

THE UNIVERSITY OF HONG KONG

Template for Mapping of Programme Learning Outcomes to University Educational Aims – Taught Postgraduate Programmes

Faculty of _____Business and Economics_____

Programme title: ___Master of Science in Business Analytics_____

Applicable student cohort(s): ___From 2024-25 intake_____

The purpose of mapping is to illustrate the coherence of the programme in achieving the University Educational Aims (UEAs). The mapping should be an evaluative and reflective process, and the Faculty must ensure that the programme as a whole offers students sufficient opportunities to develop the attributes articulated in each of the UEAs and the corresponding Institutional Learning Outcomes. *Please put a tick (√) in the boxes under the UEA columns below to indicate the alignment, as applicable.*

Programme Learning Outcomes (PLOs)	Alignment with University Educational Aims (UEAs)*					
	Benchmarked against the highest international standards, the taught postgraduate programmes at HKU are designed to enable students to develop capabilities in:					
	UEA1 Critical intellectual enquiry and acquiring up-to-date knowledge and research skills in a discipline/ profession	UEA2 Application of knowledge and research skills to practice or theoretical exploration, demonstrating originality and creativity	UEA3 Tackling novel situations and ill-defined problems	UEA4 Collaboration and communication of disciplinary knowledge to specialists and the general public	UEA5 Awareness of and adherence to personal and professional ethics	UEA6 Enhancement of leadership and advocacy skills in a profession <i>(for professional programmes only)</i>
PLO1: Acquisition and initialization of knowledge of the programme discipline (possibly with a specialized focus): Students should know the fundamental concepts and theories of business analytics (without/with a focus on artificial intelligence or management consulting), and be able to use analytical tools and models to formulate and solve various business problems.	√					

<p>PLO2: Application and integration of knowledge (from a general and/or specialized perspective): 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.</p>		√	√			
<p>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.</p>					√	√
<p>PLO4: Developing global outlook: Students should demonstrate knowledge and awareness of international issues, and be able to function in multicultural settings.</p>				√		
<p>PLO5: Mastering communication skills: Students should be able to articulate and make convincing and coherent presentations, write effectively, and use specific technical terminology.</p>				√		

*The Institutional Learning Outcomes for each UEA can be found at tl.hku.hk/tl/.