



THE UNIVERSITY OF HONG KONG  
Faculty of Business and Economics

# Master of Science in Business Analytics

2019-2020

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# Rise to the Challenges of Big Data

Our programme is designed for individuals who are interested in theories and methods of analysing large volumes of data to gain competitive advantages and strategic insights in today's business world.

## The HKU Brand

You will study at the oldest and most prestigious university in Hong Kong, globally recognised around the world, and join a family of influential alumni who hold prominent positions in various sectors across the region.

## Apply your Learning

We offer a wide range of courses in statistics, decision models, business intelligence and analytics, featuring applications in finance, marketing, social media and supply-chain management. You will learn how to prepare and analyse data to help businesses make informed decisions.

## Connect with Real-World Business

Our programme features a tie-in with Cyberport Hong Kong to offer project opportunities enabling you to put what you have learned into immediate practice through our unique capstone course. You will gain first-hand experience in business analytics that will aid your future career development.

## Unprecedented Industry Demand

The market has a major shortage of talent with both business and analytics expertise. Graduates in this field are highly sought after by companies from a wide range of industries, such as banking, retail, supply chain management and healthcare.

### ► Jeffrey Chan

Hong Kong | Class of 2018

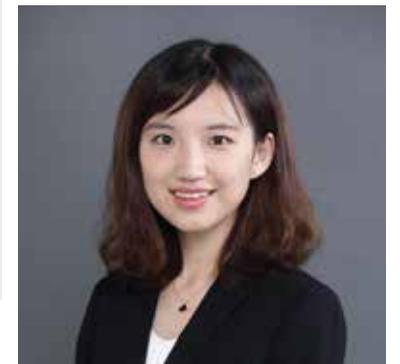


Studying MSc(BA) at HKU is one of the best decisions I have ever made. From its one-year coursework, I obtained plenteous knowledge on applying statistics, data analytics and machine learning techniques to solve complex business analytics problems. The capstone project provided valuable opportunity for me to utilize what I have learnt to tackle real business challenges. With my MSc(BA) degree, I successfully switched my career from engineering to business analytics profession.

My year in HKU MSc(BA) was a memorable and rewarding journey. The Capstone Project was intellectually and professionally demanding: apart from constantly engaging with our client to understand their business needs and operations, we diligently brainstormed the best solution to problems we have never encountered before. Yet, it offered me invaluable real-world experience on working with a company as a data science consultant. All in all, I utterly enjoyed my time with the programme and I would recommend it to anyone interested in becoming a professional data analyst.

### ► Peiyao Ma

China | Class of 2018



### DFS Group

Capstone Project Company

We worked together with the HKU MSc(BA) students for a period of five weeks and were able to witness their analytics capabilities firsthand. We believe the Capstone Project not only gave the students a platform to showcase their skills to DFS, but also introduced a bright pool of talent to DFS for potential career opportunities. We look forward to partnering with HKU again on these valuable initiatives.

### CK Hutchison Holdings - Bertrand Chen, Group Data Scientist

Capstone Project Company

We have partnered with HKU MSc(BA) Capstone Project to use data to look at some of the most interesting business challenges at CK Hutchison Holdings. We were extremely impressed by the capacity of HKU students to go beyond the data science and use a business lens to consider the problems at hand. I credit the MSBA programme for training such curious, business and data savvy students, who will no doubt contribute a lot of value in this data driven business world.

# The University of Hong Kong

Founded in 1911, HKU is the oldest and most well-known tertiary institution in Hong Kong. While embracing its rich heritage and traditions, HKU endeavours to drive pioneering research and develop the next generation of world-class leaders.

The University of Hong Kong

**No. 5 in Asia  
No. 1 in Hong Kong**

*QS University Rankings: Asia 2019*

HKU MBA Programme

**No. 1 in Asia  
for 8 consecutive years**

*The Economist World MBA Rankings*

## A Distinguished Heritage

Over the past century, HKU has evolved from a minor institution in a far-flung colonial outpost to the top university in Asia with a strategic location at the heart of the continent's financial capital. Since its founding, the University has sought to transcend cultural and linguistic boundaries.

Over its century-long history, HKU has accrued one of the most powerful alumni networks in the region. Dr Sun Yat-sen, the founding father of modern China and one of the most well-known figures of the 20th century, was among its first graduates.

The HKU motto has two parts, one Chinese and one Latin, reflecting its scholarly blending of East and West. "Sapientia et Virtus" translates as "wisdom and virtue", while "mingde gewu" (明德格物) means "to manifest virtue and to investigate things".

Together, the two phrases reflect the vision of HKU, which is not simply to inculcate knowledge, but also to train students to become responsible members of society.

