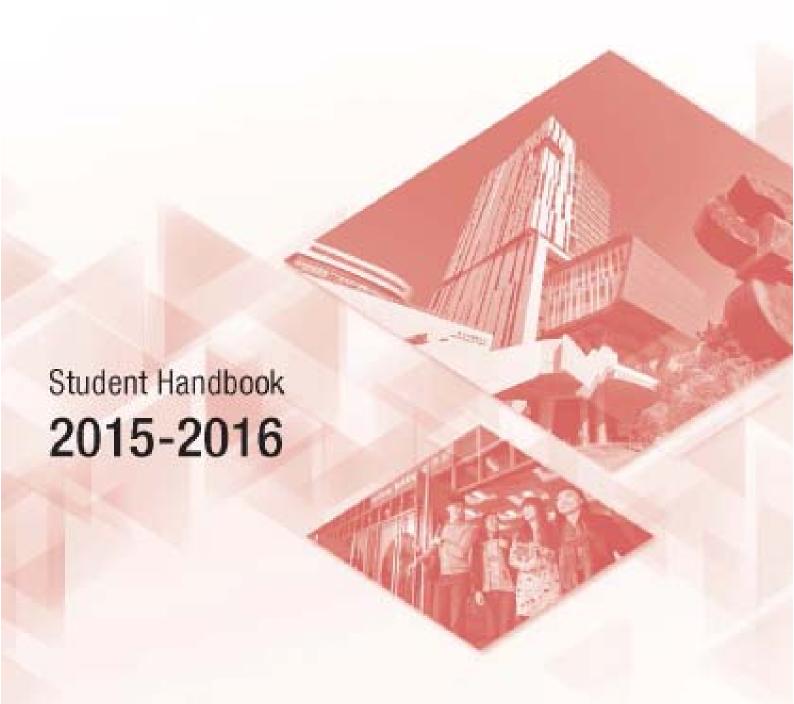
### College of Business 商學院

Department of Management Sciences

管理科學系



Bachelor of Business Administration in Business Operations Management 工商管理學士(商業營運管理)



**Department of Management Sciences**College of Business
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### **Welcome Message**

Providing quality education for our undergraduate students is a top priority for the Department of Management Sciences. As a student of the department, you can utilize the newly renovated MS Student Activity Room, receive one or more of our numerous scholarships, and participate in internship, exchange, study tours and many other activities that we organize. We have invested huge amount of resources in our undergraduate programs and this investment will continue.

The BBA in Business Operations Management (BOM) is a newly designed program to enable students to tackle the operations challenges of business managers in the 21st century. We are delighted to have recruited very good students, including you, as our new batch of students in the program. We look forward to working with you to help become successful managers, consultants and analysts in the future.

Should you have any questions, please feel free to contact the program leaders and other staff in the department. I wish you all every success in your studies and in your future career!

Prof. Frank Chen Professor and Head Department of Management Sciences

### About the Department of Management Sciences

The Department of Management Sciences at the City University of Hong Kong is noted for its strong academic programmes. Most of the staff obtained their doctoral degrees from prominent universities in USA, Canada, UK and Australia. Together, they have many years of local and overseas experience in teaching and consulting. The size and the activities of its staff have made the Department one of the largest departments of management sciences in the Asia-Pacific region. The Department has three main functions: teaching, research and professional services. In all three areas, the work carried out is business oriented, with an emphasis on practical application of quantitative skills.

The teaching and degree programmes offered by the Department are wide ranging, and emphasize the applications of quantitative techniques in a very broad sense. It produces graduates who are well received by local business organizations, testified by the positions held by past graduates. The staff's superior teaching skills are well recognized and the Department has won three Teaching Excellence Awards presented by the University.



### What is BOM



### Business Operations Management The Art and Science of Value Creation and Delivery

Globalization has brought fundamental changes to the business environment in the 21st century. Facing stronger competition and more rapidly changing market, firms are challenged to achieve higher cost efficiency, customer responsiveness and operational flexibility to sustain competitiveness and to respond to the changing world. Improving productivity and driving value through operational excellence has emerged to the forefront of many companies' strategic concerns, especially multinational companies.

The BBA BOM program aims to enable students to tackle the operations challenges of business managers in the 21st century. Students gain insights in different practices and learn technologies that have proved to be critical in the success of leading companies.

It offers a comprehensive coverage of operations issues in different industries. The program is designed to ensure that graduates acquire both the knowledge and skills to manage operations in local and global settings and work effectively in competitive marketplaces.

Building on the best of our predecessor 3-year programs in Service Operations Management and Management Science, the BBA BOM program equips students with professional knowledge that is recognized and highly valued in the workplace.

For details, please visit:

BOM website: http://www.cb.cityu.edu.hk/ms/bbabom/index.html

BOM Facebook: https://www.facebook.com/cityubom

### **Programme Structure**

### **Major Core Courses**



- Workshop on OM Practices
- Best Practices in OM

- Solving Business Problems with Spreadsheets
- Project Management

Click on course title for details

### **Major Electives**

Choose any six courses from the followings:-



### **Banking & Finance**

- Financial Systems, Markets and Instruments
- Risk Management Models
- Management Accounting



### **Decision Tools**

- Quantitative Business Analysis with VBA
- Analytics Using SAS
- Database Systems#
- Java Programming<sup>#</sup>



### **Trade & Supply Chain**

- Supply Chain Management
- Enterprise Resource Planning
- Simulation



### Practicum

- Operations Management Internship\*
- Business Practice Internship\*
- Operations Management Project



### **Hospitality & Retail**

- Hospitality Management
- Pricing and Revenue Management
- Retail Management

#Java Programming is a prerequisite for Database Systems.

\*Since both are internship courses, students can use only one of the them to satisfy major requirements.

