



Career Outlook



Corporate Sector:

- ✳ Leveraging quantitative skills to drive success across various industries and sectors, encompassing market research, business intelligence, risk analysis, and human resources.



Non-profit Organisations:

- ✳ Employing data-science methodologies to address and solve the most pressing challenges faced by individuals, communities, and the global population.



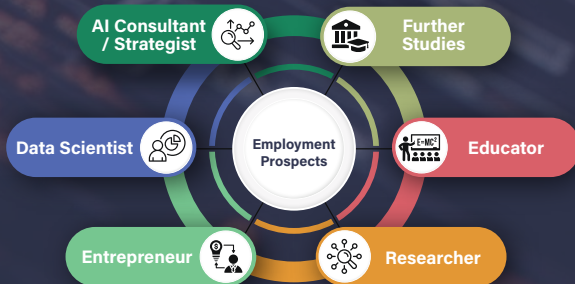
Government:

- ✳ Utilising big data analytics to inform policy decisions and develop innovative solutions to societal issues, including those related to welfare, demographics, and the economy.



Research:

- ✳ Advancing the frontiers of knowledge through the application of cutting-edge data-science techniques across a diverse array of disciplines, both within and beyond the social sciences.



Apply Now

JUPAS

- ✳ JUPAS Code: **JS7307**
- ✳ Minimum Requirements in the HKDSE:

Chinese Language	Level 3
English Language	Level 3
Mathematics Compulsory Part	Level 2
Citizenship and Social Development	Attained
TWO Elective Subjects	Level 2

NON-JUPAS

(JEE/Gaokao, International Qualifications Holders, Senior-Year Entry)

- ✳ Applicants seeking admission to undergraduate programmes based on qualifications other than the HKDSE must apply directly via the University's Online Admission System.

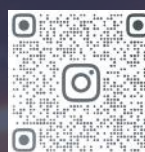
Scholarships

- ✳ The University provides a range of scholarship opportunities for both local and non-local students. For further information, please visit the Registry's website:

<https://www.ln.edu.hk/admissions/ug/your-future-begins-now-apply/fees-and-scholarships>



details



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🌐 <https://www.ln.edu.hk/socsc/bsocsc/our-programme/majors/major-in-social-data-science>

Lingnan 嶺南大學
University of Hong Kong

Faculty of
Social Sciences

Bachelor of Social Sciences (Hons)

Social Data Science

社會數據科學

**Year 1
&
Year 3
Entry**



Apply Now



Programme Website

A form of Data Science •

A new perspective to Social Sciences

What is Social Data Science

Social Sciences

- ⌘ A collection of disciplines studying societies and the members within them.

Data Science

- ⌘ A field about extracting info and knowledge from big and unstructured data.

Social Data Science

- ⌘ Using a data-science approach to enhance the understanding of the social world and develop effective policy solutions for a wide range of societal issues.

The Social Data Science Programme Objectives



Provides students with integrated training in data science skills and techniques to improve our understanding of people and society and provide solutions for the many social problems surrounding us.



Cultivates students who can acquire, utilise, and interpret social data creatively and effectively in addressing challenges related to people and society.



Fosters an interdisciplinary curriculum by combining knowledge in fundamental social sciences theories with advanced data science techniques. Students will benefit from the uniqueness and synergy of four Social Sciences disciplines (Economics, Government and International Affairs, Psychology, and Sociology), and acquire essential and practical skills in data science.

What You Will Be Studying

Programme Curriculum

Course Category	Credits
Common Core	15
Cluster Courses	12
Languages	18
Social Sciences Foundation	9
Major Required	15
Major Electives & Concentration	21
Junior Research Project	3
Free Electives	27
Minimum Credits for Honours Degree	120

Your Learning



Lectures will provide you with a broad understanding of key concepts and foundational knowledge, while **tutorials** will offer opportunities for in-depth discussion, personalised feedback, and clarification of complex topics.



Enhance your learning by providing hands-on experience in data manipulation and analysis in **computer laboratories**, allowing you to apply theoretical concepts to real-world data sets and develop technical proficiency.



Engage in independent research through a **Junior Research Project** and a **Senior Thesis**. These projects will allow students to employ, develop, and implement research skills, fostering a deeper understanding of their chosen fields.



Students will have the opportunity to participate in the **STEM Internship Scheme** established by the Innovation and Technology Commission. This scheme provides I&T-related work experience, fostering students' interest in pursuing careers in innovation and technology after graduation.



By the end of Year 2 (for Year 1 entry) or, at the latest, Year 3 (for Senior-Year entry), students will select one of the four Social Sciences disciplines — Economics, Government and International Affairs, Psychology, or Sociology — as their **concentration**.

Course Highlights*

Social Sciences Foundation & Major Required Courses				
⌘ Introduction to Social Data Science ⌘ Mathematical Fundamentals for Data Science ⌘ Data Mining ⌘ Introduction to Programming for Data Science ⌘ Introduction to Artificial Intelligence				
Major Electives & Concentration Courses				
Social Data Science Electives	Economics Concentration	Government and International Affairs Concentration	Psychology Concentration	Sociology Concentration
⌘ The Economics of the Digital Economy ⌘ Introduction to Computational Political Science ⌘ Psychology of Human Performance and Technology ⌘ Digital Society	⌘ Tools for Economic Analysis ⌘ Introduction to Statistics and Econometrics ⌘ Intermediate Microeconomics ⌘ Intermediate Macroeconomics	⌘ Empirical Political Analysis: Approaches and Methods ⌘ International Politics ⌘ Comparative Politics ⌘ Modern Political Ideologies	⌘ Research Methods and Statistics for Psychology I & II ⌘ Human Development and Psychology of Adulthood ⌘ Social Psychology ⌘ Cognitive Psychology	⌘ Sociological Research Methods ⌘ Classical Sociological Theory ⌘ Contemporary Sociological Theory ⌘ Society and Social Change

*Please refer to the Programme Structure for details: [LN.edu.hk/reg/undergraduate-programmes/programme-of-studies/programme-structure#boss](https://ln.edu.hk/reg/undergraduate-programmes/programme-of-studies/programme-structure#boss)