

HKU Launches New Undergraduate Programmes to Nurture Big Data Talents

Appendix I

Five new big data-oriented undergraduate programmes:

Programme Code and Programme Title	First Year Intake Quota for local students (Including JUPAS and Non-JUPAS)*	Programme Overview
JS6262 Bachelor of Engineering in Data Science and Engineering	30	<p>The Bachelor of Engineering in Data Science and Engineering programme provides students with a solid foundation and practical skills to pursue career and research in the fast-growing data science and data engineering field.</p> <p>The curriculum is built upon a fine combination of foundation courses in data science, computing, mathematics, statistics, and law, and is designed to provide students with advanced training in both theory and practice in Data Science and Engineering. It is also unique in its emphasis on data privacy, ethical and legal issues for the data science profession, and privacy-preserving techniques. You may also pursue a minor in a data-intensive field (e.g., GIS in Geography, BIM in architecture, and biomedical data analysis), thus bridging domain-specific knowledge with data science and engineering skills.</p> <p>The programme offers graduates new and exciting career choices in the fastest-growing job positions like data engineer/architect, data scientist, data analyst, machine learning engineer, big data engineer, business analyst, and information security analyst.</p>

<p>JS6286 Bachelor of Arts in Humanities and Digital Technologies</p>	<p>50</p>	<p>The Bachelor of Arts in Humanities and Digital Technologies programme aims to recruit intellectually ambitious and talented students and equip them with the training in humanities and digital technologies needed to tackle the world’s multi-faceted cultural and social problems, and to train future leaders by endowing them with innovative thinking, problem-solving skills and an interdisciplinary mindset.</p> <p>The programme’s interdisciplinary structure combines a humanities focus (undertaken within a single Arts discipline) with a focus in interdisciplinary digital technologies. Through internship, experiential learning and project-based learning, the programme brings together students’ digital technology skills with their chosen humanities discipline to create an individually-tailored learning experience.</p> <p>Students can drive pioneering work in their humanities areas of specialisation, with the capacity to think in new ways about technological innovation, and with the ability to build a career in a wide array of fields.</p>
<p>JS6470 Bachelor of Science in Bioinformatics</p>	<p>15</p>	<p>The Bachelor of Science in Bioinformatics programme nurtures the next generation of biomedical data science professionals that are well equipped to work in innovative areas of growth such as genomic technology, precision medicine, digital health, mobile health, big data analysis of electronic health data, and global health analytics.</p> <p>The design of curriculum recognises the wide spectrum of personal interest and diversity in career aspiration of a modern bioinformatics practitioner, ranging from biomedical researchers who are skilled at performing analyses with bioinformatics tools (bioinformatics users), to computational biologists who can perform large-scale data analyses to solve biological questions</p>

		(bioinformatics scientist), to software developers who build innovative new computational or statistical tools for biomedical applications (bioinformatics engineers).
<p>JS6793 Bachelor of Business Administration (Business Analytics)*</p> <p>*Starting from the 2022/23 academic year, “JS6793 Bachelor of Business Administration (Information Systems)” has been restructured and renamed as “JS6793 Bachelor of Business Administration (Business Analytics).</p>	15	<p>The Bachelor of Business Administration (Business Analytics) programme is crafted to meet the growing industry demand for talents in the business analytics field. Students will learn a broad spectrum of knowledge from the disciplines of information technology, data science, business statistics and management.</p> <p>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.</p>
<p>JS6846 Bachelor of Science in Marketing Analytics and Technology</p>	25	<p>The Bachelor of Science in Marketing Analytics and Technology programme equips students in quantitative skills, technology, and business marketing to pursue a career in the digital economy and modern businesses. Students will gain a solid technical foundation in computer science, data science, technology, and business know-how in marketing, management, and strategy.</p> <p>Graduates will be well-prepared to join the workforce in digital marketing, entrepreneurship & start-ups, gaming, digital platforms, e-commerce, IT, consulting, finance, and other industries with a focus on analytics, data, and technology.</p>

<p>JS6858 Bachelor of Science and Bachelor of Laws (Double Degree Programme)</p>	<p>20</p>	<p>The Bachelor of Science and Bachelor of Laws programme cultivates students' legal and scientific mindsets and equips them with academic and interdisciplinary knowledge and skills via specially designed courses and capstone experiences to address novel and real-life scientific and legal problems.</p> <p>This double degree programme caters for the demand for talents amidst rapid development of technological innovations in the Greater Bay Area. It equips students with academic and interdisciplinary knowledge and skills in science and law. Students will be able to tackle challenges in STEM-driven regulatory affairs and intellectual property protection.</p>
<p>JS6705 Bachelor of Psychology</p>	<p>70</p>	<p>The Bachelor of Psychology programme aims to enhance students' understanding of psychological phenomenon and principles through first-hand practical experience.</p> <p>Students will be equipped with basic skills across all areas of Psychology, including the biological and cognitive bases of behaviour, developmental changes, social influence, and contemporary issues. They will also be provided with opportunities for tackling novel problems as well as experience of addressing issues that are ill-defined.</p> <p>Through the comprehensive training in the Programme, students' skills in critical analysis, reasoning and self-reflection can be developed. Graduates can pursue further studies in professional areas of psychology or pursue careers in related fields.</p>

*As the 2022/23 academic year is the beginning of the 2022/23 - 2024/25 triennium for which the allocation of UGC-funded places are still subject to the Government's approval, the number of intake places shown above is indicative only and subject to changes or confirmation.