### Major Core courses offered in 2015-16

Course Code	Course Title	Credit	Remarks	Semester
CB2101	Introduction to Managerial Accounting	3	Major course required by College	A & B
CB2200	Business Statistics	3	Major course required by College	Α
CB2402	Macro-Economics	3	Major course required by College	A & B
CB2011	Solving Business Problems with Spreadsheet Modeling	3		В
MS3123	Workshop on Operations Management Practices	3	MS3431 as pre-requisite	В
MS3322	Quality Management	3		Α
MS3431	Procurement and Sourcing	3		В
MS4109	Project Management	3		Α
MS4306	Best Practices in Operations Management	3	MS3261 as pre-requisite	Α

### Major Electives offered in 2015-16

Course Code	Course Title	Credit	Prerequisite	Semester
AC4321	Management Accounting	3	CB2101 Introduction to Managerial Accounting	Α
CB3800	Business Practice Internship+#	3		S
CS2360	Java Programming	3		Α
CS3402	Database Systems	3	CS2360 Java Programming	A & B
EF3333	Financial Systems, Markets and Instruments	3	CB3410 Financial Management	В
MKT4624	Retail Management	3	CB2601 Marketing	В
MS3106	Simulation	3	CB2200 Business Statistics or	В
10133100	Simulation		MS3102 Statistics for Management Decisions	
MS3111	Quantitative Business Analysis with Visual Basic for Applications	3		В
MS3251	Analytics Using SAS	3		Α
MS3304	Hospitality Management	3	MS3322 Quality Management	Α
MS3403	Internship for Business Analysis and Operations Management#	3		S
MS4111	Enterprise Resource Planning	3		А
MS4123	Supply Chain Management	3		В
MS4226	Risk Management Models	3		В

<sup>+</sup> Subject to Programme Leader's approval

# Students are allowed to take both CB3800 and MS3403. If both courses are taken, (a) they must be taken in different academic years and under different organizations, (b) only one of them can be used to satisfy major elective requirements and the other can be used to fulfill free elective course requirements.

### Major Elective Courses Recommendations based on Industry Sectors

A good course planning in the undergraduate studies based on your aspired career path will give you an advantage of seizing better opportunities upon graduation. Our major electives offer students a wide variety of choices and flexibility in pursuing management and consultant positions. Students can customize the curriculum to meet their career interests and goals. To assist our students in choosing major electives, we have prepared an overview of electives recommendation for students who are interested in a particular industry sector.



These industry sector-based recommendations are just one of the many sources of advice in choosing your major electives. We encourage students to consider other sources of advice such as faculty, alumni, recruiters and fellow students. Recommended major electives for different industry sectors are listed as follows:

Industry Sectors (2014-15 alumni career survey)	Key Recommended Major Electives	Other Suggested Major Electives
Banking & Finance	Financial Systems, Markets and Instruments     Risk Management Models     Management Accounting     Quantitative Business Analysis with VBA	Java Programming     Database Systems     Analytics Using SAS
Hospitality & Retail	Hospitality Management     Retail Management     Supply Chain Management     Pricing and Revenue Management	Management Accounting     Quantitative Business Analysis with VBA     Enterprise Resource Planning     Simulation
Trade & Supply Chain Management	Supply Chain Management     Enterprise Resource Planning     Simulation     Quantitative Business Analysis with VBA	Management Accounting     Hospitality Management     Pricing and Revenue Management     Retail Management
Business Consulting	Supply Chain Management     Enterprise Resource Planning     Management Accounting     Java Programming     Database Systems	Quantitative Business Analysis with VBA     Hospitality Management     Financial Systems, Markets and     Instruments     Pricing and Revenue Management

## 4-year plan for 2013/14 intake:

and MS3261 Business Modeling Minor 1 (Note 4) (Note 1) with Spreadsheets with Spreadsheets MS4306 Best Practices in Minor 2 (Note 4) on Major Elective 1 Major Elective 7 Major Elective 4 Major Elective 5 Minor 4 (Note 4)	Major Elective 2	Major Elective 2
7 Major Elective 8 Minor 5 (Note 4)	Major Elective 7	

Minnum Chells Regulaci GE - 7 caumes (21 CU) ENGL + CCIV - 3 causes (9 CU)

Celege Core - 9 courses (27 CU) Major - 15 courses (45 CU) Minocelective courses - 6 courses (18 CU)

BBA stucture 2-14-15\_BB44

Min. Total: 40 courses (120 CU) Max. Allowable: 48 courses (144 CU)

(1) Gateway Education Course Distributional Requirements

Take at least one course fem each of the areas below: Area 1: Arts and Humanifes Area 2: Study of Societies, Social and Business Organizations

Area 3: Science and Technology (2) English Requirements

First-year intake students who enter with Level 3 in HKDSE English or equivalent are required to later. ELASTO English for Academic Purposes. All BBA first-year Intake students are required to late:

GE2412 English for Business Communication
(3) Chinese Requirement

**GE1411 University English** 

a. Frat-year triake students with Level 3 or below in HKDSE Chinese OR Grade E or below in HFALE AS in Chin. Lang. & Culture are required to take:

QHM101 University Chinese I

b. First-year intake students with Lavel 4 or above in HKDSE Chinese OR Grade D or above in
HKALE AS in Chin. Lang. & Culture are NOT required to take CHIN1001.

 First-year thiste students other than (a) and (b), including trainland and non-local students are NOT required to take CHN 1001.

(4) Students who do not choose a minor are required to take Pres Blectives.

### 4-year plan for 2014/15 intake:

Yorken						
4	Sect A & B CB2100 introduction to Francial Accounting	Sen A 6 B Chasol Markeing	CB2400 Wers-Bosnonies	05 (3,909)	GE1401 University English or EAP Otole 1)	Seri A sell CHM IOP University Chiesse I PMH 3)
ě	Service CB33H Operation Management	Sen A S.B. CB2300 Management	CB2500 (#Brmsitten Management	DE (N20 2)	OE3402 English for Business Communication or EAP (Note 1)	
ă	CB3410 Francial Variagement	CESTON Prioducian to Managerial Accounting	C92300 Surhest Saliston	MS 3322 Gual by Management	GE (New 2)	GELSOL University English (to students steering)
88	College Bratise	CB2402 Nath-Economics	CR3011 Solving Basiness Problems with Spreadsheet Nobeling	WS3431 Procuences and Sourcing	Minor 1 (Mate-4)	GENET English for Business Cheministica ("or student stori E-P)
ā	College Bridder	MS4109 Project Macagement	VSS305 Bed Practices in Operations Management	Minor 2 (Nicke 4)	Genear Children - History & Pricocopty	
98	Colege Bedies	MSS125 Vorkstop or Operation Management Practices	Major Elective 1	Minor 3 (Note 4)	ge (Note 2)	
\$	Colege Baths	Major Elective 2	Major Electron 3	Major Elective 4	Minor 4 (Note 4)	
9	CB4303 Strategy and Policy	Major Elective 3	Major Electron II	Minor 5 (Stoke 4)	Pres Bedies	

