



Bachelor of Arts and Sciences in Social Data Science [BASc(SDS)]



BASc(SDS) Programme

- By bringing together different disciplines from the **Faculty of Education, Faculty of Social Sciences, and School of Computing and Data Science**, we are positioning the BASc(SDS) as a senior year entry programme for sub-degree holders.
- As one of the Bachelor of Arts & Sciences (BASc) programmes at HKU, BASc(SDS) programme takes an **interdisciplinary** approach, integrating information science, computer science, mathematics, statistics, and social sciences to cultivate students' knowledge and technical skills in addressing social issues and societal challenges.

Programme Aims

- The programme strives to cultivate a community of students from diverse academic backgrounds who possess a keen interest in social data science.
- The programme aims to equip students with data literacy, analytical skills, and interdisciplinary thinking, enabling them to leverage large-scale datasets to derive meaningful insights and make informed decisions in addressing complex social issues.

BASc(SDS) senior year programme

There is no Year 1 or Year 2 admission.

Successful applicants will be admitted directly to Year 3 of this four-year programme.

	Credits
Major in SDS	72
Common Core Courses (in different Areas of Inquiry)	12
Artificial Intelligence Literacy	6
English Language Enhancement	6
Free Electives	24
Total	120

72-credit Major in Social Data Science

- ❑ Core courses
(54 credits)
- ❑ Advanced Elective Courses
(18 credits; choose 6 credits from each Faculty)



Core Courses (54 credits)

Introductory courses (24 credits)

- Social data science foundations
- Social computing: Methods and applications
- Data processing and visualisation
- Introduction to statistics

Advanced compulsory courses (18 credits)

- Advanced statistical modeling for social applications
- Data warehousing and data mining
- Statistical machine learning

Capstone courses (12 credits)

- Internship
 - Project
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Advanced Elective Courses: 18 credits (6 credits from each discipline)

- Year 3 students can enroll – subject to availability of places
- Not all courses will be offered every year

Faculty of Education

- BSIM3017 Database systems
- BSIM3021 Web development, users and management
- BSIM3025 Multimedia and human-computer interaction
- BSIM4011 Project management
- BSIM4019 Electronic commerce
- BSIM4020 Information society issues and policy
- BSIM4024 Fundamentals of object-oriented programming
- BSIM4027 Selected topics in information management
- BSIM4028 Principles and practice of data visualization
- MLIM6319 Information behavior
- MLIM7350 Data curation

Faculty of Social Sciences

- GEOG1020 Modern maps in the age of big data
- GEOG2090 Introduction to geographic information systems
- GEOG2152 Health and medical geography
- GEOG3417 Health, wellbeing, place and GIS
- POLI3039 Public policy analysis
- POLI3080 Global political economy
- POLI3131 In search of good policy: an introduction to policy evaluation
- PSYC2071 Judgements and decision making
- SOC12080 Media and culture in modern societies
- SOWK2023 Social policy issues in Hong Kong
- SOWK2131 Behavioural economics for social change
- SOWK3091 Mental health sciences and society

School of Computing and Data Science

- SDST2605 Demographic and socio-economic statistics
- SDST3613 Marketing analytics
- SDST3617 Sample survey methods
- SDST3622 Data visualization
- SDST4011 Natural language processing
- SDST4601 Time-series analysis
- SDST4609 Big data analytics



Programme Features

- **Partnerships with Industry (BSDS3999 Internship)** - Students apply what they learn in their academic studies in real-life situations by working on social data science related projects through internship experience in a selected organisation.
- **Final Year Project (BSDS4999 Project)** - Students apply a wide range of research methods and skills in a social data science project to complete a significant piece of work under supervision.
- **Exchange Programme** - To foster students' international understanding, the programme encourages students to study overseas in well-established universities through academic exchange. BASc(SDS) students have participated in exchange programmes in University Jean Moulin Lyon 3 (France), Tilburg University (Netherlands), University of Bergen (Norway), Stockholm University (Sweden), and University of Surrey (UK).



BSDS3999 Internship (Capstone)

Purpose

- Apply knowledge into practice.
- Students engage in practical experience with social data science related tasks in an organization.

Internship Coordinator

- Please follow the instruction of the Internship Coordinator regarding the arrangement, otherwise you will not receive any support for arranging the placement.

Placement

- Placement will normally be arranged through the Internship Coordinator, though students are encouraged to look for their own placement organization.
- Students who are not able to find a placement during the period specified may be required to defer the Internship for one year or to receive a fail grade in the course.

Supervisors

- Internship Coordinator and Workplace Supervisor

BSDS4999 Project (Capstone)

- Students are required to complete a project in their final year of study.
- All Year 4 students will have chances to present their Final Year Projects to supervisors, peers and guests from the industry and academia at the **FYP Presentation Day** and Year 3 students are required to participate in the FYP Presentation Day.
- **Ethical approval** must be obtained before data collection for research conducted involving human participants or use of vertebrate animal subjects.
- More details in student handbook or Faculty website:
<https://web.edu.hku.hk/research/ethics-application>