

THE UNIVERSITY OF HONG KONG

Financial Planning for Self-funded Academic Curricula

Curriculum Title: Master of Science in Business Analytics

Mode(s) of Study: FT / PT

Duration of Curriculum: 1-year full time 2-year part time

Total Curriculum/Programme Study Load: 10 courses (5 core courses, 5 elective courses)

Requirements for Completion (please list ALL curriculum requirements):

Total no. of courses / modules / units* in curriculum/programme (incl. dissertation / project):

<u>Course title/code</u>	<u>Contact hours</u>	<u>Credit units (if any)</u>
<i>core courses</i>		
MSBA6001 Business Intelligence and Analytics	30	
MSBA6002 Business Statistics	30	
MSBA6003 Quantitative Analysis Methods	30	
MSBA6004 Operations Analytics	30	
MSBA6005 Business Analytics Capstone	30	
<i>elective courses</i>		
MSBA6011 Managing and Mining Big Data	30	
MSBA6012 Social and Digital Media Analytics	30	
MSBA6013 Forecasting and Predictive Analytics	30	
MSBA6014 Business Simulation	30	
MSBA6015 Service Operations Management	30	
MSBA6016 Supply Chain and Logistics Management	30	
MSBA6017 Financial Analytics	30	
MSBA6018 Marketing Engineering	30	

Dissertation (or equivalent) requirement: No

Practicum requirement: No

Participating Department(s)/Unit(s):

I. INCOME

(a) Tuition fee calculated on a curriculum basis	=	\$250,000
(b) Target quota of students (headcount)	=	60 (FTEs: 60 FT)
(c) Other sources (e.g. donations, grants etc.)	=	0
Total income = [(a) x (b)] + (c)		\$15,000,000

* Please delete as appropriate.

II. DIRECT COSTS

(d) Teaching costs

To simplify teaching cost estimates, the Academic Board has adopted the following minimum notional costs for courses with the given study loads which

<u>Notional cost of one course</u>	<u>approx. equivalence to undergraduate course load</u>	<u>range of average course contact hrs</u>
\$50,000	6 units	25 - 39 hrs
\$25,000	3 units	17 - 24 hrs
\$12,500	2 units or less	8 - 16 hrs

*The TPG curriculum of the Faculty of Dentistry are offered on an almost 100% Teacher/student contact basis.

Dental curriculum are therefore costed as: (curriculum study load/25 contact hrs) x \$50,000.

Total teaching costs = Sum of (notional course rate x no. of courses on offer in corresponding category)

= \$ 250,000 x 13

Sub-total of teaching costs = \$ 3,250,000

\$3,250,000

(e) Administrative expenses (to be itemized)

(e.g. for lab and administrative support, equipment, external examiners, publicity, consumables, etc.)

Item(s)		Cost
Programme administration	0.03	\$450,000.00
Classroom rental	0.07	\$1,050,000.00
Admission/Advertising	0.03	\$450,000.00
Teaching materials	0.01	\$150,000.00
Programme expenses	0.1	\$1,500,000.00
External Examiners	0.02	\$300,000.00
Career and Placement Service	0.03	\$450,000.00
Contingency	0.02	\$300,000.00

Sub-total = \$ 4,650,000.00 \$4,650,000.00

III. INDIRECT COSTS

(f) University overheads recovery (15% on gross income)

\$ 2,250,000.00

(g) Student Facilities (3% on gross income)

\$ 450,000.00

(h) Administrative Expenses (5% on gross income)

\$ 750,000.00

Sub-total = \$ 3,450,000.00 \$3,450,000.00

IV. BALANCE

Income - (Direct + Indirect Costs) [(a+b)+c] - [d+c+f+g+h]

= \$ 3,650,000.00 \$3,650,000

V. BREAK-EVEN POINT

Total Costs / Curriculum Tuition Fee [(d+c+f+g+h-c)/a] = no. of students to be admitted to break even

No. of students to break even (headcount): 45