Catego: 8 Catego Con + 1 Catego Beatwe (21 Cu) ACT TO REPORT 12 CONSTRUCTION OF USE OF CASE SELEMENT + CONTROLS

Mineral Designation of courses (19 CL). Pre-Charles 1 course to Out-

Max. Allowables 48 courses (144 O.) Min. Total: 49 courses (129 CA)

(1) English Language Requirement: Stadents achieved HRDGE English Level 5 or equivalent are required to complete the 6-coditionare Eulidoo English for Academic Perposes (EAP) plan to mining the 2 GE English courses (AEP+91) and AEP+82). Area 2. Study of Scottling, Section and Community Congestioning Moor 12 Neigrooms in 2 Selegative (in Louise 143 CUT 17). **Outway Effective Gears Originalised Properties** Take at least 2 profits from each of the 2 areas:

Area 2: Science and Technology

Raderta useing below Lend 4 in HADGE Offices Largerage, or association to account the HALE Association as Largerage and Outlanders are required to take a London tributed to the Paris III University Debree 1.

(4) Suderta who do not observe a minor are required to the Piere Birchhers. (3) Shirasa Langs ago Requirement

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PRINCE PER ONG BY OF TOWNS NO. NO. OF SECURITY.

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753 Ed Smaleton

# "4-1" plan for 2014/15 and 2015/16 intake:

18 C82	Sem A & B				GE2402	Sem A or B
	CBZ100 infroduction to Financial Accounting	Sem A & B CB2601 Marketing	CB2400 Micro-Economics	CB2200 Business Statistics	English for Business Communication or EAP (Note 1)	CHIN1001 University Chinese I (Note 3)
	Sen A & B CB2201 Operations Management	Sem A & B CB2300 Management	CB2500 Information Management	CB2402 Macro-Economics	GE1401 University English or EAP (Note 1)	GE (Note 2)
2A Fina	CB3410 Financial Management	MS 3322 Quality Management	CB2101 Introduction to Managerial Accounting	Major Elective 1	GE (Note 2)	GE2402 English for Business Communication (for students taken EAP)
28	College Elective	College Elective	CB2011 Solving Business Problems with Spreadshert Modeling	MS3431 Procurement and Sourcing	Major Elective 2	GE1401 University English (for students taken EAP)
3A C	College Elective	MS4306 Best Practices in Operations Management	MS4108 Project Management	Major Elective 3	Major Elective 4	
38 St	CB4303 Strategy and Policy	MS3123 Workshop on Operations Management Practices	Major Elective 5	Major Elective 6	GE1501 Chinese Civilisation - History and Philosophy	
44						
48			8			

GE: 2 GE courses + 2 College Electives (12 CU) GE: 2 ENGL + CCIV (9 CU)

Major: 12 Major courses + 3 College required courses (45 CU) College: 8 College Core + 1 College Elective (27 CU) Min. Total: 31 courses (93 CU) Max. Allowable: 38 courses (114 CU)

Credits Exempted

Minor/Electives - 6 courses (18 CU) GE-3 courses (9 CU)

Note
(1) English Language Requirement:
Students admitted with HKDSE English Level 3 or equivalent are required to complete the 6-credit course EL0200 English for Academic Students admitted with HKDSE English for Academic Students admitted with HKDSE English Level 3 or equivalent are required to complete the 6-credit course EL0200 English for Academic

(2) Gateway Education Course Distributional Requirements

Advanced Standing I students are not allowed to take GE courses offered by their own academic unit.

### (3) Chinese Language Requirement

Students scoring below Level 4 in HKDSE Chinese Language, or scoring below Grade D in HKALE AS-level Chinese Language and Culture are required to take a 3-credit unit course CHIM1001 University Chinese 1.

# "4-2" plan for 2014/15 and 2015/16 intake:

		Original	Structure			active		
	Orinese			_		Colege Elective		
	CB2CD0 Information Management	GE	30	College Elective	GE (Note 2)	Major Elective 1	Major Elective 3	Major Elective 6
	EN3	EN3	Major e.2	Minor	MS 3322 Quality Management	MS3431 Precurement and Sourcing	Major Elective 2	Major Elective 6
	CB2400 Economics I	CB2301 Quantitative Methods	Major A1	NOO	DB2200 Business Statistics	Solving Business Problems with Spreadsheet Modeling	M84109 Project Management	Major Electric 4
	GB2300 Management	CB3501 Marketing	College Electro	Major A4	CB2101 Production to Managerial Accounting	CB2402 Macro-Economics	MB4306 Best Fractions in Operations Management	MS3123 Viorishop on Operations Management Practices
	CB2100 Accounting I	CB3410 Financial Management	3E	Major A3	GE2402 English for Business Communication (Rote 1)	Colege Bective	College Elective	CB4303 Strategy and Policy
YnSem	44	ē	24	28	ą.	38	4.4	89

college: College Core + College Bactive (8 CLI) SE GElouise + BNGL + 2 Callege Beatlese (12 CU)

Major: 12 Major courses + 3 College required courses (45 Cul) | [1] dataway Education Course Distributional Requirements

Min. Total: 21 courses (63 CU) Mox. Allowable: 28 courses (94 CU)

Oradia Exampled
GE - 4 courses (12 Cul)
ENGL+CCN - 2 courses (5 Cul)
Callaga Care - 7 courses (2 Cul)
MinorEladhes - 8 courses (15 Cul)

(1) English Language Requirement:

Only required to take GED402 English for Business Communication. Block credit exemption will include GE1401 University English.

Advanced Standing I students are not allowed to take SE courses offered by their own academic unit.

