



香港城市大學
City University of Hong Kong

***Drawing Insights
from Data***

***Delivering Value
through Efficiency***

Department of Management Sciences

OPTIONS

BBA in Business Analysis
(JS1026)

BBA in Business Operations Management
(JS1027)

Department of Management Sciences
(JS1025)



Grow your **Dream**
Harvest your **Future**



*Among Top Management Science
Departments, we are*

2nd in the
Asia Pacific region

29th in the
World

WHAT is Management Sciences? It is concerned with **developing** and **applying** **models, concepts and tools that help manage an organization.**

In today's highly competitive business environment, the ability of mastering big data and operational efficiency has become a winning edge of a corporation. Aiming to develop students to meet the evolving industry needs in this new era, Department of Management Sciences offers two undergraduate majors:

BBA in Business Analysis (BANL/ JS1026)

BBA in Business Operations Management (BOM/ JS1027)

Three options

Admission to the Department of Management Sciences (JS1025):

Year 1: A foundation year for learning basic knowledge

Year 2: Choose to major in Business Analysis or Business Operations Management

- Students with non-weighted 4 core and 2 best elective scores **at or above 28** are guaranteed with free switching of BBA majors by the end of Year 1.
- Students with non-weighted 4 core and 2 best elective scores **at or above 30** are guaranteed with **free choice of 2nd BBA major** by the end of year 1.

OR

Admission directly to one of the majors

Admission to:

BBA in Business Analysis (JS1026)

工商管理學士
(商業分析)



BBA in Business Operations Management (JS1027)

工商管理學士
(商業營運管理)





Big Data to Smart Insight



BBA in Business Analysis (JS1026) 工商管理學士 (商業分析)

WHY BANL? Big data is growing at a high speed globally. The ability of mastering data analysis and using big data changes the way we live. It also becomes a vital part of a business, data experts are therefore in high demand in different industries. ***BANL is a major to develop students with:***



Strong Quantitative Ability

Manage and analyze huge volume of business data using contemporary computing software such as SAS, SPSS, Excel VBA, R, Python.



Solid Decision-Making Skill

Develop strong analytical mind and skills to make evidence-based decisions.



International Professional Qualifications

Obtain internationally recognized qualifications, including SAS, Financial Risk Manager (FRM) and Professional Risk Manager (PRM) certifications.

Business Analysis Stream

Major Core:

- Business Statistics & Analytical Methods
- Business Intelligence/ Big Data Analysis
- Risk Management
- Software Skills

Electives (Group A) – Business Analysis

- Risk Management/ Software Skills/
Marketing Analysis/ Project/ Internship

Electives (Group B) – Wide choices from:

- Computer Science and other departments in
College of Business

Data Informatics Stream

5 MS Courses

- Analytics using SAS
- Probability and Applications in Business*
- Regression Analysis
- Enterprise Data Mining
- Financial Risk Analytics

3 IS Courses

- Python Programming for Business
- Technique for Big Data
- Database Management

Electives:-

Wide choices from various departments
in College of Business



Joint Bachelor's Degree Program

Students can apply for admission to the Joint Bachelor's Degree Program between City University of Hong Kong and Columbia University. Upon completion of this Program, students will receive the dual awards conferred by Columbia University and City University of Hong Kong. For details, please visit gs.columbia.edu/cityu-hk/



Ideas to Action

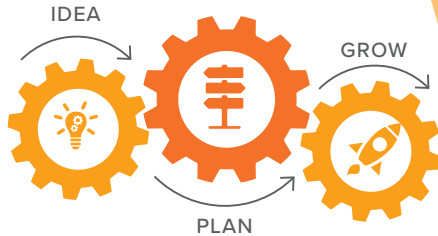


BBA in Business Operations Management (JS1027) 工商管理學士 (商業營運管理)

WHY BOM? All businesses need operations management (OM) in order to function, as it focuses on how companies can create compelling products or services in a cost-effective way. Operations management skills can be applied across all industries, hence there is a growing demand for executives with solid OM knowledge and skills globally and locally.

BBA Business Operations Management is a major designed to provide comprehensive training to prepare students for consultant and managerial positions. Other than operations knowledge, BOM equips students with management techniques in project management and basic analytics with spreadsheets, training students' critical thinking and presentation skills through case studies courses.

Market-driven Curriculum – Major Core Courses



Operations Knowledge

- Global Supply Chain Management
- Quality Management

Data Analytics

- Business Modeling with Spreadsheets
- Operations Analytics

Case Studies

- Workshop on OM Practices
- Best Practices in OM

Major Electives



Trade & Supply Chain

- Enterprise Resource Planning
- Business Project Management
- Simulation



Business Consulting

- Quantitative Business Analysis with VBA
- Database Systems, Java Programming
- Python for Data Analytics



Hospitality & Retail

- Hospitality Management
- Pricing and Revenue Management
- Retail Management



Banking & Finance

- Operations Management Project
- Risk Management Models
- Management Accounting

INTERNSHIP

With placements in international businesses, banking, financial services, insurance, retail and hospitality, etc., students can

- Gain real-life hands-on working experience
- Acquire solid knowledge and sharpen their interpersonal skills
- Build network and enhance competitiveness for their future career





Tokyo Stock Exchange

“I had the opportunities to reach out to people from different professions and learnt what cannot be found from textbooks or lectures.”