# Career Prospects

There is an unprecedented demand for business professionals who can apply the right quantitative analysis and computing techniques to gather and make sense of large volumes of data in the digital era.

**“Data Scientist: The Sexiest Job of the 21st Century”**

*Harvard Business Review*

**“...the range of applications and opportunities [for big data] has grown and will continue to expand.”**

*McKinsey Global Institute*

The phenomenon of “big data” has already drawn a lot of attention and action from both academics and industry practitioners. These data are generated from various sources, such as business transactions, healthcare, mobile applications and social media, and are arriving at a scale of terabytes or even petabytes.

The HKU MSc in Business Analytics will give you the core analytics and quantitative competencies required to succeed in modern business and meet the booming demand for business analytics specialists.

The following are job roles you could hold after graduation:

- ▶ For those without any prior work experience: business analytics specialists, business consultants, social media analysts, market researchers, decision analysts.
- ▶ For those with several years of work experience: business analytics managers or directors, market intelligence managers, senior consultants, data scientists, chief digital officers.

Non-local graduates are eligible to work in Hong Kong under the Immigration Arrangements for Non-local Graduates visa scheme, which allows individuals to stay in Hong Kong for up to one year after graduation to seek work.



# Curriculum

You will master the use of quantitative techniques and tools essential to the application of big data analytics in strategic decision making for business and management.

Our programme delivers a rigorous learning experience across a wide spectrum of fields, such as big data techniques, business statistics, simulation and forecasting models, operations and supply chain management and financial and marketing analytics. The curriculum is structured as follows:

- ▶ Information Analytics to understand the basis of data
- ▶ General Analytics to transform data into information
- ▶ Operations Analytics to convert information into executable actions
- ▶ Capstone Course to tie the above three areas together through real world business projects