### **Admission Statistics**

### Major Allocation Exercise 2014/15

(including transfers from other majors/departments/colleges)

Intake Plan Number	30	
Students Allocated	20% Category: 80% Category:	19 24
Order of Choice	1st Choice: 2nd to 13th Choices:	43 (100%) 0
CGPA	75th percentile: Median: 25th percentile:	3.63 3.37 3.27

### Advanced Standing I Admission (up to July 28, 2015)

Intake Plan Number	6	
CGPA in previous studey	75th percentile: Median: 25th percentile:	3.84 3.70 3.62

### Advanced Standing II Admission (up to July 28, 2015)

Intake Plan Number	29	
CGPA in previous studey	75th percentile: Median: 25th percentile:	3.71 3.65 3.53

### **Student Exchange Programme**

### Student exchange program

We highly encourage you to participate in student exchange programmes during their course of study.

### Benefits of student exchange:

- Expand students' international exposure;
- Learn more about yourself and another culture;
- Become more mature and independent;
- Improve language skills;
- Improve planning skills.

### Supports from your department

- We have departmental exchange partners only for our MS students;
- We provide subsidies to successful outgoing exchange students; normally \$5000, in addition to possible funding support from CB;
- We provide exchange information seminars to students to improve your successful rate.

### **Application Requirements and Procedures**

### Who should apply?

We welcome the following current BBA full-time students who do not have any exchange study experience to make the application:

Year of Programmes	Making Application	Studying Period
2-Year BBA Programmes (BBA2, BBAN2)	Year 1	Year 2 Semester A or Year 2 Semester B
3-Year BBA Programmes (BBA3)	Year 1 or 2	Year 2 Semester A or Year 2 Semester B or Year 3 Semester A or Year 3 Semester B
4-Year BBA Programmes (BBA4)	Year 2 or 3	Year 3 or Year 4 (Semester A only)*

<sup>\*</sup>Please note that BBA4 students are not eligible to study abroad in their final semester.

### When to apply?

Application	Exchange Period	Application Period
2015-2016 First Round	Semester A and/or B 2015-2016	TBA
2015-2016 Second Round	Semester B 2015-2016	TBA

The quotas left behind from the First Round Application will be invited application in the Second Round. Students are therefore encouraged to make their application in the first round application.

### Where to go?

Applicants should make their choices from the List of University and finally will be assigned to one target university.

\*Applicants should not choose countries where they are citizens and/or permanent residents.

### How to apply?

Please complete the Online Application by logging in your Electronic ID and submit the following supplementary documents electronically:

- A recent passport-size photo
- Photocopy of English proficiency test results, i.e TOEFL or IELTS organized by British Council or IDP (optional for applicants who choose to study in Mainland or Taiwan)
- Any other supplementary information which you think would be relevant to your application

### **Selection Criteria**

Successful applicants must demonstrate good interpersonal skills, the ability to study in an overseas environment, and enthusiasm to be an ambassador of Hong Kong and CityU. Priority will be given to applicants who have satisfactory IELTS or TOEFL scores on or before August 2015. In addition, applicants must:

- At least completed one year of study in bachelor's degree programme before commencing the exchange programme
- Have a good academic track record with a minimum cumulative CGPA of 2.8 (after the examination result of Summer 2015)
- Meet the admission requirements of the host university (e.g. GPA, IELTS, TOEFL, etc)
- Fulfill the following English language requirement (optional for applicants who choose to study in Mainland or Taiwan):
- a minimum TOEFL score of 79 (Internet-based)/213 (Computer-based), or IELTS Band 6.5 or above (the report should be valid until end of October 2015)
- Have a good performance in the interviews

### Application Procedures for Second Round Application 2015-2016

Applicants are required to complete the application and interview for the College and Departmental Level Exchange Programmes. If applicants cannot receive any place, they will be nominated to apply for the Institutional Level Exchange Programmes. Please follow the Application Schedule to prepare the application.

### Summary of Student Exchange Programme

Programme: BOM

Exchange Period: 2015-2016

### No. of Students

	BBA4	AS1	AS2	Total
Going	15	3	13	31
Not going	10	3	12	25
Total Student	25	6	25	56

### **Exchange Period**

	BBA4	AS1	AS2	Total
2015-16 SemA	2	0	4	6
2015-16 SemB	13	3	9	25
Total Student	15	3	13	31

### Level

	BBA4	AS1	AS2	Total
Institutional	6	3	3	12
College	5	0	8	13
Departmental	4	0	2	6
Total Student	15	3	13	31

### Country

Country	BBA4	AS1	AS2	Total	
Austria	3	0	2	5	
Canada	1	0	1	2	
Denmark	2	0	0	2	
France	1	0	0	1	
Germany	2	1	0	3	
Netherlands	0	0	3	3	
Norway	0	0	1	1	
Portugal	1	0	0	1	
Singapore	0	0	1	1	
Spain	1	0	0	1	
Taiwan	1	0	1	2	
UK	2	1	4	7	
USA	1	1	0	2	
Total	15	3	13	31	

### **BBABOM Student Exchange List 2015-16**

- DENEGIII G	tudent Ext	mange List 2010-10	
Level	Country	University	Exchange Period
Institutional	Canada	Concordia University	2015-16 Semester A
Institutional	Germany	Eberhard Karls Universität Tübingen	2015-16 Semester B
Institutional	Germany	Karlsruhe University of Applied Sciences	2015-16 Semester B
Institutional	Germany	Technische Universitat Munchen	2015-16 Semester B
Institutional	Singapore	Nanyang Technological University	2015-16 Semester A
Institutional	Spain	Autonomous University of Barcelona	2015-16 Semester B
Institutional	UK	University of Dundee	2015-16 Semester B
Institutional	UK	University of East Anglia	2015-16 Semester B
Institutional	UK	University of Newcastle upon Tyne	2015-16 Semester B
Institutional	UK	University of Stirling	2015-16 Semester B
Institutional	USA	Drexel University	2015-16 Semester B
Institutional	USA	Syracuse University	2015-16 Semester B
College	Canada	University of British Columbia	2015-16 Semester B
College	Denmark	Copenhagen Business School	2015-16 Semester B
College	France	Groupe EDHEC	2015-16 Semester A
College	Netherlands	Universiteit Maastricht	2015-16 Semester A
College	Netherlands	University of Groningen	2015-16 Semester B
College	Norway	BI Norwegian Business School	2015-16 Semester A
College	Taiwan	National Chengchi University	2015-16 Semester B
College	Talwan	National Sun Yat-sen University	2015-16 Semester B
College	UK	Loughborough University	2015-16 Semester B
College	UK	University of Liverpool	2015-16 Semester B
College	UK	University of Warwick	2015-16 Semester B
Departmental	Austria	Upper Austria University of Applied Sciences	2015-16 Semester B
Departmental	Portugal	Catholic University of Portugal	2015-16 Semester B

### Internship

### MS3403 - Internship for Business Analysis and Operations Management

Department liaises with local, mainland, and overseas companies that offer internships to our students. For any full-time internship that is not less than six weeks, students will receive the departmental internship subsidy (Internship location: HK\$3000/month in Hong Kong; HK\$7,000/month in Mainland, Taiwan, Asia (other than Japan, Korea & Singapore), Africa; HK\$10,000 in Asia (Japan, Korea & Singapore), Middle East & South America; HK\$13,000 in North America, Europe, Australia & New Zealand).