Mitsubishi Okazaki Plant

“There’s no education quite like the lessons of travel.”

Students visit companies and places of special interests at overseas tours to:

- Acquire knowledge of real-world businesses in a different cultural context
- Interact and network with local community
- Have fun while learning

OVERSEAS STUDY TOUR

EXCHANGE PROGRAM



We offer diverse exchange opportunities to students to study abroad in different countries. The program allows students to

- Expand international exposure
- Improve language skills
- Enhance planning, analytical and problem-solving skills
- Learn more about themselves and another culture
- Become more mature and independent

It surprised me when I saw students in such a land of freedom having a high level of discipline, coming to class punctually, having their phones and laptops away and actively making notes.

This program has changed me a lot. I became more **independent**. I also improved my **spoken English proficiency** and **made more friends** coming from other parts of the world. Moreover, I feel **more open to a diverse working environment**.

When I travelled to different places, I also **explored the unique culture and history there**. For example, I got to know the long, tragic history of the slavery of Chinese migrants when I visited the Chinatown of San Francisco, while my trip in New York really allowed me to feel the pulse of the world's busiest city.

Miss Faith Lam
University of Wisconsin – Madison, USA



Our global exchange partners include universities in Asia, Australia, Europe and North America.



ENRICHMENT

At MS, students can participate in projects or events to put their academic knowledge into practice.

Real-life Business Consulting Projects

BOM students are offered opportunities to participate in consulting projects for international companies, applying their knowledge in solving real-life business problems. Here are some of the projects:

Collaborating Company	Project
ParknShop	Designing a new layout of the picking area in warehouse
Cathay Pacific Catering Service	Optimizing the flow of canvas trolleys & waste reduction
IKEA	Workflow optimization

Joint University Big Data Competition

Through participating in a joint-school Big Data competition with the Faculty of Statistics of Renmin University of China, BANL students can interact with Beijing students and use innovative ways to apply what they learnt to solve real-life big-data problems.

4-Day Programme		
Data analysis*	Determination of research topics & analysis methods	Presentation & reporting of results

* 2019 Event - Review of Big Data from a renowned e-commerce operator: sales data of mobile phone & the corresponding comments, mobile phone parameters & promotion information.





According to the U.S. News and World Report, Market Research Analyst, Operations Research Analyst and Business Operations Manager have been among the top 10 business jobs for five consecutive years. **The career path of our graduates is promising. Possessing strong analytical and technical skills as well as solid business knowledge, MS graduates have different career options** such as analyst, consultant or managerial positions. The program prepares them to lead to top management positions in future.

Our graduates work in diverse industries

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

Selected list of employers

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

I think the students have more competitive advantages over the market as they are process-oriented and systematic. The society definitely needs the talents.

Mr Garrick Chan

Head of Supply Chain and Logistics, ParknShop, AS Watson Group

CAREER PROSPECT

ALUMNI SHARING

**What's next after
graduation? Listen to
our alumni in video:**

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Graduate Exit Survey

Partial results from our graduates 2018



Accounting, Banking & Finance

Business Analytics Officer, Hang Seng Bank
Management Associate, HSBC
Analyst, BNP Paribas
Graduate Associate, CMB Wing Lung Bank



Supply Chain & Logistics

Outbound Manager, IKEA HK & Macau
Assistant Supervisor, Expeditors
Management Trainee, Kerry Logistics



Business Consulting Management

Management Consultant, KPMG China
Graduate Trainee, IBM Consulting
Risk Assurance Officer, PwC



Hospitality & Retail

Cadet Pilot, Cathay Pacific
Management Trainee, Esquel
Management Trainee, Muji, Tokyo



Public Service & Administration

Executive Officer II, HKSAR
Immigration Officer, HKSAR



Information Technology

Business Analyst, FDM Group
Data Analyst Trainee, Hutchison Travel Ltd.



Mr Phil Lo
Management Trainee
2019 graduate

BANL is one of the **most practical programs**, which not only trains students to be an **analytical and logical thinker**, but also equips us with most sought-after programming skills for statistical and data analysis.

The BANL major courses cultivated my ability to **diagnose problems, analyze data, identify patterns and devise solutions**, which I believe are of significant importance regardless of the industry and the role.



Mr Godfrey Lee
Management Trainee
2018 graduate

I am now working at HSBC as Graduate Trainee. BOM trained my **problem-solving skills and communications skills**. The uniqueness of this major is that there are many **real-life case studies** that need to be analysed and presented during class. Our program leaders always come up with challenging questions for us, my **logical thinking ability** has improved a lot after continuous practices.



Miss Yoyo Li
Technical Consultant
2019 graduate

The solid foundation we built here allows us to dive deeply into the areas that interested us: **risk management, machine learning, marketing research**, ...you name it.

I truly appreciated all the **opportunities and exposure**, from **certification workshops to overseas competitions and study tour**, that I am given during my study. Step by step, I shape my career goal and enter a field which I am passionate in.



Mr Andy Lau
Management Consultant
2018 graduate

I am currently working as a consultant in KPMG China Management Consulting Department. The major function of our team is to provide **consulting service** concerning operations and customer experiences for the clients, including **digital & operational transformation, project management, supply chain optimization** and marketing strategy. The **supply chain management knowledge** learnt in BOM helps me **better understand the difficulties faced by my clients**. It allows my team to provide the best solutions for them.



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Admission Enquiry

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