




**HKU
BUSINESS
SCHOOL**
港大經管學院

Undergraduate

Programme code:



Bachelor of Business Administration (Business Analytics)



BBA

➔ **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.

➔ **Exciting Opportunities**

There are ample opportunities for students to participate in overseas exchange experiences or gain experience during internships at leading companies in Hong Kong and Mainland China.

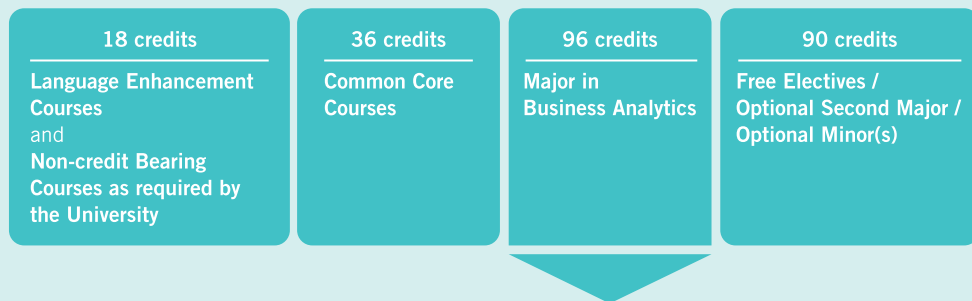
➔ **Professional Recognition**

Students of the BBA(BA) programme are eligible to enrol in the CGMA® Finance Leadership Program and kickstart their journey to become a member of Chartered Institute of Management Accountants and a Chartered Global Management Accountant while they are studying in the University.

➔ **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 – complete one of the following courses:	
	• ECON1280	Analysis of Economic Data
	• STAT1602	Business Statistics
	• STAT1603	Introductory Statistics
Disciplinary Core Courses (48 credits)	IIMT2601	Management Information Systems
	IIMT2602	Business Programming
	IIMT2641	Introduction to Business Analytics
	IIMT3601	Database Management
	IIMT3635	Operations Management
	IIMT3636	Decision and Risk Analysis I
	IIMT4602	Digital Innovation (Capstone course)
	MGMT2401	Principles of Management
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

* Curriculum structure and prescribed courses are subject to review and change from time to time



Find out more:



Admission information



Programme website



Programme video

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