



香港浸會大學

HONG KONG BAPTIST UNIVERSITY

工商管理學院 SCHOOL OF BUSINESS

MASTER OF SCIENCE IN DATA ANALYTICS AND BUSINESS ECONOMICS

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Programme Overview

Path to Data Strategist

MScDABE

One-Year Full-time/ Two-Year Part-time

The Master of Science in Data Analytics and Business Economics is thoughtfully designed to serve the increasing demand for talents in the area of data analytics and business economics in Hong Kong and other parts of the world.

It is a one-year full-time / two-year part-time programme that provides students with solid training in business economic analysis and data analytics. Students who are interested in becoming analytics-enabled professionals and data strategists are welcome to apply.



Programme Aims



Provide solid training in business economic analysis and data analytics



Aim at training competent analytics-enabled professionals and proficient data strategists



Provide training in analysing business economic issues using relevant data



Provide a balanced training in business economic knowledge, statistical models, and programming skills

Admission Requirements

- A Bachelor's degree from a recognised university, or equivalent, with satisfactory academic performance. The applicant is expected to possess an undergraduate degree either in business or in non-business fields with good quantitative training.
- Proof of English proficiency is required for applicants whose first degrees were obtained from non-English-medium institutions. This can be fulfilled by obtaining a minimum TOEFL iBT score of 79; or a minimum of 6.5 in IELTS.



Tuition Fee

Tuition Fee for 2025-26 Intake

| | |
|----------------------------|-------------|
| Local Students: | HK\$210,000 |
| Non-Local Students: | HK\$278,000 |



Programme Characteristics

Broad and Balanced Training

The Programme emphasizes on the values of economic principles in the current data science development and the necessary programming skills for solving real business problems.

Practical Learning

Students can apply the technical skills learnt from the Programme to solve the business problems in hand data-analytically.

Career-oriented Curriculum

Training received from the Programme enables graduates to fill the talent gap created by the new challenges presented by the smart city development.

Opportunity to Work in Hong Kong

Non-Hong Kong graduates of the programme can apply to stay and work in Hong Kong after graduation, no matter whether they have secured an offer of employment or not.

Career Prospects for Graduates

Data Analysts & Strategists in the following areas:

- Public Institutions
- Business Corporations
- Risk Management
- Website Analytics
- Project Management
- Product Design



Programme Curriculum

Students are required to take 10 courses:
5 core courses and 5 elective courses.

Core Courses

- ECON7870 Managerial Economics and Business Strategy
- ECON7880 Foundations in Big Data Analytics: Concepts and Techniques
- ECON7890 Foundations in Big Data Analytics: Programming
- ECON7900 Statistics for Data Science
- ECON7920 Executive Workshop Series

Elective Courses*

- ECON7025 Business Economics Internship
- ECON7035 Artificial Intelligence for Business
- ECON7045 Regulating Big Tech and Data Protection
- ECON7055 Projects for Data Analytics
- ECON7085 Cloud Computing for Business Analytics
- ECON7110 Advanced Econometrics
- ECON7430 Applied Cost-Benefit Analysis
- ECON7640 Economics of Digital Currencies
- ECON7850 Economics of Digital Markets
- ECON7910 Data Visualization with Story-telling
- ECON7930 Analytics for Spatial, Textual and Social Network Data
- ECON7940 Data-driven Decision Making
- ECON7950 Business and Economic Forecasting with Big Data
- ECON7960 User Experience and A/B Testing
- ECON7970 Applied Predictive Modeling
- ECON7980 Innovation and Entrepreneurial Economy:
China and Global Development
- ECON7990 Data Analytics for Smart Cities

* The elective courses offered will depend upon available resources and manpower while the class size is subject to quota available.

Study Schedule



Bridging Courses



Semester 1 (5 core courses)



Semester 2 (5 elective courses)



Scholarships and Awards

International Postgraduate Scholarship (IPS)

The International Postgraduate Scholarship (IPS) scheme at the HKBU School of Business is a global initiative designed to nurture future business leaders, bringing together highly-talented and intellectually-motivated students from around the world to one of our selected taught postgraduate programmes. Scholarship recipients will receive full tuition waiver and living allowance of HK\$100,000.

Entrance Scholarships

Applicants with a track record of academic excellence such as graduation with good grades from renowned universities (e.g. universities in QS ranking 1-300, Mainland universities in the list of Project 985/211 or Double First Class) or graduation with distinguished performance in other universities would be considered. Scholarships would be granted up to an amount equivalent to a full-year tuition fee.

Diversity Contribution Scholarship

This Scholarship aims to recognize applicants with outstanding performance revealed in non-academic areas and/or applicants with good potential to facilitate peer learning through enhancing the diversity of the programme. Scholarships would be granted up to an amount equivalent to a full-year tuition fee.

Merit-based Awards

Merit-based awards will be given to the most outstanding students in the Programme at the time of graduation.



Alumni Sharing



SAKHAROVSKAIA Aleksandra Graduate of 2022-23

For me, studying the Master of Science in Data Analytics programme at HKBU School of Business opened up a whole endless world!

One of the things I liked the most about the study is the programme structure. It is very well-planned and detailed.

The first semester courses give you a concept of data analytics with the fundamental and essential knowledge, which allows you to learn the subject from scratch. In the second semester, you can choose electives so that you can polish your skills according to your interest.

During the study, I had an opportunity to meet with professionals from various industries (UX UI Design, Data Visualisation, Machine Learning, Finance and others), who gave us a speech and taught subjects. We worked with real-life cases and projects to understand how things are done in the real world.

Overall, during this study year, I tried myself in a variety of subject areas and deeply immersed myself in each of the studied disciplines. I highly recommend the MScDABE Programme!

ZHOLDANOVA Madiya Graduate of 2021-22

My one year Master's degree studying Data Analytics and Business Economics went way faster than I could imagine. Our programme was intensive but at the same time very specific and clear. I chose MScDABE major to ensure I will be competitive on the job market and gain a new skill set I can apply as a data analyst.

During our programme, we covered everything from Python, SQL and R languages to learning about visualization tools, statistical models and digital currencies. Personally, I feel equipped as a future analyst, understanding how to operate big data and data-driven strategies.

For prospective students, I would definitely recommend our programme to develop both analytical skills and understand the real-world cases, have industry exposure and meet people from the business world.





Contact Us



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