香港恒生大學
THE HANG SENG UNIVERSITY OF HONG KONG
數據科學及商業智能學（榮譽）理學士
BSc (Hons) in Data Science and Business Intelligence

JSSH04
JUPAS Catalogue Number

Bachelor of Science (Honours) in

DATA SCIENCE AND BUSINESS INTELLIGENCE (BSc-DSBI)

數據科學及商業智能學(榮譽)理學士



DSBI HSUHK

WHAT IS DSBI? 甚麼是數據科學及商業智能學？

Data Science 數據科學

A collection of analytical skills and techniques derived from mathematics, statistics and computer science for extracting information from data.

集合數學、統計學及計算機科學的分析技能和技術，從數據中提取有用訊息。



Business Intelligence 商業智能學

The analysis, integration and presentation of information for making business decision.

分析、整合和展示商業訊息，從而作出商業決策。



PROGRAMME OVERVIEW 課程概要



- The world is data-driven and organisations of all sizes need to deal with data.
  今日的世界由數據主導，企業無論規模大小都需要處理數據。
- There is an increasing demand for data scientists and business intelligence professionals to analyse and manage the ever-growing volume of business data.
  各行業對數據科學家和商業智能專才的需求日益增長，期望他們能夠分析和管理不斷上升的商業數據量。
- BSc-DSBI is the first degree programme in Hong Kong to integrate Data Science and Business Intelligence with a comprehensive business education to respond to market needs.
  本課程為全港首創，融合「數據科學」及「商業智能學」兩個領域的知識，並提供全面的商學教育，以回應市場的需求。



SSSDP STUDY SUBSIDY SCHEME FOR DESIGNATED PROFESSIONS/SECTORS 指定專業/界別課程資助計劃



- Nurture necessary talents in support of specific industries with keen demand.
  培育切合本港社會及經濟需要之人才。
- All eligible local students*, including both Year 1 and Year 3 entrants, will be granted an annual tuition fee subsidy up to HK$46,780, tenable for the normal duration of the Programme.
  所有合資格的本地學生*，包括一年級及三年級入讀之學生，在課程的正常修業期內，每年可獲最高$46,780港元學費資助。
- The subsidised undergraduate programmes are locally-accredited.
  受資助的本科課程皆通過本地評審。

The BSc-DSBI programme has been selected under SSSDP of the Education Bureau in the discipline “Financial Technology”.

本課程已獲納入教育局的指定專業 / 界別課程資助計劃，屬於「金融科技」的範疇。

*For details, please visit SSSDP website: https://www.cspe.edu.hk/en/sssdp/

*詳情請瀏覽SSSDP網頁: https://www.cspe.edu.hk/en/sssdp/

JUPAS Code JSSH04

PROGRAMME STRUCTURE 課程架構

BSc-DSBI programme consists of 41 modules (120 credits), including the following compulsory courses:
數據科學及商業智能學（榮譽）理學士學位課程包含41個單元科目(120個學分)，其中包括以下必修科目：

Year 1 第一年

MAJOR STUDIES 主修科目
- Foundations of Data Science
  數據科學基礎
- Principles of Economics
  經濟學原理
- Principles of Management
  管理學原理
- Probability and Statistical Theory
  概率及統計論
- Programming for Data Science
  數據科學程式設計

COMMON CORE CURRICULUM 共同核心科目
- 2 Chinese Modules
  兩個中文科目
- 2 English Modules
  兩個英文科目
- Introduction to Linear Algebra and Calculus
  線性代數及微積分概論
- University and Liberal Arts Education
  大學與博雅教育

Year 2 第二年

MAJOR STUDIES 主修科目
- Database Management System and Data Warehousing
  數據庫系統和管理
- Financial Accounting
  財務會計
- Mathematics for Actuarial Studies and Insurance
  精算及保險應用數學
- Optimisation for Data Science
  優化理論
- Principles of Marketing
  市場學原理
- Statistical Computing in Practice
  電腦統計應用
- Survey Sampling
  抽樣調查學

COMMON CORE CURRICULUM 共同核心科目
- Applied Putonghua
  應用普通話
- English for Academic Purposes
  學術英語
- 2 FuturEdge Electives
  兩個FuturEdge課程選修科目

Year 3 第三年

MAJOR STUDIES 主修科目
- Business Regression Analysis
  商業回歸分析
- Categorical Data Analysis
  類別數據分析
- Data Mining 數據挖掘
- Ethics and Official Statistics
  官方統計及道德概論
- Investment and Risk Analysis
  投資及風險分析
- Simulation 模擬方法
- Statistical Inference 推斷統計學

