Further Studies

Versatile pathways are available for postgraduate professional and academic studies after graduation.

- Possible credit transfer to Master programmes offered by CBS, such as Chinese Linguistics, Chinese Language and Literature, Teaching Chinese as a Foreign Language, Translation and Interpreting, and Bilingual Corporate Communication.
- Various MA, MSc, or PhD programmes offered by local or overseas institutions, such as:

  - Translation, Specialized Translation with Interpreting;
  - Business Administration, International Management, Public Relations and Corporate Communication, International Business Communication, Strategic Public Relations, Critical Discourse, Culture and Communication, Journalism;
  - Linguistics, Computational Linguistics, Clinical Linguistics, Language Sciences, Language and Cognition, Biological Science; and
  - Chinese Studies, East Asian Studies, and English Language and Literature

Words from prospective employers

Mr Baniel Cheung
Founder and Principal Strategist, Integral Consulting Asia Limited

Being an entrepreneur and a business consultant of corporations in different sectors, I have realized the growing demand of candidates who have the competitive skills in data analytics. By integrating the knowledge in language and data analytics, graduates of BScLSA will be equipped with all-around skills and techniques in data analytics, and being able to apply the knowledge in different business areas including social monitoring, digital marketing, Natural Language Processing (NLP), customer relationship management (CRM) development, customer support automation, etc. The cross-discipline nature of BScLSA equips the graduates with unique competitive advantages to work in marketing, advertising, business research, customer support, and different professional domains.

Ms Francis Lee
Senior Vice President, FleishmanHillard

When evaluating brand perception and preference in the digital era, a solid understanding of data analytics has become increasingly important in both traditional and digital channels for communications and marketing specialists. Additional analysis of the language data provided by online databases is necessary to screen out irrelevant samples. While BScLSA targets cultivating interdisciplinary language professionals with high language proficiency and knowledge of data analytics tools, I look forward to working with BScLSA graduates as a team.

Enquires

For academic matters, please contact :

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THE HONG KONG POLYTECHNIC UNIVERSITY
香港理工大學

中文及雙語學系
Department of Chinese & Bilingual Studies

BScLSA
BSc (Hons) in
Language Sciences and Analytics
語言科學與語言數據分析(榮譽)理學士

Programme Overview

No. of Credits required for graduation :
A minimum of **126 credits**
(including 3 training credits)

Medium of Instruction :
English and Chinese*

* Putonghua by default; Cantonese used only in elective subjects on the Cantonese language

Academic Pathways

The programme offers the following three academic pathways:

The Single Discipline Major Pathway:

BScLSA as the single degree programme

The Major + AIDA Pathway:

BScLSA as the Major programme and a Secondary Major in Artificial Intelligence and Data Analytics (AIDA)

The Major and Minor Pathway:

BScLSA as the Major programme and a Minor programme offered by CBS (Japanese/Korean Minor) or another department/faculty/school at The Hong Kong Polytechnic University (PolyU)

Programme Aims

▶ To train language and knowledge professionals for our information-rich and highly connected world and the era of digital humanities;

▶ To endow our graduates with highly sophisticated communication skills, especially in terms of culture and domain sensitivity in intercultural and corporate communication; inter-personal skills and empathy in face-to-face communication as well as over digital media; and technological know-how to master current and future new media;

▶ To equip our graduates with general knowledge of the underlying concepts and profession-specific literacy and skills in linguistics and bilingual communication;

▶ To train our graduates in utilising analytic tools, performing and presenting quantitative analyses on language data, and extracting useful information from large-scale language datasets with complex scales; and

▶ To empower our graduates with the ability to create, adapt and utilize language-related applications and tap into advances in artificial intelligence research.

Characteristics

1 The programme provides students with interdisciplinary training in areas including language sciences, quantitative data analytics, computer programming and computational linguistics.

2 To nurture a deep understanding of how language works (in an individual and in a society) and foster familiarity with the concepts of digital humanities and the tools and methods of collecting and analysing language data in the digital era.

3 To strengthen skills in analysing social sentiments, spotting trends in the making, generating predictions and providing insight for business and/or administrative decision making.

Career Prospects

The programme produces graduates who can make meaningful contributions to various sectors of society (e.g. business development, marketing, journalism and media, education, academic research, and public services) by analysing social sentiments, spotting trends in the making, generating predictions and providing insight for business and/or administrative decision making.

Student Exchange Programmes

Undergraduate students have the opportunity to attend one of our partner institutions in Mainland China or overseas for one semester. The credits earned from the partner institutions can fulfill the academic requirements for BScLSA.

Work-Integrated Education (WIE)

WIE is a mandatory component of the curriculum which connects classroom theory with practical training. Practicum placement with leading companies, small and medium-sized enterprises (SMEs) and social enterprises in Hong Kong, Mainland China or overseas will be arranged for our students. This explains why the graduates of our department are extremely popular with employers.

Examples of WIE placement offered to students of our department in the past:

- Editor and Translator of New Media, **National Geographic**
- International Marketing Intern and Manager Assistant Intern, **Villarreal CF**
- Summer Intern (Human Resources), **PCCW Limited**
- Human Resources Intern, **L'Oréal Hong Kong Limited**
- Content Creator Intern, **Daikin Air Conditioning (HK)**