

Master of Science in Business Analytics

Programme Learning Outcomes

4. Alignment of Learning Outcomes at Different Levels

- PLO1:** Acquisition and internalization of knowledge of the programme discipline
Students should know the fundamental concepts and theories of business analytics, and be able to use analytical tools and models to formulate and solve various business problems.
- PLO2:** Application and integration of knowledge
Students should be able to distinguish between major and minor business issues; identify, obtain, analyze, and use relevant information in highlighting trade-offs and making informed decisions; tackle problems by applying business analytics tools and models.
- PLO3:** Inculcating professionalism and leadership
Students should demonstrate the capacity to deal with ethical and social issues, adhere to and respect university regulations on academic conduct, function in teams sufficiently, display leadership traits.
- PLO4:** Developing global outlook
Students should demonstrate knowledge and awareness of international issues, and be able to function in multicultural settings.
- PLO5:** Mastering communication skills
Students should be able to articulate and make convincing and coherent presentations, write effectively, and use specific technical terminology.

PLOs	Alignment with the University's Educational Aims (UEAs) (Pl. refer to http://tl.hku.hk/docs/qm/Appendix-1.2-.pdf)					
	UEA 1	UEA 2	UEA 3	UEA 4	UEA 5	UEA 6
PLO 1	✓					
PLO 2		✓	✓			
PLO 3					✓	✓
PLO 4				✓		
PLO 5				✓		