COMMON CORE CURRICULUM 共同核心科目
- English for Professional Communication
  專業英語傳意
- 1 FuturEdge Elective
  一個FuturEdge課程科目

FREE ELECTIVES 選修科目
- 1 Free Elective
  一個選修科目

Year 4 第四年

MAJOR STUDIES 主修科目
- Data Audit and Imputation
  數據審計及修補
- Financial Time Series for Business Intelligence
  商業智能時間序列分析
- Machine Learning I
  機器學習 I
- Machine Learning II
  機器學習 II

COMMON CORE CURRICULUM 共同核心科目
- 3 FuturEdge Electives
  三個FuturEdge課程科目

FREE ELECTIVES 選修科目
- 2 Free Electives
  兩個選修科目

PROFESSIONAL RECOGNITION
專業認可

Students are provided with sufficient knowledge for achieving professional recognition, such as:
本課程教授學生充足的知識，獲取以下專業認可：

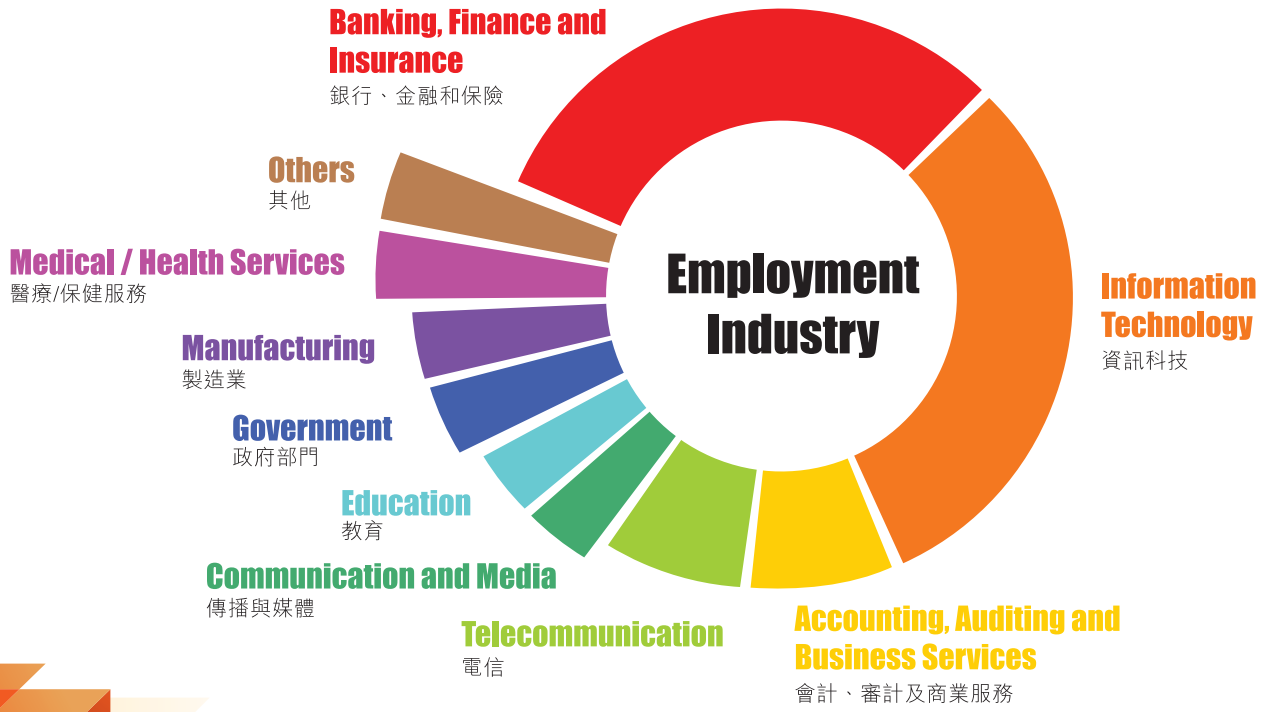
- Graduate Statistician (GradStat), Hong Kong Statistical Society 香港統計學會
- SAS Joint Certificate in Data Mining, SAS Institute Inc
- SAS Joint Certificate in Machine Learning, SAS Institute Inc

CAREER PROSPECTS
就業前景

Graduates have a wide range of career options, such as:
畢業生的就業選擇眾多，例如：



GRADUATE EMPLOYMENT SECTORS
畢業生就業分佈



INTERNSHIP PROGRAMME
實習計劃

More than 100 organisations participate in the internship programme.
超過100間機構參與本校的實習計劃。

