

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

Bachelor of Science in Marketing Analytics and Technology [BSc(MAT)]

Programme Learning Outcomes

Programme Learning Outcomes (PLOs)	Faculty Goals (FGs)	University Educational Aims (UEAs)
<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>
PLO1: Demonstrate a solid understanding of the fundamental principles, theories and tools of business studies, marketing, data analytics, and technology, and apply them to analyse business and marketing problems.	FG1: Acquisition and internalization of knowledge of the programme discipline	UEA1: Pursuit of academic/professional excellence, critical intellectual inquiry and lifelong learning
PLO2: Apply the knowledge in business studies, marketing, data analytics, and technology to real-life situations, and use quantitative, analytical and synthetic skills as well as data analytics and science skills and tools such as R, Python, predictive analysis, and machine learning to solve practical business and marketing problems.	FG2: Application and integration of knowledge	UEA2: Tackling novel situations and ill-defined problems
PLO3: Develop awareness of professional and ethical responsibilities, and demonstrate the capacity to deal with the related ethical and social issues.	FG3: Inculcating professionalism	UEA3: Critical self-reflection, greater understanding of others, and upholding personal and professional ethics
PLO4: Acquire a solid understanding of global and regional issues relating to data analytics and technology in the marketing field, and appreciate the diversities in cultures and values.	FG4: Developing global outlook	UEA4: Intercultural communication, and global citizenship
PLO5: Make convincing and coherent presentations both orally and in written context, and communicate in teams effectively.	FG5: Mastering communication skills	UEA5: Communication and collaboration

Programme Learning Outcomes (PLOs)	Faculty Goals (FGs)	University Educational Aims (UEAs)
PLO6: Demonstrate awareness of current and important data analytics and technology issues in the marketing field in order to function as agents of change in organizations or society.	FG6: Cultivating leadership	UEA6: Leadership and advocacy for the improvement of the human condition

September 2021