• Credit Units: 3

Course Duration: Summer Semester

• Coursework: 100%

### **Course Aims:**

- Enrich students' learning experience through interactions with professionals in the business world through internship tasks.
- Enable students to gain valuable work experience for acquiring in-depth and practical understanding of operation management in business organization between 6 to 12 weeks during the summer semester.
- Enhance student competitiveness in the job market and discovery experience before their graduation

Website: http://www.cityu.edu.hk/ug/201415/course/MS3403.htm

### **Disney International College Programme**

Programme (ICP) at Walt Disney World at Florida, US for three months. Students are well-prepared before the internship through a two-day preparatory training workshop on business ethics, business etiquette and interpersonal communication skills. ICP offers students from any academic discipline outstanding learning opportunities through different courses, and all students are evaluated on their performance and a report from their immediate supervisor. Students are assigned jobs in Character, Operations, Custodial, Merchandise, and Quick Service Food & Beverage. They are involved in the Disney magic by sharing and interacting with guests, learning important business philosophies, and making friends with people all over the world.



### **CB3800 Business Practice Internship**

The internship is designed to provide students with real life working experience in local contexts for a period of time. With placements in international businesses, banking, financial services, insurance, accountancy firms, etc., students are expected to gain in-depth and practical understanding of business operations and the professional contexts in which they are expected to apply the theory and skills they have learned in the formal curriculum.

Students will be placed into a multi-national corporation for six weeks full-time internship during the summer. Before the internship, students shall participate in a 2-day workshop on business ethics, business etiquette and interpersonal communication skills. At the end of the internship, students are required to prepare and submit a report.

Website: <a href="http://www.cb.cityu.edu.hk/course/cb3800">http://www.cb.cityu.edu.hk/course/cb3800</a>

### BOM Internship Statistics (2014-15)

Hosting Company	Work Location Country (City)	Places	No of Credit Bearing (MS3403)
A.S. Watson Group	Hong Kong	10	8
Alliance Knowledge Management Ltd	Hong Kong	1	1
Catholic Diocese of Hong Kong - Diocesan Pastoral Centre for Workers (New Territories)	Hong Kong	1	1
Census and Statistics Department, HKSAR	Hong Kong	1	1
Four Seas Mercantile Limited	Hong Kong	1	1
General Mills Hong Kong Limited	Hong Kong	1	1
Green Monday	Hong Kong	1	1
Hong Kong Economic Times Limited	Hong Kong	1	1
KPMG Executive Recruitment Limited	Hong Kong	1	1
L'hotel Island South	Hong Kong	1	1
The Hub Hong Kong	Hong Kong	1	1
Hong Kong Economic & Trade Office	Australia	1	1
Bank of Communications Co. Ltd.	China	1	1
廣州立根融資租賃有限公司	China	1	1
Cold Storage Singapore	Singapore	2	2
NBCUniversal	Singapore	1	1
Shangri-La Hotel Limited	Singapore	1	1
		27	25

### **Other Activities**

### "A" Project: Student Ambassadors Programme

The Student Ambassadors Programme ("A" Project) is a student development programme launched by the Student Leadership and Development Teams, SDS in 1997. The objective of this programme is to foster students' whole person development, such as positive attitude, leadership, problem solving abilities, communication and interpersonal skills as well as broadening students' social exposure, international outlook and life experience; enhance students' knowledge of and sense of belonging to CityU through the practical experience of serving the University and develop a pool of Student Ambassadors to help promote the University's image.

The Student ambassadors are required to attend a comprehensive training programme and to offer service to the University. The training programme includes training camps, feature talks, visits, workshops, group projects and a high table dinner. A partially sponsored non-local interflow tour is also included in the training programme for those Student Ambassadors with excellent participation and performance in training and services to the University. Website: <a href="http://www.cityu.edu.hk/sds/sa">http://www.cityu.edu.hk/sds/sa</a>

### Whole Person Development Scheme (WPD)

The Whole Person Development Award Scheme is established to encourage students to take positive and systematic steps to pursue whole person development. Students' participation and involvement in student activities or extra-curricular training programmes will add scores leading towards the Award.

On joining the Scheme, students are expected to participate in programmes grouped under the following areas of development according to your own interest:

7 Areas of Development	Programme Examples
Spiritual	Cultural forum, community service
Intellectual	Study skills, thinking skills workshop
Physical	P.E. Course, sport tournament, health education programmes
Social	Orientation for freshmen, training for student leaders
Aesthetic	Music, art appreciation
Career	Career talk, workshop on job search
Emotional	Peer counsellor training, mental fitness series

Student will obtain points after attending the programme you choose and points are earned from the time you spend in a programme. The more time you spend, the more points you can obtain. Certificates and souvenirs will be awarded to you once you have fulfilled the requirements of the Scheme in a ceremony held in June each year. The certificate gained may serve as useful reference for you in application for jobs or scholarships.

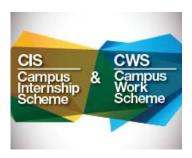


Website: <a href="http://www.cityu.edu.hk/sds/wpd/index.htm">http://www.cityu.edu.hk/sds/wpd/index.htm</a>

### Campus Internship Scheme (CIS) and Campus Work Scheme (CWS)

### Introduction

To better consolidate students' work-based learning experience and to enhance their professional and personal development on campus. The Career and Internship Office (CAIO) is responsible for implementing the Schemes, further enquiries may be forwarded directly via email to caio@cityu.edu.hk



### **Programme Objectives (CIS)**

- To enhance students' understanding of the work environment and their long term personal and professional development
- To develop students' analyltical, problem-solving, and interpersonal skills to engage in discovery and innovation
- To facilitate students' career exploration and add value to their employability.