Some of the participating organisations:
部分提供實習機會的機構：

- Census and Statistics Department
  政府統計處
- Hong Kong Monetary Authority
  香港金融管理局
- Bank of China (Hong Kong)
  中國銀行 (香港)
- China Construction Bank (Asia)
  中國建設銀行 (亞洲)
- DBS Bank (Hong Kong)
  星展銀行 (香港)
- Hang Seng Bank
  恒生銀行
- Big Data Architect Limited
  數據架構師有限公司
- Lively Impact Technology Limited
  利聯互動科技有限公司
- Vpon Big Data Group
  威朋大數據集團
- AS Watson Group
  屈臣氏集團
- Ernst & Young
  安永會計師事務所
- Pacific BMW (USA)
  Pacific BMW (美國)
- Regal Hotels International
  富豪國際酒店集團
- AXA
  安盛



CHAN Hiu Ki (Year 3)
1-year Intern
SAS Institute Inc



CHAN Hiu Tung (Year 3)
1-year Intern
Hang Seng Bank Limited



LAU Ka Kin (Year 3)
Digital Innovation Intern,
Group Information Technology Department
AS Watson & Company Limited



LI Siu Ho (Year 2)
Summer Intern, Advisory-Risk Department
Ernst & Young Global Limited



Tsui Tung Sing (Year 4)
Professional attachment programme,
Data Analysis
Census and Statistics Department



CHAN Yiu Man (Year 2)
Intern, Sales & Marketing
Regal Hotels International



CHAU Kei Lam (Year 3)
Summer Intern,
Information Technology Department
Office of the Government Chief
Information Officer



NG Chun Wah (Year 3)
Intern, Strategic Partnership
QBE Hong Kong & Shanghai Insurance Limited



KU Sin Sheung (Year 3)
IT System Intern
Infocan Computer (Hong Kong) Limited



KWOK Pui Wing (Year 3)
Data Analysis Intern, Human Resources
AS Watson Group



CHEUNG Pak Yin Patrick (Year 4)
Data Analyst, IT Department
Fujikon Industrial Holdings Limited



LEE Jimmy (Year 4)
Intern, Data Solution Team
Vpon HK Limited



LAM Chun Kai (Year 3)
Intern, Cultural Enterprise Business
New World Development
Company Limited



CHEUNG Wai Ying (Year 3)
Summer Intern, Digital Team
AXA Hong Kong



CHEN Meiling (Year 2)
Actuarial Intern
Deloitte Touche Tohmatsu



Ng Hoi Wang (Year 4)
IT Assistant
Aristo Educational Press Ltd.

STUDENT EXCHANGE PROGRAMME AND STUDY TOURS
學生交流計劃及遊學團

The Hang Seng University of Hong Kong (HSUHK) offers student exchange opportunities with renowned overseas institutions worldwide. Our programme also organizes study tours, during which students visit leading technology companies and universities to gain international exposure and broaden their global perspectives.

香港恒生大學提供豐富的學生交流機會，讓學生前往世界各地知名海外院校學習。本課程亦定期舉辦學術考察團，安排學生參訪頂尖科技企業及著名大學，擴闊國際視野，提升跨文化交流能力。







MENTORSHIP PROGRAMME
導師計劃

The mentorship programme is organised to help students to establish friendships with professional elites and provide them with a platform to increase their exposure to the industry. Through sharing and interacting with mentors, mentees are able to obtain firsthand career information and career prospects.

導師計劃旨在幫助學生與業界精英建立友誼，為學生提供與業界接觸的平台。透過與導師的分享與互動，學生能夠獲得各行業就業前景的第一手資訊。



COMPANY VISITS
公司考察

Company visits provide wonderful opportunities for students to get a better understanding of what professionals in the field are doing.

公司考察提供很好的機會，讓學生加深了解該領域專業人士的工作。



SAS Institute Inc



Census and Statistics Department
政府統計處

ALUMNI SHARING 畢業生分享

The BSc-DSBI Programme offers a range of courses tailored to meet the specific academic and professional goals of each student. Not only does the Programme offer courses involving hot topics in data science such as Machine Learning, Data Mining, Deep Learning, it also offers a wide range of courses which provide foundations for students to apply knowledge in a complex business environment. Last but not least, the BSc-DSBI Programme constantly gives students opportunities to attend seminars about updated industry information and encourages students to join internship programmes and competitions to increase exposure and competitiveness.



