THE UNIVERSITY OF HONG KONG

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

Faculty of <u>Social Sciences</u>

Programme title: <u>Master of Social Sciences in the field of Social Data Analytics</u>

Applicable student cohort(s): <u>2024-2025 and thereafter</u>

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 *(for professional programmes only)*
PLO1: Demonstrate in-depth, specialist knowledge and mastery of techniques relevant to the disciplines of data analytics and social sciences; including an ability to demonstrate a sophisticated understanding of concepts, information and techniques at the forefront of the disciplines.	√	√				
PLO2: Appraise the relative strengths and weaknesses of different methodologies in analysing different	√	√				

types of social and cultural data, and apply knowledge in managing the implications of applied research.						
PLO3: Develop a good understanding of contemporary topics in social sciences and data analytics and how the global landscape shapes the analysis of large datasets, and non-standard forms of data structure.		√				
PLO4: Apply data management, high-level programming and analytical tools and techniques to analyse data describing social and cultural environments, and set appropriate objectives and strategies in complex situations.		√	√			
PLO5: Develop transferable professional skills in working with others required for using social sciences data to form and implement analysis strategies, such as thought leadership.				√		
PLO6: Develop and deliver professional quality oral presentations that distil insights from analyses of data from social and cultural perspectives to describe, interpret, and explain the social world.				√		
PLO7: Access and work with data in an ethical way mindful of the legal complexities and restrictions associated with sensitive data.					√	
PLO8: Demonstrate advanced independent research skills and analytical abilities in the fields of data analytics and social sciences, along with the ability to develop research ideas and questions and to undertake analysis of data and written presentation of results for practice.	√	√				

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

September 2023