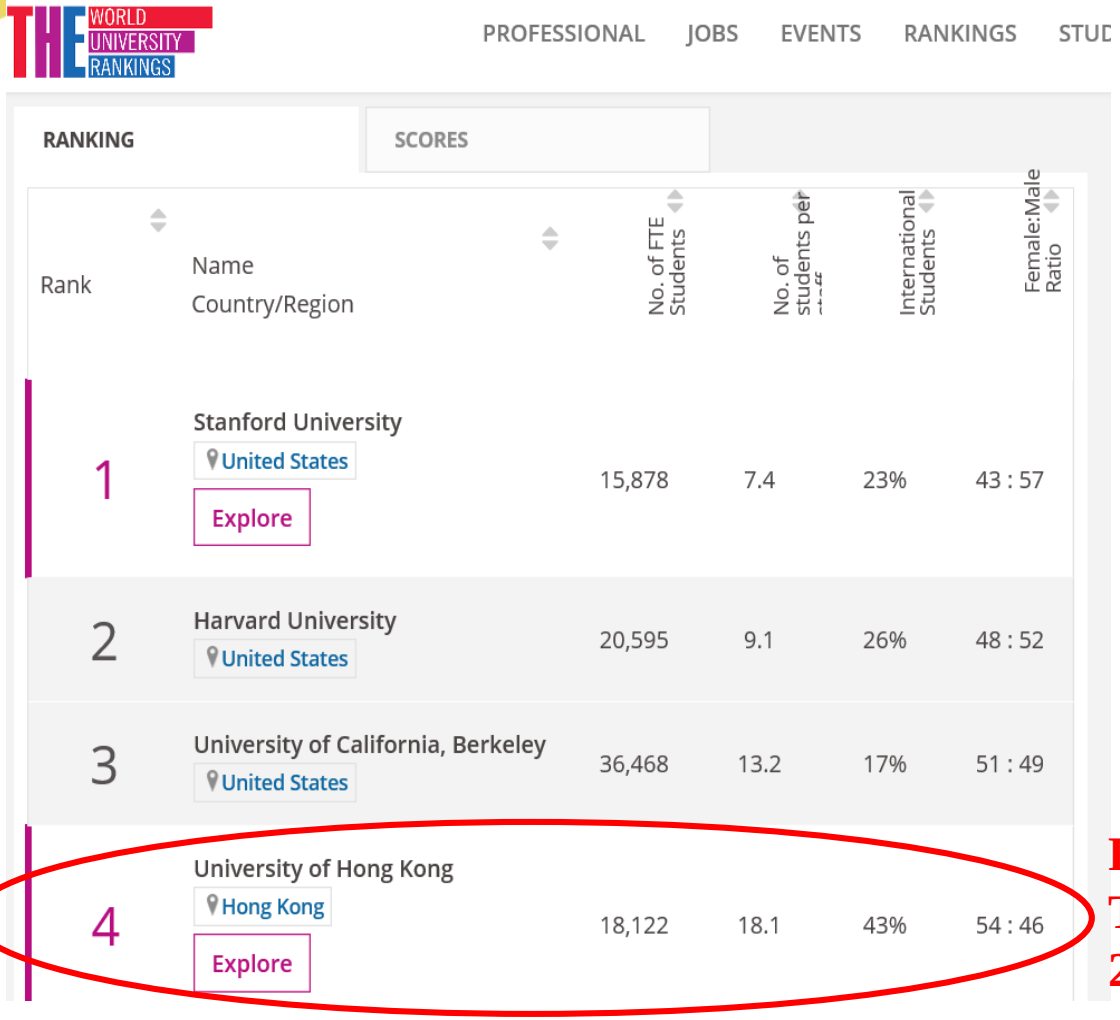
Bachelor of Arts and Sciences in Social Data Science [BASc(SDS)] A203

Faculty of Education
The University of Hong Kong

WELCOME!!

Why Faculty of Education, HKU?



