Four-Year Study Plan of Business Analytics Programme (2023 cohort)

Course Code	Course Title	Year One Sem 1	Year One Sem 2	Year Two Sem 1	Year Two Sem 2	Year Three Sem 1	Year Three Sem 2	Year Four Sem 1	Year Four 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[②], or Environmental Awareness[②]				1				
UCHL1XX3	Healthy Lifestyle[②]	1	1	1					
IV. General Education Courses (18 Units)									
Level 1 Foundational Courses	History and Civilization[②]				3				
	Quantitative Reasoning[③]		3						
	Values and the Meaning of Life[⑤]	3							
Level 2 Interdisciplinary Thematic Courses	Culture, Creativity and Innovation[②], or Science, Technology and Society[②], or Sustainable Communities[②]				3		3		
Level 3 GE Capstone Courses	Service-Learning Course[②], or Service Leadership Education Course[②], or Experiential Learning Course[②], or Interdisciplinary Independent Study[②]					3			
V. Free Elective Courses (24 Units)									
FE01 FE02 FE03 FE04 FE05 FE06 FE07 FE08		3	3[④]			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 (2023 cohort)

Course Code	Course Title	Units
Business Applications (BA)		
BA3013	Customer Behaviours and Psychology	3
BA3053	Ethical Issues on Business Analytics	3
ECON3013	Applied Econometrics	3
Data Science (DS)		
BA3043	Data Visualization	3
Business Applications (BA) + Data Science (DS)		
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
Data Science (DS) + Mathematical Modelling (MM)		
BA3073	Mobile and Cloud Computing	3
STAT4063	Time Series Analysis	3
Business Applications (BA) + Mathematical Modelling (MM)		
BA3063	Global Operations Management	3
Business Applications (BA) + Data Science (DS) + Mathematical Modelling (MM)		
BA3033	Data Analysis in New Media	3
BA4003	Business Analysis Research Seminar	3
BA4013	Business Analytics Internship	3
EBIS2003	Introduction to Blockchain	3