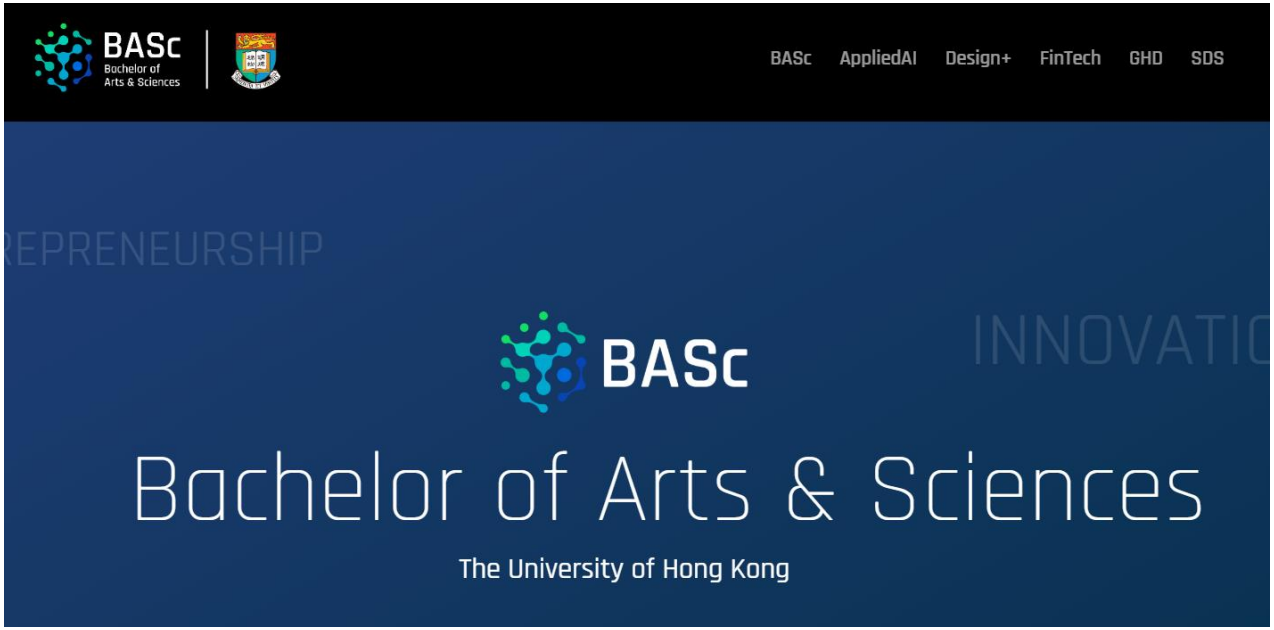
Bachelor of Arts and Sciences in Social Data Science [BASc(SDS)] A203

Updated in October 2020

Faculty of Education
The University of Hong Kong

WELCOME!



The **Bachelor of Arts & Sciences** degrees, involving all ten faculties, are aimed at nurturing **globally-minded** thinkers and leaders able to leverage their **interdisciplinary** knowledge and skills to address the contemporary and future challenges of our increasingly complex world.

BASc | HKU
Bachelor of Arts & Sciences

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BASc
Bachelor of Arts & Sciences

AI
AppliedAI

D+
Design +

FT
FinTech

GHD
Global Health & Development

SDS
Social Data Science

https://basc.hku.hk/

BASc Bachelor of Arts & Sciences

BASc | AppliedAI | Design+ | FinTech | GHD | SDS

Social Data Science

The BASc(SDS) degree addresses our rapidly changing, data driven society, where economic, political and technological factors are interconnected.

The programme aims to drive and catalyse new ways of thinking when making sense of data and applying data science in the context of social sciences. It takes an interdisciplinary approach, integrating information science, computer science, mathematics, statistics and social sciences to address social issues and societal challenges.

Social data science is an area of great demand in the twenty-first century and is expected to grow globally and locally across industries, such as information technology, marketing, corporate setting, consulting, health care, financial services, government, NGOs, academia, retail and consumer services, gaming, and education-related organisations.