### **Programme Objectives (CWS)**

- To enhance students' understanding of the work environment and develop work ethics and positive work attitude needed in the workplace
- To learn generic work skills and gain real life work experience

Web Site: http://www.cityu.edu.hk/caio For enquiry: Tel: 3442 5591

### **Student Mentoring Scheme (SMS)**

The purposes of SMS are:

- To help first-year students adjust to university education;
- To develop a supportive personal network amongst first-year students and senior students;
- To create a warm atmosphere and positive academic culture in the campus;
- To assist first-year students in enhancing their educational experience and development as a person and as a professional in their chosen fields of study.

The scopes of SMS are:

- The range of activities can be very comprehensive, from educational to entertaining, personal to professional;
- The student mentors can assume very flexibly the roles of big brother / sister, adviser, information-provider, counselor, coach or private tutor, or simply friend;
- The types of activities and relationship really depend on the needs of the first-year students and their chemistry with the mentors.

### **Industrial Mentoring Scheme (IMS)**

**O**ur Mentorship Program aims at establishing a caring and supportive relationship between City University alumni, business executives (mentors) and undergraduates (mentees) to achieve the following objectives:

- To facilitate the educational, social and personal growth of mentees
- To develop mentees' fullest potential, vision and aspirations for the future
- To enhance mentees' future professional and career development
- To empower mentees to face challenges in society

A mentoring relationship is one that encourages discussion, questions and feedback regarding those areas that will enhance the mentees' capabilities/competencies. These capabilities may be job related, but may also be in the area of school or life in general.

### How does the mentorship program work?

The mentor and the mentee would agree on the level of commitment, mode and frequency of interaction, as well as the preferred focus through the mentorship process. Each mentor is encouraged to take on one to three mentees during the same period. At least one face to face meeting is highly recommended. Other activities can be arranged depending on individual mentors and mentees such as:

- regular contact through phone or email
- campus visits by mentors
- workplace visits by mentees
- leisure and social activities



### Mentor List 2014 - 2015

### **Executive Mentors:**

Mr. Joe Cheung, Senior Merchandising Planning Manager, Watsons HK

Ms. Vivian Wong, Project Controller, Watsons HK

Ms. Jacqueline Cheung, Marketing Director, Watsons HK

### **Alumni Mentors:**

Miss Bertha Sung, Manager, Business Development, Manulife Mr. James Lo, Brand Manager, Telford International Co. Ltd Miss Alice Ng, Product Specialist, Product and Marketing Data Business, China Mobile Mr. Samuel Wong, Senior Guest Services Officer. Mandarin Oriental

Mr. William Pang, Assistant Vice President, Credit Suisse

### Departmental Subsidies for Professional Exam

### Support to student exchange activity (HK\$5000):

- Achieve CGPA 2.5 or above at CityU (before exchange)
- Passing all courses at the host university

### Subsidies for passing professional examinations, including:

- Six Sigma Green Belt Professional Qualification
- SAS Certified Base Programmer Credential for SAS 9
- SAS Certified Advanced Programmer Credential for SAS 9
- Level 1 of Chartered Financial analyst (CFA)
- Level 1 of Financial Risk Manager (FRM)
- Exam 1 of Professional Risk Manager (PRM)
- Paper 1, 3, 5 of Insurance Intermediaries Qualifying Examination (IIQE)
- Paper 1, 7, 8 of HK Securities Institute Examination (HKSI)
- Oracle Database 11g: SQL Fundamentals I
- Oracle Database 11g: Administration I
- Introduction to Oracle9i SQ

<sup>\*</sup>All subsidies are subject to availability of funds in the department

### Awards and Scholarships

In MS, we award excellent students by various scholarships every year.

For first year students, we offer

### The Department of Management Sciences Entrance Awards

- For students with good to outstanding academic achievements in their first year study at CB and to undertake full degree programmes with the Department
- Gold Awards up to 6 awards at HK\$50,000 each; Silver Awards up to 25 awards at HK\$5,000 to HK\$20,000 each.
- Minimum CGPA of 3.7(Gold) and 3.4(Silver)

For second, third and fourth year students, we offer

### The Department of Management Sciences Outstanding Student Prizes and Scholarships

- For undergraduate students with demonstrated outstanding performance
- Maximum 10 awards at \$10,000 each.

### Freetech Technology Limited Scholarship

- Funded by donations from the Freetech Technology Limited
- For students with excellent academic results, no fewer than 8 awards shall be granted each year with the total dollar amount of awards not exceeding \$40,000.

### The Department of Management Sciences Academic Progress Awards

- For full time students who have made the most significant improvements in their academic study
- Maximum 30 awards with amount HK1,000 to \$3,000 each.

### The Department of Management Sciences Student Development Scholarships

- Selected based on the following criteria: i) exceptionally outstanding performance in extra-curricular activities, ii) winning record in internal and external competitions, iii) participation in departmental services (e.g., student mentoring, study group leadership), and iv) academic performance
- Maximum 10 awards at HK2,000 to \$5,000 each.



