



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

27 October 2025

HSUHK launches Hong Kong's first Doctor of Decision Analytics programme to empower digital era leaders in business transformation and innovation

The Hang Seng University of Hong Kong (HSUHK) is proud to announce the launch of its first professional doctorate programme, the Doctor of Decision Analytics (DDA). Developed by the School of Decision Sciences (SDSC), the DDA programme is the first of its kind in Hong Kong. Set to welcome its inaugural cohort in the 2026-27 academic year, the programme is designed for mid-career professionals seeking to harness data-driven insights for strategic leadership in business and public sectors.

Professor Simon S M Ho, President of HSUHK, welcomes the launch of the new doctoral programme. He says, "Following a rigorous external academic accreditation process, this achievement marks a significant milestone, as HSUHK will now provide a comprehensive pathway from bachelor's and master's to doctoral studies, enabling us to continue cultivating outstanding scholarly leaders for society."

Professor Chan Wai-sum, Dean of SDSC, says, "The DDA programme is a transformative platform for professionals to lead confidently in a data-powered future. Since its establishment in 2014, the School has advanced education and research in data science, artificial intelligence, computer science, insurance and risk analysis, supply chain, and information management. We champion data-led decision-making and innovations in business to nurture leaders with the skills to thrive in an increasingly data-centric world."

In an era of rapid technological change, the DDA programme offers a transformative pathway for smarter and faster decision-making. This professional doctorate equips students with advanced expertise in statistics, computer science and supply chain management through rigorous coursework, cutting-edge thesis research and immersive residential experiences, enabling them to address real-world challenges effectively.

The DDA programme adopts an interdisciplinary approach in which students will learn how statistical models and advanced computing drive complex business decisions while examining how technology transforms the world into a seamlessly connected global marketplace. Through close collaboration with faculty and peers, students will hone critical skills such as problem solving,



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strategic thinking, leadership, communication and teamwork – all designed to propel their careers in dynamic industries.

The DDA programme integrates academic rigour with practical applications, ideal for executives, analysts, and consultants, empowering graduates to deepen their expertise and drive impactful strategic change in their organisations.

For more information on the DDA and application details, please visit <https://dda.hsu.edu.hk>.

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Photo:



Photo caption: HSUHK launches Hong Kong's first Doctor of Decision Analytics programme.

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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



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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 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.