

**THE UNIVERSITY OF HONG KONG**  
**FACULTY OF BUSINESS AND ECONOMICS**

Bachelor of Business Administration (Business Analytics) [BBA(BA)]  
Major in Business Analytics

Programme Learning Outcomes

<b>Programme Learning Outcomes (PLOs)</b>	<b>Faculty Goals (FGs)</b>	<b>University Educational Aims (UEAs)</b>
<i>Upon successful completion of the curriculum, students should be able to:</i>		<i>Benchmarked against the highest international standards, the 4-year undergraduate curriculum at HKU is designed to enable our students to develop their capabilities in:</i>
<b>PLO1:</b> Demonstrate a solid understanding of the fundamental principles, theories and/or tools of data management, business, and analytics, and apply them to analyze business problems.	<b>FG1:</b> Acquisition and internalization of knowledge of the programme discipline	<b>UEA1:</b> Pursuit of academic/professional excellence, critical intellectual inquiry and lifelong learning
<b>PLO2:</b> Apply the knowledge in data management, business, and analytics to real-life situations, and use analytical and synthetic skills to solve practical business problems.	<b>FG2:</b> Application and integration of knowledge	<b>UEA2:</b> Tackling novel situations and ill-defined problems
<b>PLO3:</b> Develop awareness of professional and ethical responsibilities, and demonstrate the capacity to deal with the related ethical and social issues.	<b>FG3:</b> Inculcating professionalism	<b>UEA3:</b> Critical self-reflection, greater understanding of others, and upholding personal and professional ethics
<b>PLO4:</b> Acquire a solid understanding of global and regional issues relating to business analytics, and appreciate the diversities in cultures and values.	<b>FG4:</b> Developing global outlook	<b>UEA4:</b> Intercultural communication, and global citizenship
<b>PLO5:</b> Make convincing and coherent presentations both orally and in written context, and communicate in teams effectively.	<b>FG5:</b> Mastering communication skills	<b>UEA5:</b> Communication and collaboration
<b>PLO6:</b> Demonstrate awareness of current and important business issues and applications of analytics in order to function as agents of change in organizations or society.	<b>FG6:</b> Cultivating leadership	<b>UEA6:</b> Leadership and advocacy for the improvement of the human condition