THE WORLD UNIVERSITY RANKINGS

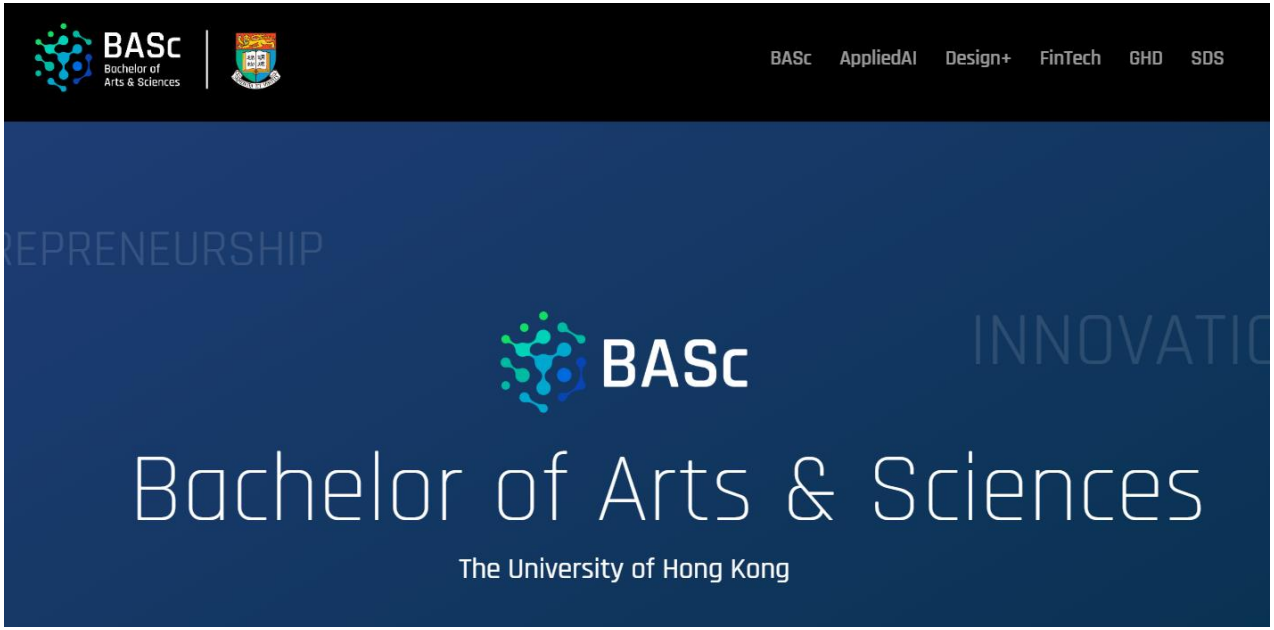
PROFESSIONAL JOBS EVENTS RANKINGS STUD

RANKING SCORES

Rank	Name Country/Region	No. of FTE Students	No. of students per	International Students	Female:Male Ratio
1	Stanford University United States Explore	15,878	7.4	23%	43 : 57
2	Harvard University United States	20,595	9.1	26%	48 : 52
3	University of California, Berkeley United States	36,468	13.2	17%	51 : 49
4	University of Hong Kong Hong Kong Explore	18,122	18.1	43%	54 : 46

Ranked 4th in education in THE World University Rankings 2019

Retrieved in Oct 2019: https://www.timeshighereducation.com/world-university-rankings/2019/subject-ranking/education#!/page/0/length/25/sort_by/rank/sort_order/asc/cols/stats



