香港樹仁大學
HONG KONG SHUE YAN UNIVERSITY

DEPARTMENT of
APPLIED DATA SCIENCE
應用數據科學學系

Bachelor of Science with Honours in

APPLIED DATA SCIENCE

應用數據科學(榮譽)理學士課程

JUPAS Code｜JUPAS課程編號: **JSSY02**

ABOUT THE PROGRAMME ▪ 課程簡介

The Bachelor of Science with Honours in Applied Data Science (BSc-ADS) represents the first Bachelor of Science programme at Hong Kong Shue Yan University. This programme is designed to equip graduates with the interdisciplinary skills necessary to address the challenges of interpreting large volumes of data and effectively communicating the results to relevant stakeholders. By fostering data-driven decision-making, the BSc-ADS programme aims to prepare students to tackle real-world problems in the digital arena.

應用數據科學(榮譽)理學士課程為香港樹仁大學首個理學士課程，旨在為學生裝備跨學科技能以處理大數據分析之需求，並將數據理解和消化，最終將分析結果傳達給目標受眾，從而讓數據驅動決策和研究，以解決企業或現實的社會問題。

BSc-ADS

PROGRAMME CURRICULUM ▪ 課程綱要

1 Applied Data Science Fundamentals

Constructing basic computational principles using mathematics and statistics

應用數據科學基礎知識

使用數學和統計學構建基本計算機原理

Related Course(s) :
- ▶ Introduction to Data Science
- ▶ Computer Programming as Problem Solving

相關科目 :
- ▶ 數據科學導論
- ▶ 計算機編程與解決問題方案

2 Business Analytics

Developing concepts and practices for turning big data into business models

商業分析

轉化大數據為商業模式之概念和實踐

Related Course(s) :
- ▶ Data Analytics for Marketing

相關科目 :
- ▶ 市場學數據分析

3 Digital Humanities / Social Science

Studying the theories and research related to the key issues raised by digital humanities and the use of big data in the arts and social sciences
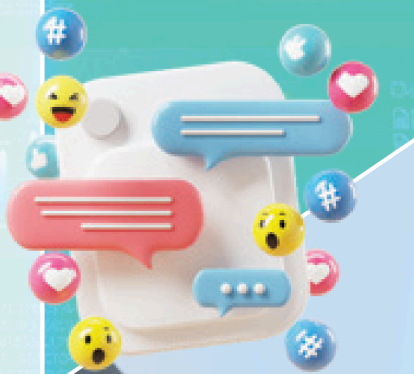
數碼人文 / 社會科學

學習理論和研究分析數碼人文領域內的關鍵問題，並應用大數據於文學及社會科學領域上

Related Course(s) :
- ▶ Digital Humanities: Theories & Methods
- ▶ Social Media Data Analytics

相關科目 :
- ▶ 數碼人文學理論及方法
- ▶ 社交媒體數據分析

Data Visualization

Creating 2D and 3D narratives by using data visualizations of real-time big data sources through virtual reality (VR) or augmented reality (AR)

4 數據視像化 World statistics

通過虛擬實境(VR)或擴增實境(AR)及利用視覺化大數據來創建2D和3D演示

Related Course(s) :
- ▶ VR/AR Application Development

相關科目 :
- ▶ 虛擬實境及擴充實境應用開發

5 Industry Experience

Providing substantial industry experience to address market needs and develop real-world practices

行業經驗

提供具體的行業經驗以應對市場需求和實踐

Related Course(s) :
- ▶ Professional Internship
- ▶ Capstone Project

相關科目 :
- ▶ 專業實習
- ▶ 統整項目

CAREER PROSPECTS ▪ 畢業出路

Mode of Study 課程模式

Full-time ｜ 全日制

Duration of Programme 修業年期

4 years ｜ 四年

SSSDP指定專業/界別課程資助計劃 (JUPAS)

Bachelor of Science with Honours in Applied Data Science (JUPAS Code: JSSY02) will be subsidized by the Study Subsidy Scheme for Designated Professions/Sectors (SSSDP) starting from 2025/26 academic year.

應用數據科學（榮譽）理學士 (JUPAS課程編號：JSSY02) 將從2025/26學年起由指定專業/界別學生資助計劃（SSSDP）資助。

Data Analyst
數據分析師

Data Scientist
數據科學家

AI Products Developer
人工智能項目開發

Policy Analyst
政策分析師

& more opportunities for your future with knowledge in data science!
以及更多由數據分析知識帶給你的發展機會！

ADMISSION REQUIREMENTS ▪ 入學要求

1

HKDSE applicants must have attained:

▶ Chinese language: Level 3 or above;

▶ English language: Level 3 or above;

▶ Mathematics: Level 2 or above ;

▶ Citizenship and Social Development^: Attained; and

▶ One elective subject*: Level 2 or above.

需取得香港中學文憑試：

▶ 中國語文科3級或以上

▶ 英國語文科3級或以上

▶ 數學科2級或以上

▶ 公民與社會發展科^達標

▶ 及另加一科選修科*達2級或以上成績

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^ The 'Attained' level in the subject 'Citizenship and Social Development' can be counted as Level 2 and included in the score calculation of the best five subjects.

* Applicants can use at most one relevant Applied Learning subject as an elective subject. 'Attained with Distinction (II)' is comparable to level 4.

* Additional consideration will be given to students who have achieved level 4 or above in the 'Extended modules in Mathematics' (i.e., Module 1 Calculus and Statistics or Module 2 Algebra and Calculus) or 'Information & Communication Technology'.

^ 考獲公民與社會發展科「達標」等同2級之成績，並可計算在最佳五科之內

* 與本課程相關的應用學習科目為選修科考獲達標並表現優異(II)可當一科選修科4級之成績

* 將優先考慮「數學延伸部分」(即單元一 微積分與統計或單元二 代數與微積分) 或「資訊及通訊科技」取得第4級或以上的學生

2

Sub-Degree applicants should have:

▶ Completed a locally accredited Associate Degree (AD) / Higher Diploma (HD) programme

▶ Applicants with other qualifications should refer to the programme website for entry requirements

副學位學歷持有人：

▶ 持有本地認可的副學士/高級文憑學位

▶ 持有其他學歷者可於課程網站瀏覽入學要求

CONTACT US 聯絡我們

Department of Applied Data Science | 應用數據科學學系

🌐 adsci.hksyu.edu

📞 (852) 2804 8441   ✉ ads@hksyu.edu

HKSYU University Admissions Office | 香港樹仁大學招生事務處

🌐 uao.hksyu.edu

📞 (852) 2570 7110   ✉ admit@hksyu.edu

📍 10 Wai Tsui Crescent, Braemar Hill, North Point, HK
香港北角寶馬山慧翠道10號