MASTER OF SCIENCE IN

DATA ANALYTICS AND BUSINESS ECONOMICS

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

Provide training in analysing business economic issues using relevant data

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

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

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.

Career Prospects for Graduates

Data Analysts & Strategists in the following areas:

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

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.

Study Schedule

Late Aug

Bridging Courses

Sep - Dec

Semester 1 (5 core courses)

Jan - May

Semester 2 (5 elective courses)

Programme Curriculum

Students are required to take total 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
ECON7290 Applied Database Management Systems
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.

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

Charlotte MAN

Graduate of 2023-24

This programme offers a comprehensive framework for big data analytics, including data warehousing, cloud applications, and real-world problem-solving through coding. It fosters knowledge growth and facilitates the development of a robust project portfolio prior to graduation.

Aleksandra SAKHAROVSKAIA

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!

Contact Us

MScDABE Programme Office

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