



JUPAS Code : JS2910
BSC(HONS) IN
BUSINESS
ANALYTICS AND
ARTIFICIAL
INTELLIGENCE*

WHY STUDY BUSINESS ANALYTICS & AI?

“Business analytics is essential for companies to stay competitive in the market. There will be an explosive demand for managers and professionals of cloud computing, data analytics, machine learning and blockchain applications in the coming decade.”

Victor Hung
Chief Data Scientist
Hong Kong Federation of E-Commerce

“Data are becoming the new raw material of business.”

Craig Mundie
Senior Advisor to CEO at Microsoft



The aim of the Programme is to develop future-ready business and IT leaders by combining advanced technology, AI, and business knowledge. Graduates will be equipped to drive innovation, lead digital transformation, create positive social impact, and contribute to a sustainable future.

“More data beats clever algorithms, but better data beats more data.”

Peter Norvig
Director of Research at Google

PROGRAMME UNIQUENESS

INTERDISCIPLINARY EDUCATION

Jointly offered by the School of Business and the Department of Computer Science, the programme integrates business expertise with AI-powered data analytics skills, preparing students for the evolving global workforce.

STRONG INDUSTRY CONNECTIONS

Experienced industry advisors contribute to curriculum design, while industry mentors and senior executives provide students with valuable career guidance, professional insights, and networking opportunities.

EXPERIENTIAL AND GLOBAL LEARNING

Students gain practical experience through internships and work placements with leading corporations and organizations, as well as international exchange opportunities that broaden their global perspectives.

DEPARTMENT OF
COMPUTER SCIENCE

FACULTY OF
SCIENCE AND
TECHNOLOGY

SCHOOL OF
BUSINESS

LEADERSHIP AND CHARACTER DEVELOPMENT

Beyond the classroom, students are nurtured to become ethical, responsible, and socially conscious citizens. Through leadership and co-curricular activities, they develop the integrity, resilience, and sense of responsibility needed to become future leaders.



CURRICULUM STRUCTURE

MAJOR CORE

BUSINESS (27 units)

AI Ethics and Governance

AI for Business

Basic Economic Principles

Big Data Analytics in Business

Business Communications in the
Technology Era

Financial Management

FinTech for Banking and Finance

Investment Management

COMPUTER SCIENCE (27 units)

Applied Artificial Intelligence

Business Intelligence and
Decision Support

Database Management

Exploratory Data Analysis and
Visualization

Introduction to Python and
Its AI Application

Mathematics for AI and Business
Analytics I: Probability and Statistics

Mathematics for AI and Business
Analytics II: Calculus and Linear Algebra

Prompt Engineering for Generative AI

*Subjected to change

Final Year Project

MAJOR ELECTIVES

Business Applications Electives
9 units

Analytical Methodologies Electives
9 units

NON-MAJOR

University Core
9 units

General Education
22 units

Free Electives
25 units

Students are required to take **128 units** in total, including 72 units of Major courses, 56 units of University Core, General Education and Free Elective courses.



SCHOLARSHIPS

Eligible candidates will be considered for admissions scholarship up to 4-year tuition fee waivers.

CAREER PROSPECTS

Launch your career in the fast-growing fields of Data Science, Business Analytics, FinTech, and AI.

Graduates can pursue careers as data scientists, data engineers, business analysts, AI specialists, and consultants, contributing to intelligent systems development and digital transformation.

With experience, graduates can become future business or IT leaders, innovators, and entrepreneurs.



INDUSTRIAL ADVISORS



Name	Title	Company
Ms Maggie Au	Director, Business Development	Hong Kong Tourism Board
Ms Miranda Cheung	Deputy General Manager	Octopus Cards Limited
Ms Jennifer Fong	IT Management	Hong Kong Public Healthcare Industry
Dr Albert Lam	Chief Research Officer	Fano Labs Limited
Dr Lawson Law	Head of Data & Analytics, Commercial Banking	Hang Seng Bank
Mr Tony Mok	Former CTO	Formerly with CTF Education Group
Mr Eddie Ng	Asia Pacific Regional Director	AbbVie Pharmaceuticals
Ir Michael Pang	Partner and Head of Cybersecurity of APAC	SIA
Ms Irene Wong	CEO	IX Capital International
Mr Willy Wong	Partner	EY MTel
Mr Ricky Woo	Executive Director, CISO and Technology Security	DBS Bank

ADMISSION REQUIREMENTS

Applicants who wish to apply for admission to the Programme JS2910 may apply through one of the following schemes, namely JUPAS, Non-JUPAS, International Admissions Scheme and Admission of Undergraduate Students from the Mainland.

JUPAS Route (JUPAS Code: JS2910)

Students admitted via JUPAS have to satisfy the following requirements in HKDSE:

Subjects	Minimum Entry Level
Chinese Language	3
English Language	3
Mathematics	2
Citizenship and Social Development	Attained
2 Elective Subjects [#]	3



- # 1) One of the electives must be any Category A subjects (excluding Extended Part of Mathematics (Module 1 or Module 2));
- 2) The other elective can be any of the following subjects:
- a) Category A subjects (including Extended Part of Mathematics (Module 1 or Module 2));
 - b) Category B (Applied Learning) subjects with "Attained with Distinction (I)" or above;
 - c) Category C (Other Language) subjects.

- High choice banding in JUPAS application is preferred.

Non-JUPAS/International Admissions Route

Applicants with other local/international/national qualifications will be considered on an individual merit basis. Examples of some common qualifications are:

- GCE A-Level
- International Baccalaureate (IB)
- Advanced Placement (AP) Test Under the US system
- Mainland JEE
- Associate Degree/Higher Diploma



ENQUIRY

Programme Office Department of Computer Science

☎ (+852) 3411 7636

✉ baai@comp.hkbu.edu.hk

🌐 <https://baai.comp.hkbu.edu.hk>



Admissions Office Academic Registry

☎ (+852) 3411 2200

✉ 334jupas@hkbu.edu.hk (JUPAS)/
ardirect@hkbu.edu.hk (Non-JUPAS)

🌐 <https://admissions.hkbu.edu.hk>



The information provided in this pamphlet is correct to the best of our knowledge at the time of writing. Please refer to our website for latest information. In case of discrepancy, the information provided by Hong Kong Baptist University prevails.

