

Programme Document

2023-2024

Minor Programme in Economics and Data Analytics

**Bachelor of Business
Administration (Honours)
Degree Programme**

(August 2023)

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1. General Information

1.1 Minor Programme Title

Minor Programme in Economics and Data Analytics
經濟學及數據分析副修

1.2 Major Programme offering the Minor Programme

Bachelor of Business Administration (Honours) Degree Programme

1.3 Department(s) involved in offering the Minor Programme

Department of Accountancy, Economics and Finance

1.4 Philosophy/Rationale of the Minor Programme

The Economics and Data Analytics Minor is offered in the belief that a sound training in Economics and Data Analytics gives a particularly useful perspective for data-driven decision making in business.

1.5 Programme aims, objectives, PILOs, and the alignment of PILOs to the HKBU GAs

Programme Intended Learning Outcomes (PILOs)

Upon completion of the Economics and Data Analytics Minor, students will be able to

- (1) acquire a comprehensive background understanding and knowledge in different topics in the applied economics discipline.
- (2) acquire both the qualitative and quantitative problem-solving skills to function effectively in business environment and everyday life.
- (3) demonstrate their awareness and understanding of the global economies, with emphasis on Hong Kong and Chinese economies.

Alignment of PILOs to HKBU Graduate Attributes

PILOs	HKBU Graduate Attributes*							No. of GAs addressed by this PILO
	Citizen ship	Knowledge	Learning	Skills	Creativity	Communication	Team work	
PILO1		✓	✓	✓				3
PILO2		✓	✓	✓				3
PILO3	✓	✓	✓					3
No. of PILOs addressing this GA	1	3	3	2				

1.6 Medium of instruction

English

1.7 Target students
Non-BBA students

1.8 Year of implementation
September 2020

2. Programme Structure and Content

2.1 Curriculum structure

Students are required to complete the specified courses listed below to claim a minor in economics and data analytics discipline. The selection of minors by individual students is permitted subject to the approval of the major and minor Departments concerned.

2.2 Total number of units required
15 units

2.3 Minor programme contents

Required course (3 units)

ECON	1007	Basic Economic Principles	3 units
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Elective courses (12 units)

ECON	2017 [#]	Economics of Health and Medical Care	3 units
ECON	2035	Introduction to Technical Analysis	3 units
ECON	3005	Applied Econometrics	3 units
ECON	3006	Asia-Pacific Economies	3 units
ECON	3007	Industrial Organisation and Competitive Strategy	3 units
ECON	3017	International Trade and Finance	3 units
ECON	3025	Money and Banking	3 units
ECON	3026	Chinese Economic Developments	3 units
ECON	3035 [#]	Industrial Management and Development in China	3 units
ECON	3036	Economics of Human Resources	3 units
ECON	3055	Games and Economic Decisions	3 units
ECON	3085	Economics of Entrepreneurship	3 units
ECON	3086	Python Programming for Economic and Business Analysis	3 units
ECON	3087	Understanding the Digital Economy	3 units
ECON	3096	Causal Inference: Capturing Cause-and-Effect Relationships with Data	3 units
ECON	3097	Data Visualization for Economic Storytelling	3 units
ECON	3105	Big Data Analytics with Python	3 units
ECON	4005	China's Foreign Economic Relations and Trade	3 units
ECON	4006	Time Series Analysis and Forecasting	3 units
ECON	4007	Money and Finance in China	3 units
ECON	4016	Digital Platform Analytics	3 units
ECON	4035	Economics of Digital Currencies	3 units
ECON	4036	Business Forecasting for Analysts	3 units

Remarks:

1. Students who have taken both ECON1005 Principles of Economics I and ECON 1006 Principles of II are not required to take ECON1007 Basic Economic Principles as the required course. Thus they are only required to take 12 units of elective courses to fulfil the minor programme requirement.
2. Students must take at least one Level III or above courses.
3. Students who have taken any of the above courses in their major programmes have to take additional elective course(s) to fulfil the minor programme requirement.
4. # Course description please refers to University Student Handbook.

2.4 Pre-requisites and levels

Students must take at least one 3-unit course at Level III or above.

<i>Alignment of Courses to PILOs (Required/ Elective Courses)</i>			
Courses\ PILOs	PILO1	PILO2	PILO3
ECON 1007 Basic Economic Principles	✓	✓	✓
ECON 2017 Economics of Health and Medical Care	✓	✓	✓
ECON 2035 Introduction to Technical Analysis	✓	✓	✓
ECON 3005 Applied Econometrics	✓	✓	✓
ECON 3006 Asia-Pacific Economies	✓	✓	✓
ECON 3007 Industrial Organisation and Competitive Strategy	✓	✓	✓
ECON 3017 International Trade and Finance	✓	✓	✓
ECON 3025 Money and Banking	✓	✓	✓
ECON 3026 Chinese Economic Developments	✓	✓	✓
ECON 3035 Industrial Mgt and Development in China	✓	✓	✓
ECON 3036 Economics of Human Resources	✓	✓	✓
ECON 3055 Games and Economic Decisions	✓	✓	✓
ECON 3085 Economics of Entrepreneurship	✓	✓	✓
ECON 3086 Python Prog for Economic and Bus Analysis	✓	✓	✓
ECON 3087 Understanding the Digital Economy	✓	✓	✓
ECON 3096 Causal Inference: Capturing Cause-and Effect Relationships with Data	✓	✓	✓
ECON 3097 Data Visualization for Economic Storytelling	✓	✓	✓
ECON 3105 Big Data Analytics with Python	✓	✓	✓
ECON 4005 China's Foreign Economic Relations and Trade	✓	✓	✓
ECON 4006 Time Series Analysis and Forecasting	✓	✓	✓
ECON 4007 Money and Finance in China	✓	✓	✓
ECON 4016 Digital Platform Analytics	✓	✓	✓
ECON 4035 Economics of Digital Currencies	✓	✓	✓
ECON 4036 Business Forecasting for Analysts	✓	✓	✓

3. General Regulations for Minor Programmes

The programme follows the prevailing University regulations.

4. Quality Assurance Implementation

The programme follows the quality assurance provisions and procedures implemented by the BBA Programme, which also aligns with the prevailing quality assurance procedures.

5. Programme Management

The programme follows the programme management structure of BBA Programme.

6. Staffing and Resources

The programme shares the staffing and resources of BBA Programme.

7. Version Control

Last updated date: January 2023