



HKU
BUSINESS
SCHOOL
港大經管學院

Bachelor of Business Administration (Business Analytics)

[BBA(BA)]

Programme code: 6793



BBA(BA) Programme Introduction



The BBA(BA) programme is crafted to meet the growing industry demand for talents in the business analytics field. Its curriculum offers students a comprehensive coverage of both technical and managerial skill sets. Students will learn a wide spectrum of knowledge from the disciplines of information technology, data science, business statistics and management.

What You'll Study



Students in their junior years will take core courses including programming language, database management, introduction to business analytics, management information systems, decision and risk analysis, etc. They help students build the foundations for advanced topics in senior years. Students also have the option to choose from analytics technique courses and business application courses. The aim is to provide students with state-of-the-art experiences in artificial intelligence, big data, social media, and other latest development. Such design helps train well-rounded students who will be more adaptable in their career development.

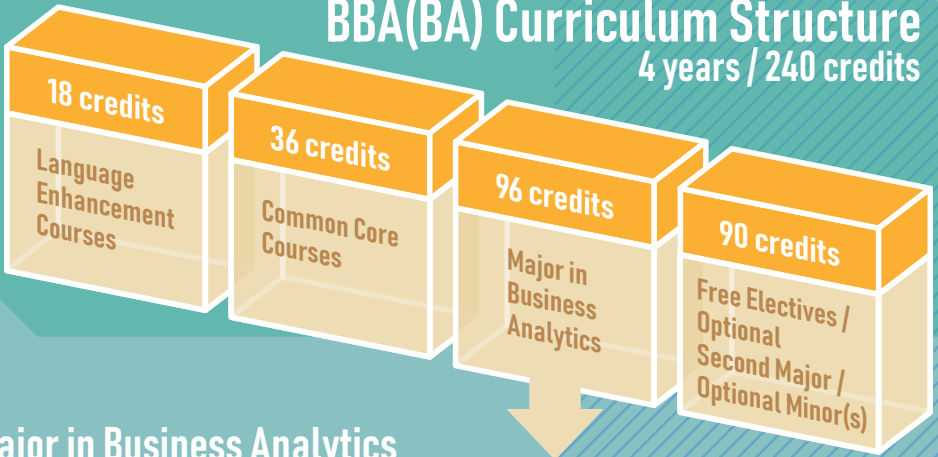
Career Prospects



Graduates of the BBA(BA) programme are expected to land on data and analytics related jobs in a wide variety of sectors such as IT, finance, supply chain, marketing, consulting, manufacturing, and so forth. They will also be competitive in pursuing post-graduate degrees in fields such as data science, information management, decision science, big data, etc. The programme is suitable for students who have a passion for problem-solving through analytics, and who aim to develop their career path in analytics.

BBA(BA) Curriculum Structure

4 years / 240 credits



Major in Business Analytics

Faculty Core Courses (24 credits)

ACCT1101	Introduction to Financial Accounting
ECON1210	Introductory Microeconomics
FINA1310	Corporate Finance
Statistics requirement – choose one of the following courses:	
● ECON1280	Analysis of Economic Data
● STAT1602	Business Statistics
● STAT1603	Introductory Statistics

Disciplinary Core Courses (48 credits)

IIMT2602	Business Programming
IIMT2601	Management Information Systems
IIMT2641	Introduction to Business Analytics
IIMT3636	Decision and Risk Analysis I
MGMT2401	Principles of Management
IIMT3601	Database Management
IIMT3635	Operations Management
IIMT4602	Digital Innovation (Capstone course)

Disciplinary Electives (24 credits)

Analytics Techniques – complete two of the following courses:	
● IIMT3641	Introduction to Financial Analytics
● IIMT3642	Managing and Mining Big Data
● IIMT3688	Artificial Intelligence in Business
Business Applications – complete two of the following courses:	
● IIMT3603	Project Management
● IIMT3643	Data Visualization and Visual Analytics
● IIMT3684	Web and Social Media Technology

*Subject to review and change from time to time

Find out more



Admission information:

<https://admissions.hku.hk/>



Programme website:

<https://ug.hkubs.hku.hk/programme/bba-ba>



Programme video:

<https://bit.ly/3GXhAhn>

Enquiries

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The information in this leaflet is accurate as of January 2022 and is subject to change.