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

Email: bascsds@hku.hk
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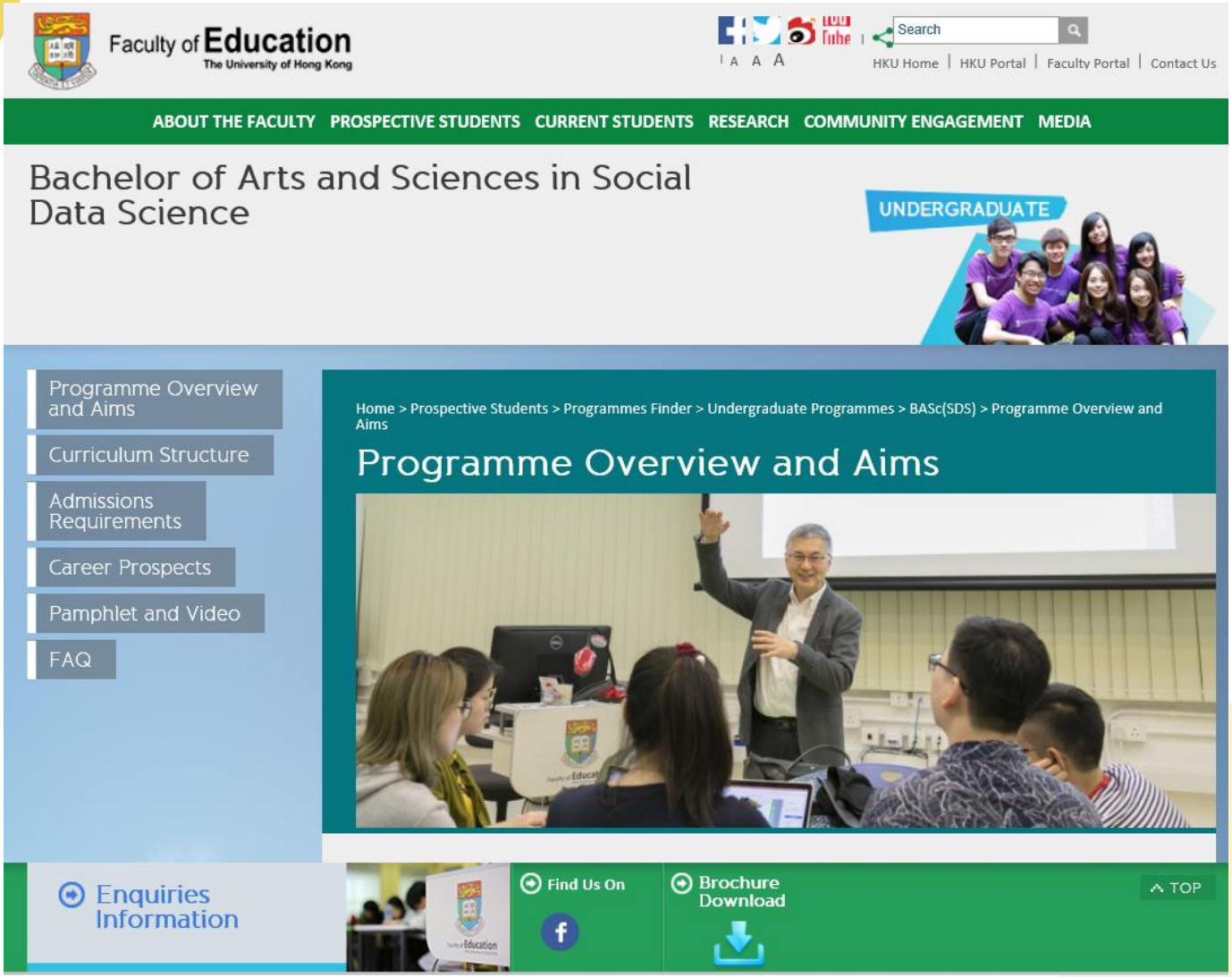
Programme Website

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, in particular in dealing with new forms of data with a focus on social, economic, and political aspects.
- 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.

Upon graduation of this programme, students will be able to:

- Identify social impact and decision-making process based on the digital data and information
- Demonstrate skills and knowledge in data science and computation through operating with tools and techniques for analysing, visualising, and modelling data
- Synthesize interdisciplinary knowledge and skills in social computation and statistical tools for analysis/analytics to solve real world problems
- Build awareness of social informatics and data science in research and identify controversies and initiatives in the region and the globe
- Apply the design principles and emerging methodologies with information technology from the social informatics perspectives in solving social challenges
- Design basic solutions in addressing social, economic or political inquiries and challenges

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** - 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 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.

Eligibility and intake quota

- Candidates holding a recognized full-time **Associate Degree** or **Higher Diploma** programme of at least two years duration in Hong Kong

- The intake quota for 2020-21 is **20**

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
Language Enhancement	6
Free Electives	30
Total	**120**

72-credit Major in Social Data Science

- ❑ Core courses (54 credits)
- ❑ Electives (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)
- ❑ Linear statistical analysis (6 credits)
- ❑ Modernity and globalization (6 credits)
- ❑ Internship (6 credits)
- ❑ Project (6 credits)

Advanced Courses (Elective 18 credits)

BSIM4020 Information society issues and policy (6 credits)
BSIM4024 Fundamentals of object-oriented programming (6 credits)
GEOG3417 GIS applications in public health (6 credits)
MLIM6319 Information behavior (6 credits)
MLIM7350 Data curation (6 credits)
PSYC2071 Judgements and decision making (6 credits)
SOCI2044 Economic sociology (6 credits)
SOCI2080 Media and culture in modern societies (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)

Partnerships with Industry

- Many **industry experts** 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 organization.
- The course provides opportunities for the application of social data science **knowledge and techniques** to practical situations, such as marketing, corporate setting, consulting, health care, financial services, and retail and consumer services.

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 Technology
- Marketing and financial services
- Consulting
- Health care
- Government and NGOs
- Academia and education
- Retail and consumer services
- Gaming

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 their programme by August 2020.
- With good GPA
- HKDSE Mathematics Level 3
- Good language & communication skills → IELTS 7.0
- 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 March 2020

Application information

- Apply through **Admissions to Senior Year Places (Direct Admissions Scheme)** only
- Programme code: **A203**
- Apply by **noon, December 4, 2019** (Main round)
- Late application is accepted before **noon, July 15, 2020**
- 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!

Q & A