WONG Ho Laam
Senior Data Modeler
HSBC



The BSc-DSBI programme has provided me with essential practical skills for today's data-driven job market. Through numerous internship opportunities, I have gained valuable experience and built connections, enhancing my career prospects in data-related roles.

The professors are incredibly supportive, helping us develop personalized learning plans and ensuring we stay updated on the latest technologies. The hands-on activities and projects allow us to apply our knowledge in real-world scenarios, boosting our confidence and adaptability. Overall, the programme has thoroughly prepared me for a rewarding career in the job market.

CHAN Kei Lam, Kitty
Manager
Fintech, CCBA

Joining the BSc-DSBI programme was a fantastic experience for me. Through the comprehensive curriculum, I could build strong data science fundamentals and learn advanced data mining and machine learning techniques. On this journey, my professors and the BSc-DSBI office gave me crucial advice and tremendous support, which was essential to allow me to complete my degree in 3 years. The programme opens multiple opportunities to different industries, and fortunately, I was able to enter the finance industry.



WU Brandon
Securities & Derivatives Representative
Citi



Graduating from the BSc-DSBI programme at The Hang Seng University of Hong Kong provided me with the ideal launchpad for my career in data science and AI within the banking sector. The curriculum seamlessly bridges technical–such as machine learning and data mining–with practical business intelligence, giving me the tools to translate complex data into actionable business strategies. Looking back, the hands-on project experience and strong analytical foundation I gained during my studies continue to play a pivotal role in my daily work driving AI and ML solutions today, helping me to be prepared to lead in an increasingly data-driven world.

KONG Man Chung
Data science and Advanced Analytics Manager
BEA Bank, Data Science & Governance

STUDENT ACHIEVEMENTS 學生成就

The BSc-DSBI Programme encourages students to participate in different kinds of competitions to increase their exposure and gain hands-on experience.

BSc-DSBI課程致力鼓勵學生參加各項比賽，以增廣見聞及獲得實戰經驗。



EY Open Science Data Challenge 2024 - Championship
安永開放科學數據挑戰賽 2024 - 冠軍



Region 9 Project Management Case Competition 2025 – Championship
2025 Region 9 專案管理案例比賽 - 冠軍



ENQUIRIES ON APPLICATION AND ADMISSION
入學申請查詢

Year 1 Entry 入讀一年級

Applicants who are eligible* to apply via JUPAS should submit and complete their applications via the JUPAS online application system. Applicants should possess HKDSE Examination results or equivalent qualifications.

*Please visit JUPAS website for more details: https://www.jupas.edu.hk/en/eligibility/
JUPAS Code: JSSH04

符合「大學聯合招生辦法」申請資格*的申請者均應透過「大學聯合招生辦法」網上申請系統遞交及完成申請。申請者須持有香港中學文憑考試成績或具備同等學歷。

*詳情請瀏覽JUPAS網頁: https://www.jupas.edu.hk/tc/eligibility/
JUPAS Code: JSSH04

Year 3 Entry 入讀三年級

Applicants can submit their applications through the HSUHK Undergraduate Application System. Applicants should have completed an Associate Degree or Higher Diploma in a related discipline, with a minimum cGPA of 2.5 on a maximum scale of 4.0. For further enquiries, please contact the Registry.

申請者可透過恒大網上入學申請系統遞交申請。申請者須修畢相關學科的副學士或高級文憑課程，累計平均績點（cGPA）達2.5或以上（按最高4.0積分點的比例）。如有進一步查詢，請聯絡本校教務處。

Tel 電話	: 3963 5004
Website 網頁	: https://msi.hsu.edu.hk/en/dsbi/programme-information/
Facebook	: https://www.facebook.com/hsuhk.dsbi
Instagram	: @hsuhk.dsbi
Programme Email 課程查詢	: dsbi@hsu.edu.hk
Address 地址	: Hang Shin Link, Siu Lek Yuen, Shatin, NT 新界沙田小瀝源行善里

HKCAAVQ Qualifications Register
香港學術及職業資歷評審局資歷名冊

QF Level 資歷架構級別: 5

QR Registration No. 資歷名冊登記號碼: 18/000850/L5

Registration Validity Period 登記有效期: 08/11/2018 to 31/08/2029

In case of any discrepancy between the English and Chinese versions of the contents of this pamphlet, the English version shall prevail.
本課程簡介內容以英文版本為準，中文譯本僅供參考。

The Hang Seng University of Hong Kong is incorporated in Hong Kong with limited liability by guarantee.
香港恒生大學是一間於香港註冊成立之擔保有限公司。

Information updated as of October 2026.
有關資料更新至2026年10月。