



HOLISTIC LEARNING AND GLOBAL EXPOSURE

STUDENT EXCHANGE

Students study abroad for a semester at partner universities in Asia, Australia, Europe and North America.

OVERSEAS STUDY TOUR

Students visit partner universities and companies in subsidized-overseas study tours.



Study Tour - Nissan Yokohama Plant, Japan



Student Exchange - Queen's University, Canada



Competition - Financial Innovation Application

COMPETITION

Students participate in projects or events to put their academic knowledge into practice.

MENTORSHIP AND COMPANY VISIT

Students gain practical knowledge by pairing up with industrial mentors and visiting business companies.



Internship - BestTop Consulting, Singapore



Company Visit - ICED Hub Visit on Hang Seng Bank

INTERNSHIP & PLACEMENT

Students gain work experience, acquire skills and build network for future career development.



Internship - HSBC Commercial Banking, Hong Kong



Department of
Decision Analytics and Operations

香港城市大學
City University of Hong Kong

Department of Decision Analytics and Operations

WEBSITE



Our Business College
are ranked
(UT Dallas 2019 to 2023)

39th
in the
World

5th
in
Asia



THE 4-YEAR JOURNEY IN DAO CITYU

JS1025
Decision Analytics and Operations (BDDAO)

JS1026
BBA Business Decision Analytics (BDAN)

JS1027
BBA Global Operations Management (GOM)



CITYU.BDA



CITYU.GOM



www.cb.cityu.edu.hk/dao/bbabda



www.cb.cityu.edu.hk/dao/bbagom



About our department

- Develop and apply models, concepts and tools
- Master big data and achieve operational efficiency

Entrance Requirements

For admission to any of the three programmes, JUPAS applicants must meet the following minimum entrance requirements in HKDSE:

English Language	Chinese Language	Mathematics	Citizenship and Social Development	Elective 1	Elective 2
Level 3	Level 3	Level 3	Attained	Level 3	Level 3

SPECIAL PROGRAMMES & SCHOLARSHIPS

BDDAO - Decision Analytics and Operations (JS1025) 決策分析及營運學



A common first-year programme in our department.



For students who cannot decide to choose between the **BDAN** and **GOM** majors.



Students choose a major at the end of the first year.

BDAN - BBA Business Decision Analytics (JS1026) 工商管理學士 (商業決策分析)

- Business Analytics & Decision Methods
- Business Intelligence
- Information Management
- Big Data Analysis
- Risk Management
- Software Skills

BDAN achieved accreditation from the Royal Statistical Society, UK. BDAN students are granted the status of Graduate Statistician (RSS) upon graduation:



GOM - BBA Global Operations Management (JS1027) 工商管理學士 (環球營運管理)

Operations Knowledge

- Global Supply Chain Management
- Quality Management
- Global Business Logistics

Data Analytics

- Operations Analytics
- Data-driven Business Modeling

Case Studies

- Workshop on Global Operations and Supply Chain Management Practices
- Best Practices in Global Operations Management
- Business Case Analytics and Communication

Joint Bachelor's Degree Programme

2-year **BBA** in **BDAN** at CityU and 2-year **BA** in **Economics** at Columbia University

3+1 BBA/MSc Joint Programme

3-year **BBA** in **BDAN** or **GOM** at CityU and 1-year **MSc** in **Business Analytics and Management Science** at University of Southampton

3+1 CityU Talent Programme

3-year **BBA** in **GOM** and 1-year **MSc** in **Operations and Supply Chain Management** at CityU



Entrance Scholarships



Departmental Scholarships

GRADUATE CAREER PROSPECTS

Our graduates embark on promising careers. Possessing strong analytical and technical skills as well as solid business knowledge, our graduates have **diverse career paths**, ranging from analyst and consultant roles to managerial positions. Our programmes equip them for career tracks leading to top management positions.

Our graduates are employed across a range of industries

- Accounting
- Banking, Finance & Insurance
- Business Consulting
- Manufacturing / Operations
- Supply Chain & Logistics
- Hospitality & Retail
- Information & Communications
- Public Services / Education

Representative list of employers

- Accenture
- Airport Authority
- Bank of China
- Cathay Pacific
- CLP
- Ernst & Young
- Hang Seng Bank
- HK Jockey Club
- Nestlé
- P&G
- HKSAR
- HK Telecom
- HSBC
- IBM
- IKEA
- Kerry Logistics
- Morgan Stanley
- MTR
- PWC