### **Useful Links**

### 1. BBABOM Website

http://www.cb.cityu.edu.hk/ms/bbabom/index.html

### 2. BOM Facebook

https://www.facebook.com/cityubom

### 3. Canvas

https://canvas.cityu.edu.hk/

### 4. Department of Management Sciences

http://www.ms.cityu.edu.hk

### 5. College of Business

http://www.cb.cityu.edu.hk

### 6. Administrative Information Management System (AIMS)

https://banweb.cityu.edu.hk

### 7. College of Business Exchange Programme

http://www.cb.cityu.edu.hk/exchange/

### 8. Scholarship/Exchange/Internship

http://www.cb.cityu.edu.hk/ms/whyUs/scholarships.html

### 9. Chinese Civilization Course (CCIV)

http://www.cciv.cityu.edu.hk

### 10. The English Language Centre (ELC)

http://www.cityu.edu.hk/elc/

### 11. Student Development Services (SDS) Online

http://www.cityu.edu.hk/sds/online

### 12. The Run Run Shaw Library

http://www.cityu.edu.hk/lib/

### 13. English Language Clinic

http://www.english.cityu.edu.hk/languageclinic/

### 14. Joint Institutions Job Information System (JIJIS)

http://www.jijis.org.hk

### 15. Project Management Institute (PMI)

http://www.pmi.org.hk/

### 16. Chartered Institute of Purchasing & Supply" (CIPS)

http://www.cips.org/en-CN/

### 17. SAP

http://www.sap.com

### 18. SAS Institute

http://www.sas.com

### 19. HKSQ

http://www.hksq.org/

### 20. HKFBS

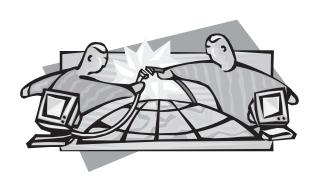
https://www.hkfbs.org.hk/

### 21. The Chartered Institute of Logistics and Transport in Hong Kong (CILTHK)

http://www.cilt.org.hk

### 22. FAQ for 4-year Degrees

http://www6.cityu.edu.hk/arro/content.asp?cid=385



### Academic Calendar 2015/16

Week	8	M	T	W	Т	F	9	Events	Public Helidays
	Aug	unt, 20	HB.						
WK.1	9 16 23 30	3 10 17 24 31	4 11 18 25	5 12 19 26	5 13 20 27	14 21 28	15 22 29	Semester A 2016/16 31 Aug - 28 Nov Teaching Period	
	Sept	terrib-e.	r						
WK2 WK3 WK4 WK5	5 13 20 27	7 14 21 28	1 8 15 22 29	2 9 18 23 30	10 17 24	4 11 18 25	12 19 26		Additional statutory holiday and general holiday enacted by the Special Holiday (3 September 2015) Ordinance      Day following Mid-Autumn Festival
	Octo	nede							
WK.8 WK.7 WK.8 WK.9	4 11 18 25	5 12 19 26	6 13 20 27	7 14 21 28	15 15 22 39	2 9 16 23 30	3 10 17 24 31	2 Graduation Date	National Day     Chung Yeung Festival
WK.10 WK.11 WK.12 WK.13	Nov 1 8 16 22 29	2 9 16 23 30	10 17 24	4 11 18 25	5 12 19 26	5 13 20 27	14 21 28	28 Last Day of Toaching 30 Nov - 6 Dec Student Revision Period	
	Deci	em bein							
	6 13 20 27	7 14 21 28	1 15 22 29	9 18 33 30	3 10 17 24 31	11 18 25	5 12 19 <b>26</b>	7-19 Exemination Period 21 Dec - 9 Jan Semester Break	26 Christmas Day 26 Day following Christmas Day
	Jan	Jany, 2	016						
WK.1 WK.2 WK.3 WK.4	3 10 17 24 31	4 11 18 25	5 12 19 28	13 20 37	7 14 21 28	9 15 22 29	9 16 23 30	Semester B 2015/16 11 Jan - 23 Apr Teaching Period	1 First day of January
	Febr	nany-							
WK.5 WK.5 WK.7	7 14 21 28	15 22 29	16 23	10 17 24	11 18 25	12 19 26	13 20 27	8 - 13 Luner New Year Break 16 Gradual on Date	8 - 10 Luner New Year Holidays
	Mars	eh j							
WK.8 WK.9 WK.10	6 13 20 21	7 14 21 28	1 3 15 22 29	2 9 16 23 30	3 10 3T 24 31	11 10 25	12 18 26	25 - 31 Easter Break	25 Good Friday 26 Day following Good Friday 29 Easter Monday
	Apri	ı							we poster wouldby
WK.11 WK.12 WK.13	3 10 17 24	11 18 25	6 12 19 28	13 20 27	14 21 28	1 8 15 22 29	9 16 23 30	23 Last Day of Teaching 25 - 30 Student Revision Period	4. Ching Ming Festival
	May 1 8 15 22 29	9 16 23 30	3 10 17 24 31	4 11 18 25	5 12 19 26	5 13 20 27	7 14 21 28	3 - 17 Examination Period 18 May - 4 Jun Semester Broak	Day following Labour Day     Budcha's Birthday

Week	8	M	T	W	T	F	8	Events	Public Holidays
	June	, 2016	,						
				11.	2 16 23	10	4	Summer Term 2016	
WK.1	15-	15	7	15	19	10	1.1	5 Jun - 23 Jul Teaching Period	9 Tuen No Festival
WK.2	12	13	14	16	16	4.7	18		-
WKC3	12	13 20	7 14 21	2:2	23	17 24	2-5		
WK.4	26	27	28	29	30				
l	July								
						1	2		<ol> <li>HK SAR Establishment Day</li> </ol>
WK.5	3	- 4	5 12 19 28	13 20	T	1 15 22	9		
WK.6	10	11 18 25	12	13.	14. 21	15	16	15 Graduation Date	
WK.T	17	18	19	20	2:1	2:2	2:3	25 Last Day of Teathing	
	24 31	25	28	27	28	29	50	25 - 30 Student Revision Period	
l									
	Aug	U85				-			
	2000	- 3	2	3	4	5	8	1 - 6 Examination Period	
	T	15	9 16 23	10 17	11 18 25	5 12 19 28	13 20 27	8 - 27 Term Break	
	14	15	18	17	18	19	290		
	2:1	22		2.4	25	28	27		
	219	29	30	3.1					

Note: represents public holidays including all Sundays

### Provisional Academic Calendar 2016/17

Company A	Stan	Date	End	Date
Semester A Teaching Period	29	August 2016	28	November 2016
Student Revision Period	28	November 2016	3	December 2016
Examination Period	5	December 2016	17	December 2016
Semester Break	19	December 2016	7	January 2017
Semester B				
Teaching Period	9	January 2017 var New Year holidays: April 2017	22	April 2017
	(Lun	er New Year holidays:	28 - 31	January 2017)
Student Revision Period	24	April 2017	29	April 2017
Examination Period	2	May 2017	16	Mary 2017
Semester Break	1.7	May 2017	3	June 2017
Summer Term				
Teaching Period	5	June 2017	22	July 2017
Student Revision Period	24	July 2017	29	July 2017
Examination Period	3.1	July 2017	5 2	August 2017
Term Break	7	August 2017	2	September 2017