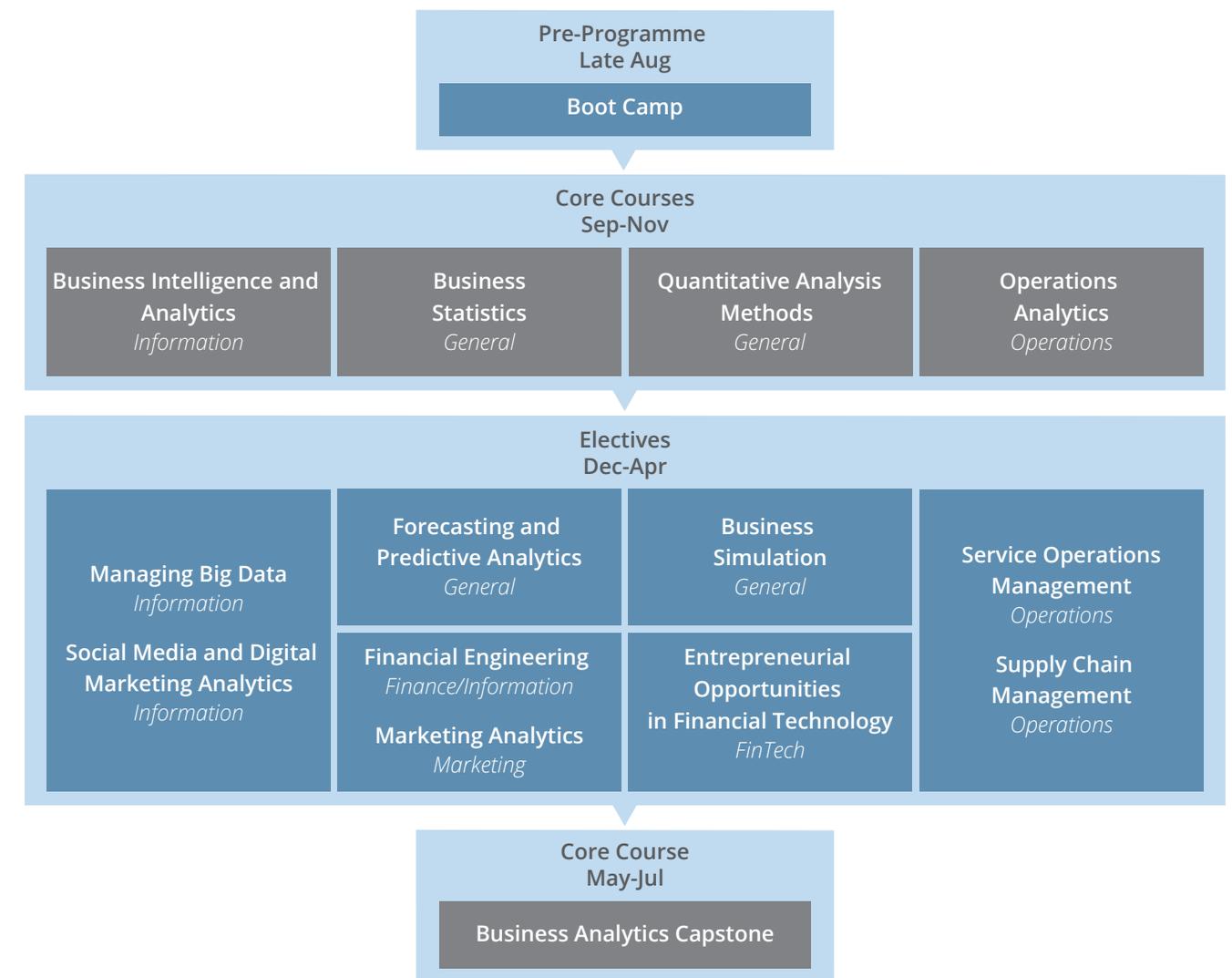


## Programme Design

To graduate from our programme, you need to complete a total of 10 six-credit courses (60 credits), comprising five core courses (30 credits) and five elective courses (30 credits).

Our courses are offered on a modular basis. You are only required to take at most two courses at a time to enable you to focus your efforts on those courses before moving on to new subjects. All courses are taught in English.

In addition to MSc(BA) courses, you can take up to two electives from other taught postgraduate programmes offered by the Faculty, subject to availability and review by the Programme Directors based on your profile, capabilities, and performance in the MSc(BA) programme. For MBA courses, prior work experience is required.



\*The programme schedule may be adjusted for future intakes

## Schedule

The curriculum extends over a minimum of one academic year to a maximum of two academic years for full-time study. Students normally finish the programme in one academic year.

Classes are conducted on weekdays (morning/afternoon/evening) and Saturdays (morning/afternoon) at the HKU Cyberport Campus, our Admiralty Town Centre or other venues.

## Graduation Requirements

Students are required to successfully complete 10 six-credit courses (60 credits). Those who have failed a core course are required to retake it. If the failed course is an elective, another elective can be chosen as a substitute. To graduate from our programme, the number of failed courses over the entire period of study cannot exceed two, and a cumulative GPA of 2.0 or above must be achieved.

## Capstone Course

This core course, held at the end of the programme, allows you to integrate and apply the knowledge and techniques that you have learned in previous courses in a real world business analytics project. You work with a team of classmates and a dedicated faculty advisor using actual data to tackle business challenges. You gain solid experience in data mining, analysis and visualization, and deliver applicable solutions to clients in the final project presentation.

## Boot Camp

We recruit students from diverse backgrounds each year to enrich your learning experience. To ensure that everyone has the foundational knowledge and skills required to tackle the academic challenges ahead, the Boot Camp covers basic knowledge of mathematical techniques, programming and statistics in areas related to business analytics.



# Student Profile

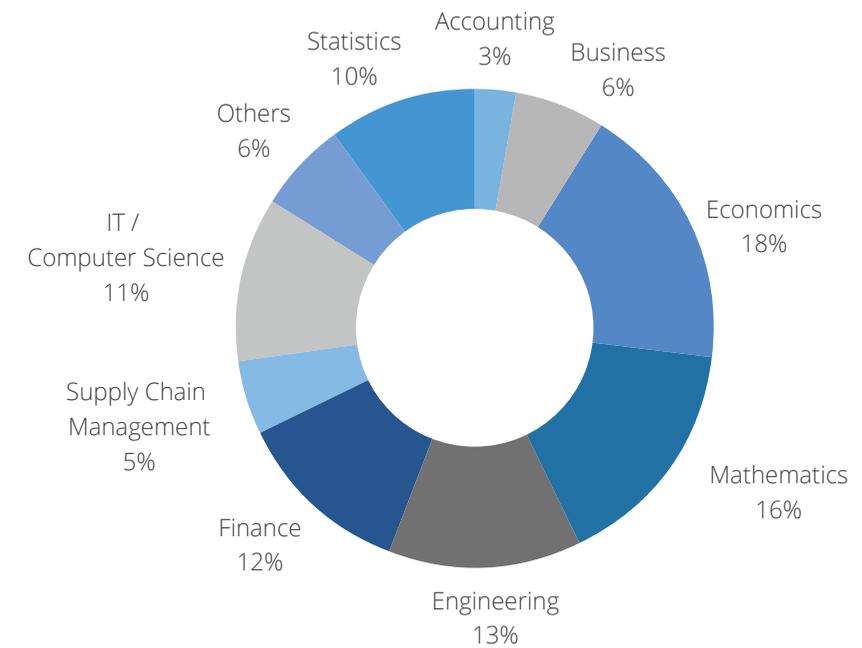
In the latest intake, we have recruited a class of global talents representing a wide range of backgrounds, who seek to master the business analytics skill required to succeed in today's data-driven world.

