

Four-Year Study Plan of Business Analytics Programme (2024 cohort)

Rev 20240724

Rev 2024/07/24

Course Code	Course Title	Year One		Year Two		Year Three		Year Four	
		Sem 1	Sem 2	Sem 1	Sem 2	Sem 1	Sem 2	Sem 1	Sem 2
I. Major Required Courses (63 Units)									
ACCT2043	Principles of Accounting I	3							
BA1003	Database Management and Applications		3						
EBIS3033	Programming for Business Applications		3						
BA2003	Artificial Intelligence and Deep Learning			3					
BA2023	Operations Research			3					
BA2043	R Language for Statistics			3					
ECON2063	Introduction to Economics			3					
BA2013	Data Mining with Big Data				3				
BA2033	Optimization Methods				3				
MKT2003	Principles of Marketing Management				3				
BUS3023	Business Research Methods					3			
BUS4093	Management Information Systems					3			
FIN3073	Financial Mathematics					3			
BA3083	Multiple Criteria Decision Making						3		
BA3093	Simulation and Risk Analysis						3		
BA3103	Statistical Reasoning for Business Decisions						3		
BA3113	Supply Chain Management and Logistics						3		
BA4023	Decision Behavior, Analysis, and Support							3	
BA4033	Knowledge Management and Digitalization							3	
BA4043	Social Media and Digital Marketing							3	
BUS4103	Final Year Project (BUSA)								3
II. Major Elective Courses (9 Units)									
ME01 ME02 ME03						3	3	3	
III. University Core Courses (37 Units)									
UCLC1003	University Chinese	3							
UCLC1013	English for Academic Purposes I	3							
UCLC1023	English for Academic Purposes II		3						
UCLC1033	English for Academic Purposes III			3					
CHI1103	Introduction to Modern Social Theories	3							
CHI1203	Morality and Foundations of Law			3					
CHI1063	Chinese Culture and Modern China				3				
CHI1073	Contemporary Chinese Society and Thought I		3						
CHI1253	Contemporary Chinese Society and Thought II		3						
CHI1193	Contemporary World and China ^①				2				
MT1003	Military Training	2							
WPEX1013	Emotional Intelligence	1							
WPEX2013	Experiential Arts ^②			1					
WPEX2023/ WPEX2033	Voluntary Service ^③ , or Environmental Awareness ^④				1				
UCHL1XX3	Healthy Lifestyle ^⑤	1	1	1					
IV. General Education Courses (18 Units)									
Level 1 Foundational Courses	History and Civilization ^①				3				
	Quantitative Reasoning ^②		3						
	Values and the Meaning of Life ^③	3							
Level 2 Interdisciplinary Thematic Courses	Culture, Creativity and Innovation ^④ , or Science, Technology and Society ^⑤ , or Sustainable Communities ^⑥				3		3		
Level 3 GE Capstone Courses	Service-Learning Course ^⑦ , or Service Leadership Education Course ^⑧ , or Experiential Learning Course ^⑨ , or Interdisciplinary Independent Study ^⑩					3			
V. Free Elective Courses (24 Units)									
FE01 FE02 FE03 FE04 FE05 FE06 FE07 FE08		3	3 ^①			6	3	9	
Total Units: 151		22	22	20	21	21	21	21	3

① This 2-unit course requires student to attend at least 10 lectures within his/her first two years of study.

② This denotes a course category in which a list of courses may be developed for students' selection. Students are expected to refer to the Online Course Selection System for courses available under each category.

③ MATH1113 Fundamental Mathematics and MATH1103 Calculus will be offered under this category.

④ Students are required to take GFQR1023 Data Analytics for Business under this category.

⑤ Students are required to take GFVM1003 Business Ethics and Corporate Social Responsibility under this category.

ME Course List of BUSA (2024 cohort)

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Course Code	Course Title	Units
<i>Business Applications (BA)</i>		
BA3013	Customer Behaviours and Psychology	3
BA3053	Ethical Issues on Business Analytics	3
ECON3013	Applied Econometrics	3
<i>Data Science (DS)</i>		
BA3043	Data Visualization	3
<i>Business Applications (BA) + Data Science (DS)</i>		
BA3023	Data Analysis and Fintech Fundamentals	3
BA3123	Text Mining in Business	3
DMM3013	Data-Driven Media Management	3
DSS2033	Social Policy in Digital Society	3
<i>Data Science (DS) + Mathematical Modelling (MM)</i>		
BA3073	Mobile and Cloud Computing	3
STAT4063	Time Series Analysis	3
<i>Business Applications (BA) + Mathematical Modelling (MM)</i>		
BA3063	Global Operations Management	3
<i>Business Applications (BA) + Data Science (DS) + Mathematical Modelling (MM)</i>		
BA3033	Data Analysis in New Media	3
BA4003	Business Analysis Research Seminar	3
BA4013	Business Analytics Internship	3
EBIS2003	Introduction to Blockchain	3