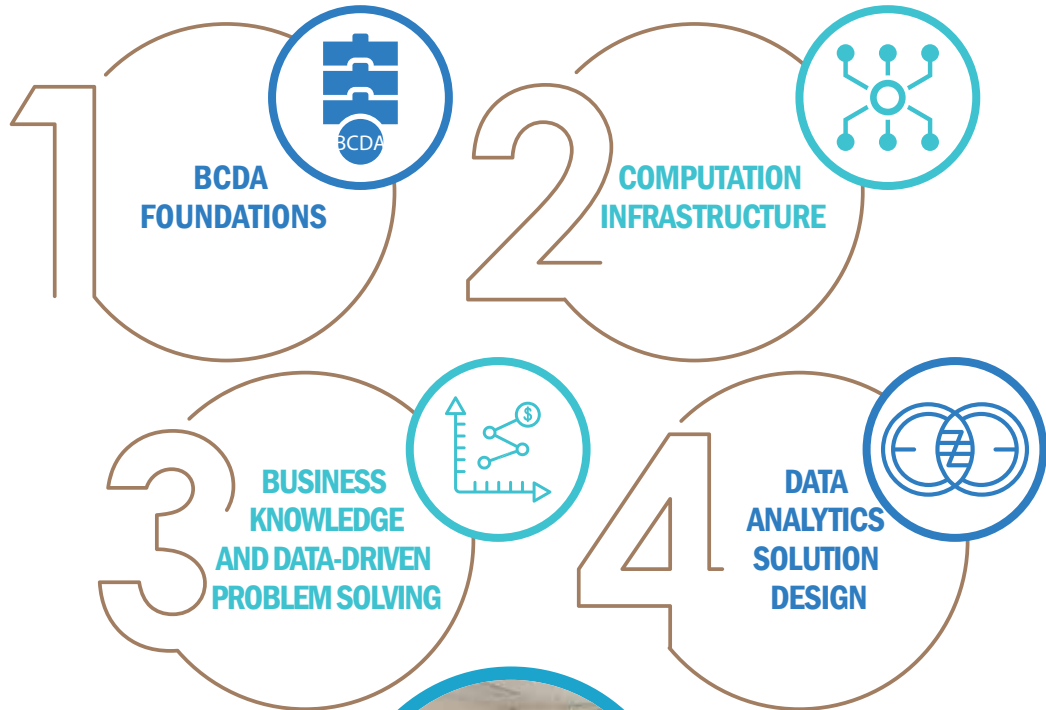
INTERNSHIP/PLACEMENT to gain Fintech and data analytics work experience with a diverse groups of corporations/organisations

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



CURRICULUM STRUCTURE

MAJOR CORE

BUSINESS (24 Units)

ECONOMETRICS
ECONOMIC PRINCIPLES
FINANCIAL MANAGEMENT
FINTECH
BIG DATA ANALYTICS
INVESTMENT MANAGEMENT
DIGITAL ECONOMY

COMPUTER SCIENCE (30 Units)

APPLIED LINEAR ALGEBRA
CALCULUS, PROBABILITY, AND STATISTICS
DATA ANALYSIS STUDIO
DATA STRUCTURES AND ALGORITHMS
DATABASE MANAGEMENT
DATA ANALYSIS AND VISUALIZATION
PYTHON AND ITS APPLICATION
PROBLEM SOLVING & PROGRAMMING
SOFTWARE ENGINEERING

FINAL YEAR PROJECT

MAJOR ELECTIVES

BUSINESS APPLICATIONS ELECTIVES
9 UNITS

ANALYTICAL METHODOLOGIES ELECTIVES
9 UNITS

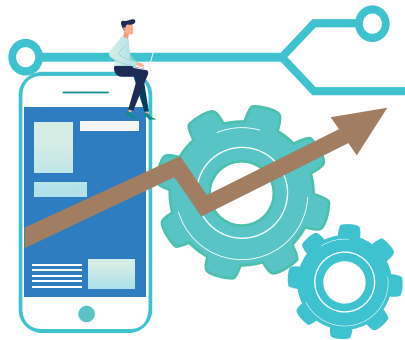
NON-MAJOR

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.

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.



ADMISSION REQUIREMENTS

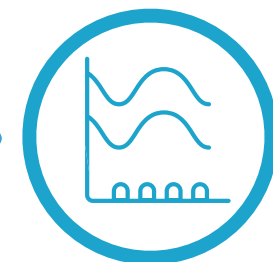
Applicants who wish to apply for admission to the Programme JS2910 may apply through one of the following schemes, namely JUPAS, Non-JUPAS, International Admissions Scheme and Admission of Undergraduate Students from the Mainland.

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
Liberal Studies	2
Mathematics	2
2 Elective Subjects [#]	3

[#] Any HKDSE elective subjects, including Extended Part of Mathematics (Module 1 or Module 2)



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

Department of Computer Science
Faculty of Science

Department of Economics and
Department of Finance and Decision Sciences
School of Business

☎ (+852) 3411 7633

✉ bcda@comp.hkbu.edu.hk

🌐 <http://bcda.comp.hkbu.edu.hk>

Admissions Office
Academic Registry

☎ (+852) 3411 2200

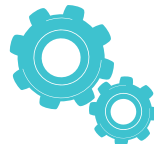
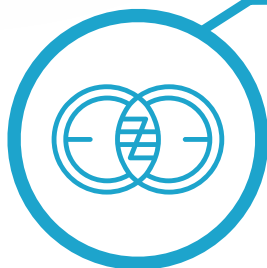
✉ 334jupas@hkbu.edu.hk (JUPAS)/

ardirect@hkbu.edu.hk (Non-JUPAS)

🌐 <http://admissions.hkbu.edu.hk>



This 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 Hong Kong Baptist University prevails.



NEW!

Scholarships for 2020 Entry

JS2910

BSC(HONS) IN

BUSINESS COMPUTING AND DATA ANALYTICS (BCDA)

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



香港浸會大學
HONG KONG BAPTIST UNIVERSITY



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

DEPARTMENT OF
ECONOMICS

DEPARTMENT OF
FINANCE AND DECISION SCIENCES

Eligibility and Award

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

or

1360+

new SAT score

cGPA

3.70+

out of 4.00

for sub-degree holders

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.)



<http://bcda.comp.hkbu.edu.hk/scholarship/>

The First Thing to Learn about MACHINE LEARNING

Online Workshop on Cloud Services & Big Data Analysis (for F.4 - F.6 Students)

 14 **14 March 2020 (Saturday)**

 **9:30am – 11:30am**  30 Add to Google Calendar

 **LIVE Online through Zoom**

Language: **Cantonese** (Supplemented by English)

Target: **Students** interested in **Business / STEM**



Speakers



Prof. Joseph Ng
Programme Director, BCDA
Dept. of Computer Science
Hong Kong Baptist University



Mr. Victor Chan
Head of Strategic Accounts,
North Asia, Google Cloud,
Google



Mr. Zorro Cheng
Business Development Director,
Social Analytics
(Google Partner)

Apply Now!



<http://bit.ly/bu-gtalk>

FREE OF CHARGE

Topics



New Features on G Suites & Google Cloud Services



A 30-min Crash Course to become a Data Engineer with Google AI



Building a Smart City:
From the Fusion of Technology and Big Data, to IoT, FinTech and Beyond