



香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG

Press Release – For Immediate Release

To: Assignment Editor/Editor of Education and Local News Sections

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HSUHK BSc in Business Analytics and Information Management programme becomes Asia's first undergraduate programme endorsed by IIBA

The Bachelor of Science in Business Analytics and Information Management (BSc-BAIM) programme, offered by the Department of Supply Chain and Information Management (SCM) at the School of Decision Sciences at HSUHK, has been officially endorsed by the International Institute of Business Analysis (IIBA). It becomes the first undergraduate programme in Asia to receive endorsement from IIBA to date.

Professor Chan Wai-sum, Dean of the School of Decision Sciences said, "The recognition showcases the strong alignment between our curriculum and the international standards of the business analysis profession. It also enhances the value of the BSc-BAIM programme in preparing students for careers in related fields."

BSc-BAIM combines "Business Analytics", "Decision Science" and "Information Technology", and integrates with emerging fields such as FinTech, Business Intelligence and Data Mining, IT Audit and Control and Digital Business Management. It focuses on cultivating students' ability to move from theoretical practice to establishing business analysis and forecasting models, transforming qualitative goals into quantitative results, and providing better and innovative application solutions for different industries.

SCM has become the first IIBA academic partner in East Asia in the first quarter of 2025. IIBA is a globally leading association dedicated to advancing the profession of business analysis, with 30,000 members, 120 chapters, 1,500 volunteers, and 500 partners worldwide. It supports students and professionals in business analysis and related business roles to maintain global standards for the practice by offering certification programs, professional development resources, industry research, volunteering platforms, and networking opportunities.

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Photo:



Photo caption: HSUHK BSc in Business Analytics and Information Management programme becomes Asia's first undergraduate programme endorsed by IIBA.

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About The Hang Seng University of Hong Kong

The Hang Seng University of Hong Kong (HSUHK) is a non-profit private liberal-arts-oriented university with six Schools (Business, Communication, Decision Sciences, Humanities and Social Science, Translation and Foreign Languages, and Transdisciplinary Studies), and over 7,000 full-time undergraduate and postgraduate students. With its unique "Liberal + Professional" education model, HSUHK nurtures young talent with critical thinking, innovative minds, caring attitudes, moral values and social responsibility.

Aspiring to be a leading private university in the region, HSUHK prioritises stellar undergraduate education, top-quality faculty members, award-winning green campus facilities, innovative degree programmes, a unique residential college system that combines living and learning, interactive small-class teaching, close student-teacher relationships, impactful research, and excellent student development and support services.

HSUHK also ranked 7th (overall) in the ASEAN+ region, the 1st in the Greater China region, the 1st in Employability, the 3rd in Research and the 5th in Community Engagement as per the 2023 AppliedHE ASEAN+ private university ranking by the Singapore-based AppliedHE. Additionally, HSUHK was ranked among the top 200 worldwide on "Quality Education" and "Decent Work and Economic Growth" in the Times Higher Education University Impact Rankings 2021.

HSUHK was recognised in the 2025 Top Universities and Top Scientists Rankings conducted by international academic platform, Research.com, and was ranked 22nd in Social Sciences and Humanities, and 33rd in Economics and Finance among the top universities in China. The University's MSc in Global Supply Chain Management programme was ranked 84th globally in the QS International Trade Rankings 2025 announced by Quacquarelli Symonds (QS). The programme



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was also ranked 7th in the Greater China region and 4th in Hong Kong. The School of Business obtained AACSB International accreditation, a distinction achieved by only 6% of the world's leading business schools.

About the International Institute of Business Analysis™ (IIBA®)

For over 20 years, the International Institute of Business Analysis™ (IIBA®) has helped shape the practice of business analysis to achieve better enterprise outcomes. A professional association with 30,000 members, 120 chapters, 1,500 volunteers, and 500 partners worldwide, IIBA supports the recognition of business analysis within organizations. It enables networking and community engagement, provides foundational standards and resources, and offers internationally recognized certification programs for career advancement.

For more information, visit iiba.org.