## Class of 2019: Overview

Gender:	Male (37%)   Female (63%)
Average Age:	23
With Prior Work Experience:	31%
Average Work Experience*:	2 years
GMAT Score:	660-750
Passports Represented:	American, Brazilian, Canadian, Chinese, Colombian, Ghanaian, Hong Kong, Italian, Slovak, Swedish, Taiwanese



## Academic Background



## Universities

- ▶ Columbia University
- ▶ Fudan University
- ▶ Imperial College London
- ▶ Nanjing University
- ▶ Ohio State University
- ▶ Peking University
- ▶ Renmin University of China
- ▶ Tsinghua University
- ▶ UCLA Berkeley
- ▶ University College London
- ▶ University of Hong Kong
- ▶ University of Toronto

and more...

## Previous Employers\*

- ▶ Accenture
- ▶ AIA
- ▶ Amazon
- ▶ China Construction Bank
- ▶ China Unicom
- ▶ COSCO Shipping Co. Ltd.
- ▶ Davenport Aviation
- ▶ Ernst & Young
- ▶ Goldman Sachs
- ▶ HSBC
- ▶ IBIS Capital
- ▶ ICBC
- ▶ Itaú Unibanco
- ▶ KPMG
- ▶ L'Oréal
- ▶ Macquarie Group
- ▶ SAIC General Motors Co. Ltd.
- ▶ SAS Software Co Ltd
- ▶ SONEAN
- ▶ Tencent

and more...

\*Among students with prior work experience

\*Covering both internships and full-time employment

# Our Campus

HKU's location on Hong Kong Island ensures that you are at the heart of all local business and networking action. With its tranquil ambiance, our Cyberport campus provides world-class facilities for you to wind down and focus on your studies.

Cyberport, a well-known business park in Hong Kong, is located in the southwest of Hong Kong Island — just 20 minutes from the business hub of the city. Boasting a top-notch infrastructure and a serene environment, the HKU Cyberport campus is amongst the best executive and postgraduate education learning centres in the world, and also serves as the primary class venue for the HKU MBA and EMBA programmes.

Our Admiralty Town Centre located at the Admiralty Centre, which is right above the MTR Admiralty Station, brings the resources of the University to the heart of business in Hong Kong.



# Apply to Our Programme



## Admission Requirements

To be eligible for admission to our programme, you must:

- ▶ Hold a recognised Bachelor's degree;
- ▶ Obtain statements from two referees on your suitability for the programme; and
- ▶ Obtain a TOEFL/IELTS\* score if you are not from an English-medium university.

## Application Deadlines

International students are highly encouraged to apply in the first two rounds to allow sufficient time to arrange student visas and to prepare to move to Hong Kong.

Round 1	Nov 1, 2018
Round 2	Jan 3, 2019
Round 3	Mar 1, 2019

Admissions decisions are generally available seven to eight weeks after the application deadline. Successful applicants are notified by email. The applications of those who have not received an offer are considered again in the following round(s) until the end of the whole admissions cycle.

## Tuition Fee and Scholarships

The proposed tuition fee for Intake 2019 is HK\$310,000\*. The fee shall be payable in two instalments over one year, irrespective of the number of courses taken in each module.

We offer merit-based scholarships, ranging from 10% to 50% of the tuition fee, to new students at the time of admission. All eligible candidates are automatically considered; no separate application is required.

## Application Procedures

1. Set up your HKU application account through the Taught Postgraduate Online Application System.
2. Download the Reference Form template and send it to your two referees. Ask them to email the completed forms directly to us at [MSBAadmissions@hku.hk](mailto:MSBAadmissions@hku.hk) via their valid email accounts before the closing date.
3. Complete the online application form and prepare an application fee of HK\$300. The document upload function will be available on completion.
4. Upload soft copies of the following materials through the application system:
  - ▶ Graduation transcript or interim transcript (mandatory)
  - ▶ Graduation certificate, if available
  - ▶ Award certificate/degree certificate, only applicable to applicants from Mainland institutions
  - ▶ TOEFL/IELTS score report, if applicable
  - ▶ Proof of internship experience in all positions, or the most recent full-time employment, as applicable
  - ▶ Certificates for professional qualifications, if applicable
5. If you receive an admission offer from us, you will be required to arrange an offer deposit of HK\$78,000\* to confirm your place, which will be deducted from a future instalment of your tuition fee.

**Start your application today**  
[msba.business.hku.hk/apply](https://msba.business.hku.hk/apply)

\*Minimum score requirement: TOEFL: 80 | IELTS: 6 (with no subtest below 5.5)

\*Subject to the final approval of the University