### Provisional Academic Calendar 2017/18

Semester A	Start	Date	End	Date
Teaching Period Student Revision Period	4	September 2017 December 2017	2	December 2017 December 2017
Examination Period	71	December 2017	23	December 2017
Semester Break	27	December 2017	13	January 2018
Semester B				
Teaching Period	15 (Lwe	January 2018 ar New Year holidays:	- 28 16 - 19	April 2018 February 2018)
Student Revision Period	30	April 2018		May 2019
Examination Period	7	May 2018	19	May 2019
Semester Break	21	May 2018	9	June 2018
Summer Term				
Teaching Period	11	June 2018	28	July 2018
Student Revision Period	30	July 2018	4	August 2018
Examination Period	6 13	August 2018	11	August 2018
Term Break	1.3	August 2018		September 2018

### **Important Dates for Academic Year 2015/16**

### Semester A 2015/16

Date	Event
28 July 2015	Release of yearly master class schedule and Semester A personal class schedule in AIMS
3 August 2015	Paper add/drop of non web-enabled courses begins
17 August 2015	First day for add/drop of web-enabled courses (Please refer to your web registration time ticket)
29 August 2015	Last day for application for credit transfer/course exemption
31 August 2015	Classes begin
1 September – 7 November 2015	Application for graduation in Semester A 2015/16 ( <u>NOT</u> applicable to associate degrees)
7 September 2015	Due date for tuition fees for Semester A ( <u>NOT</u> applicable to new students)
7 September 2015	Last day for course add/drop
12 September 2015	<ul> <li>Last day for application for reduced study load and exceed maximum study load</li> <li>Last day for withdrawal of studies, application for leave of absence and late drop of courses with no tuition fee charged (The acceptance fee paid at the time of admission will not be refunded under any circumstances)</li> </ul>
13 September – 10 October 2015	50% tuition fee charged for withdrawal of studies, application for leave of absence and late drop of courses
8 October 2015	Due date for payment of balance of tuition fees for Semester A
11 October 2015 onwards	100% tuition fee charged for withdrawal of studies, application for leave of absence and late drop of courses
2 – 19 November 2015	<ul> <li>Application for add/drop of minors (<u>NOT</u> applicable to associate degrees)</li> <li>Application for change of home major (<u>NOT</u> applicable to associate degrees)</li> <li>Application for declaring a second major (<u>NOT</u> applicable to associate degrees)</li> </ul>
2 – 19 November 2015	Application for programme transfer (ONLY applicable to associate degree students in the College of Science and Engineering)
4 November 2015	Release of Semester A examination schedule in AIMS
28 November 2015	Last day of teaching
7 – 19 December 2015	Examination period
From 29 December 2015	Release of Semester A course grades in AIMS

### **Semester B 2015/16**

Date	Event
10 November 2015	Release of Semester B personal class schedule in AIMS
14 December 2015*	Paper add/drop of non web-enabled courses begins
22 December 2015*	First day for add/drop of web-enabled courses (Please refer to your web registration time tickets)
11 January 2016	Classes begin
12 January – 2 April 2016	Application for graduation in Semester B 2015/16 ( <u>NOT</u> applicable to associate degrees)
14 January 2016	Due date for tuition fees for Semester B
18 January 2016	Last day for course add/drop
23 January 2016	<ul> <li>Last day for application for reduced study load and exceed maximum study load</li> <li>Last day for withdrawal of studies, application for leave of absence and late drop of courses with no tuition fee charged</li> </ul>
24 January – 27 February 2016	50% tuition fee charged for withdrawal of studies, application for leave of absence and late drop of courses
23 February 2016	Due date for payment of balance of tuition fees for Semester B
28 February 2016 onwards	100% tuition fee charged for withdrawal of studies, application for leave of absence and late drop of courses
23 March 2016	Release of Semester B examination schedule in AIMS
1 – 20 April 2016	<ul> <li>Application for add/drop of minors (<u>NOT</u> applicable to associate degrees)</li> <li>Application for change of home major (<u>NOT</u> applicable to associate degrees)</li> <li>Application for declaring a second major (<u>NOT</u> applicable to associate degrees)</li> </ul>
1 – 20 April 2016	Declaring a home major ( <u>ONLY</u> applicable to bachelor's degree students with an undeclared major)
1 – 20 April 2016	Application for programme transfer ( <u>ONLY</u> applicable to associate degree students in the College of Science and Engineering)
23 April 2016	Last day of teaching
3 – 17 May 2016	Examination period
From 27 May 2016	Release of Semester B course grades in AIMS

<sup>\*</sup>Tentative

### Summer 2016

Date	Event
5 April 2016	Release of Summer Term personal class schedule in AIMS
16 May 2016*	Paper add/drop of non web-enabled courses begins
23 May 2016*	First day for add/drop of web-enabled courses (Please refer to your web registration time tickets)
6 June 2016	Classes begin
7 June – 9 July 2016	Application for graduation in Summer Term 2016 ( <u>NOT</u> applicable to associate degrees)
13 June 2016	Last day for course add/drop
18 June 2016	<ul> <li>Last day for application for exceed maximum study load</li> <li>Last day for withdrawal of studies, application for leave of absence and late drop of courses with no tuition fee charged (Applicable to non government-funded programmes)</li> </ul>
19 – 25 June 2016	50% tuition fee charged for withdrawal of studies, application for leave of absence and late drop of courses (Applicable to non government-funded programmes)
26 June 2016 onwards	100% tuition fee charged for withdrawal of studies, application for leave of absence and late drop of courses (Applicable to non government-funded programmes)
5 July 2016	Due date for payment of tuition fees for Summer Term 2016 (Applicable to non government-funded programmes)
6 July 2016	Release of Summer Term 2016 examination schedule in AIMS
11 – 15 July 2016	Switching of majors between Colleges/Schools ( <u>ONLY</u> applicable to new year one students admitted to normative 4-year degrees in 2015/16)
23 July 2016	Last day of teaching
1 – 6 August 2016	Examination period
From 16 August 2016	Release of Summer Term 2016 course grades in AIMS

<sup>\*</sup>Tentative

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