

## Four-Year Study Plan of Business Analytics Programme (2025 cohort)

Rev 20250508

Rev 20230306											
Course Code	Course Title	Year One			Year Two			Year Three		Year Four	
		Sem 1	Winter	Sem 2	Sem 1	Sem 2	Summer	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							
BA2023	Operations Research				3						
BA2043	R Language for Statistics				3						
ECON2063	Introduction to Economics				3						
ECON3113	Linear Algebra for Economics and Finance				3						
BA2013	Data Mining with Big Data					3					
BA2033	Optimization Methods					3					
MKT2003	Principles of Marketing Management					3					
BA2003	Artificial Intelligence and Deep Learning							3			
BUS3023	Business Research Methods							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							
UCAI1003	Introduction to AI Literacy			3							
CHII103	Introduction to Modern Social Theories					3					
CHII203	Morality and Foundations of Law	3									
CHII063	Chinese Culture and Modern China				3						
CHII073	Contemporary Chinese Society and Thought I			3							
CHII253	Contemporary Chinese Society and Thought II				3						
CHII193	Contemporary World and China <sup>⓪</sup>						2				
MT1003	Military Training		2								
WPEX1013	Emotional Intelligence	1									
WPEX2013	Experiential Arts <sup>⓪</sup>				1						
WPEX2023/ WPEX2033	Voluntary Service <sup>⓪</sup> , or Environmental Awareness <sup>⓪</sup>					1					
UCHL1XX3	Healthy Lifestyle <sup>⓪</sup>	1		1	1						
IV. General Education Courses (18 Units)											
Level 1 Foundational Courses	History and Civilization <sup>⓪</sup>					3					
	Quantitative Reasoning <sup>⓪</sup>			3							
	Values and the Meaning of Life <sup>⓪</sup>	3									
Level 2 Interdisciplinary Thematic Courses	Culture, Creativity and Innovation <sup>⓪</sup> , or Science, Technology and Society <sup>⓪</sup> , or Sustainable Communities <sup>⓪</sup>					3			3		
Level 3 GE Capstone Courses	Service-Learning Course <sup>⓪</sup> , or Service Leadership Education Course <sup>⓪</sup> , or Experiential Learning Course <sup>⓪</sup> , or Interdisciplinary Independent Study <sup>⓪</sup>							3			
V. Free Elective Courses (24 Units)											
FE01 FE02 FE03 FE04 FE05 FE06 FE07 FE08		3 <sup>⓪</sup>		3				6	3	9	
Total Units: 151		20	2	22	20	19	2	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 ECON3123 Calculus for Economics and Finance and MATH1113 Fundamental Mathematics 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 (2025 cohort)

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Course Code	Course Title	Units
<b><i>Business Applications (BA)</i></b>		
BA3013	Customer Behaviours and Psychology	3
BA3053	Ethical Issues on Business Analytics	3
BUS4093	Management Information Systems	3
ECON3013	Applied Econometrics	3
<b><i>Data Science (DS)</i></b>		
BA3043	Data Visualization	3
<b><i>Business Applications (BA) + Data Science (DS)</i></b>		
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
<b><i>Data Science (DS) + Mathematical Modelling (MM)</i></b>		
BA3073	Mobile and Cloud Computing	3
STAT4063	Time Series Analysis	3
<b><i>Business Applications (BA) + Mathematical Modelling (MM)</i></b>		
BA3063	Global Operations Management	3
<b><i>Business Applications (BA) + Data Science (DS) + Mathematical Modelling (MM)</i></b>		
BA3033	Data Analysis in New Media	3
BA4003	Business Analysis Research Seminar	3
BA4013	Business Analytics Internship	3
EBIS2003	Introduction to Blockchain	3