Career Prospects

Potential graduates in this programme will be qualified to work in different fields. Industries with high demand for knowledge and skills of social data science include:

- Innovative and Information Technology
- Marketing
- Consulting
- Health care
- Financial services
- Government
- NGO
- Academic
- Retail and consumer services
- Gaming
- Education

Admissions Requirements

Candidates holding a recognised Associate Degree or Higher Diploma in relevant disciplines from a community college in Hong Kong, such as Data Science and Analytics, Engineering, Computer Science, Information Technology, Statistics, Applied Science, Social Sciences, and having English language at IELTS 7 or equivalent and Mathematics at DSE Level 3 or equivalent are eligible to apply for admission.

How to Apply?

Interested candidates should submit their applications through Direct Admissions Scheme (DAS). Please visit the University's website at https://goo.gl/QWK6m for detailed application procedures.

Contact Information:

Enquiries

- http://web.edu.hku.hk/programme/bsds
- bascdds@hku.hk
- (+852) 3917 5413

The information in this brochure is accurate at the time of printing but may be subject to change at any time. The Faculty reserves the right at any times to withdraw or change the courses listed in this brochure.
PROGRAMME INTRODUCTION

The curriculum of the BASc(SDS) is offered by the Faculties of Education, Science, and Social Sciences from 2019. Our rapidly changing society is now driven by digital data, and our decision-making is often situated in social contexts and influenced by societal, economic, political and technological factors. Social Data Science aims to drive and catalyse new ways of thinking when analysing and applying data in the context of the social sciences. The course takes an interdisciplinary approach, integrating information science, computer science, mathematics, statistics, and social sciences to address social issues and societal challenges. By bringing together different disciplines from the Faculties of Education, Science, and Social Sciences, we are positioning the BASc(SDS) as a senior year entry programme for sub-degree holders. Social data science is an area having strong demand in the twenty-first century and it is expected to grow globally and locally across settings such as innovation, information technology, marketing, consulting, health care, financial services, government, NGO, academic, retail and consumer services, gaming, and educationally-related settings. Potential graduates of the BASc(SDS) will be enabled to work in all or any of these fields.

Programme Features

Exchange Programme
To foster students' international understanding, the programme encourages them to study overseas in well-established universities through academic exchange.

Partnerships with Industry
Many experts from industry participate in our programme as advisors, co-lecturers, and guest speakers. Students will apply what they learn in their academic studies in real-life situations by working on social data science related projects through a summer internship experience in a selected organisation.

Final Year Project (FYP)
Students will apply a wide range of research methods and skills in a social data science project to complete a significant piece of work under tripartite supervision of their host faculty and other relevant faculties. Students will also be encouraged to present their projects at international and/or local conferences.

Curriculum Structure (120 credits, 2 years)

<table>
<thead>
<tr>
<th>Degree Components</th>
<th>Credit Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Major in Social Data Science</td>
<td></td>
</tr>
<tr>
<td>- introductory courses</td>
<td>24</td>
</tr>
<tr>
<td>- advanced courses</td>
<td>36</td>
</tr>
<tr>
<td>- capstone experience</td>
<td>12</td>
</tr>
<tr>
<td>Language Enhancement course</td>
<td>6</td>
</tr>
<tr>
<td>Common Core courses</td>
<td>12</td>
</tr>
<tr>
<td>Free Electives</td>
<td>12</td>
</tr>
<tr>
<td>BASc Horizontal courses</td>
<td>18</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>120</strong></td>
</tr>
</tbody>
</table>

The programme offers courses that address a variety of topics in social data science including:
- Social data science foundations
- Social computing: methods and applications
- Linear modelling
- Data structure and algorithms
- Data mining
- Data visualisation
- Modernity and globalisation