Faculty of Education

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Programme Website

https://basc.hku.hk/sds/

https://web.edu.hku.hk/programme/bsds

Why BASc(SDS)?

- 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.

Why BASc(SDS) so special?

- 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.

Demand for graduates in social data science

- According to a recent report published by IBM, the demand for data scientists will soar by 28% to 2,720,000 (in the USA alone) by 2020.
- The demand for data science platform solution and data scientists is expected to grow **faster in Asia** due to its economic prosperity and advanced technological infrastructure.
- **Local demand**: the importance of data technology, data analytics, and data services is highlighted and emphasized in the sections of "Innovation and Technology" and "Smart City" in the Chief Executive's 2017 Policy Address.

Programme features

- **Exchange Programme** - To foster students' international understanding, the programme encourages students to study overseas in well-established universities through academic exchange.
- **Partnerships with Industry** - Students will apply what they learn in their academic studies in real-life situations by working on social data science related projects through internship experience in a selected organization.
- **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 supervision.

BASc(SDS) senior year programme

There is no Year 1 or Year 2 admission. Successful applicants will be admitted directly to Year 3 of this four-year programme.

	Total
Major in SDS	72
Common Core Courses (in 2 different Areas of Inquiry)	12
English Language Enhancement	6
Free Electives	30
Total	**120**

72-credit Major in Social Data Science

- Core courses (54 credits)
- Advanced Elective Courses (18 credits; students are required to choose 6 credits from each Faculty)

Core Courses (54 credits)

Introductory courses (24 credits)

- ❑ Social data science foundations (6 credits)
- ❑ Social computing: methods and applications (6 credits)
- ❑ Data visualization (6 credits)
- ❑ Data structure and algorithm (6 credits)

Advanced courses (30 credits)

- ❑ Data warehousing and data mining (6 credits)
- ❑ In search of good policy: an introduction to public policy evaluation (6 credits)
- ❑ Linear statistical analysis (6 credits)
- ❑ Internship (6 credits)
- ❑ Project (6 credits)

Advanced Elective Courses (18 credits)

- Not all courses will necessarily be offered every year

BSIM4020 Information society issues and policy (6 credits)
BSIM4024 Fundamentals of object-oriented programming (6 credits)
GEOG3417 Health, wellbeing, place and GIS (6 credits)
MLIM6319 Information behavior (6 credits)
MLIM7350 Data curation (6 credits)
POLI3128 The political economy of international development (6 credits)
PSYC2071 Judgements and decision making (6 credits)
SOCI2080 Media and culture in modern societies (6 credits)
SOWK2131 Behavioural economics for social change (6 credits)
STAT3613 Marketing analytics (6 credits)
STAT3620 Modern nonparametric statistics (6 credits)
STAT4602 Multivariate data analysis (6 credits)
STAT4609 Big data analytics (6 credits)

What jobs does this degree feed into?

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 technologies
- Marketing, financial services and consulting
- Health care, academia and education
- Government, public services and NGOs

Admissions requirements

- **Local graduates** of recognised full-time **Associate Degree (AD)** or **Higher Diploma (HD)** programmes of at least two years in duration from community colleges in Hong Kong in relevant disciplines, such as Data Science and Analytics, Engineering, Computer Science, Information Technology, Statistics, Applied Science, Social Sciences.
- **Final-year local students** studying such programmes may also apply and their applications will be considered subject to their successful completion of the programme by August 2021.
- The intake quota for 2021-22 is **20**

Admissions requirements (cont.)

- **IELTS 7.0**
- **HKDSE Mathematics Level 3**
- **Good GPA**
- Leadership and life experience could be considered → 1-2 pages summary preferred
- Prefer applicants placing BASc(SDS) as **1st choice**
- Interview for shortlisted applicants → Feb to Mar 2021

Application information

- Apply through **Admissions to Senior Year Places (Direct Admissions Scheme)**
- Programme code: **A203**
- Apply by **noon, November 18, 2020** (Main round)
- Late application is accepted by **noon, August 21, 2021**
- Admissions details http://www.aal.hku.hk/admissions/international/admissions-information?page=direct-admissions-scheme
- Programme website https://web.edu.hku.hk/programme/bsds

Hope to see you soon!