



Department of Management Sciences Programme (BDMS)

Information Booklet 2022-2023

Drawing Insights from Data

Delivering Value through Efficiency

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What is BDMS?

Management Sciences is concerned with developing and applying models, concepts, and tools that enable organizations and companies to **master big data** and **achieve operational efficiency**. These skills are in high demand in today's highly competitive business environment for better problem solving and decision making. To meet the evolving industry needs, our department offers two undergraduate majors:

- BBA in Business Analysis (BANL)
- BBA in Business Operations Management (BOM)

BDMS programme gives you time to explore the two majors before you declare one of them by the end of the first year through a major allocation exercise. Like all first year BBA students, you will learn basic knowledge by studying seven business courses

- Introduction to Financial Accounting
- Business Statistics
- Operations Management
- Management
- Micro-Economics
- Information Management
- Marketing

and three Gateway Education (GE) courses including English Language in this programme.

For details, please visit:

<https://www.cb.cityu.edu.hk/ms/programmes-admissions/department-management-sciences-programme-js1025>

BBA Programme Structure

The BBA 4-year degree programme is composed of

1. College requirement (42 credit units);
2. Major requirement (30 credit units)
3. Gateway education requirement (30 credit units);
4. Minor/ free electives (18 credit units).

Minimum number of credit units required for the award: 120 credit units

Maximum number of credit units permitted : 144 credit units

1. College Requirement (42 credit units)

Course Code	Course Title	Level	Credit Units	Year/ Semester
College Core Course (33 credit units)				
CB2100	Introduction to Financial Accounting	2	3	1B
CB2101	Introduction to Managerial Accounting	2	3	
CB2200	Business Statistics	2	3	1B
CB2201	Operations Management	2	3	1A
CB2300	Management	2	3	1B
CB2400	Microeconomics	2	3	1A
CB2402	Macroeconomics	2	3	
CB2500	Information Management	2	3	1A
CB2601	Marketing	2	3	1B
CB3410	Financial Management	3	3	
CB4303	Strategy and Policy	4	3	
College Electives (9 credit units)				
Course Code	Course Title	Credit Units		
AC3202	Corporate Accounting I	3		
CB2041	Applications of Game Theory to Business	3		
CB3021	Business Discovery Methods	3		
CB3041	Financial Statement Analysis	3		
CB3044	Introduction to Financial Markets	3		
CB3045	Advanced Seminar on Business Case Analysis	3		
CB3800 *	Business Practice Internship	3		
CB4605 *	Business Consultancy Project	3		
CS1102	Introduction to Computer Studies	3		
IS2021	Big Data Management	3		
IS2023	Mobile Applications for Business	3		
LW2903	Business and Law	3		
MA1006	Calculus and Linear Algebra for Business	3		
MGT3306	Organizational Behaviour and Human Resources Management	3		
MKT3601	China Business Environment	3		
MS3124	Global Supply Chain Management	3		
MS3252	Regression Analysis	3		

Source:

https://www.cityu.edu.hk/catalogue/ug/current/catalogue/catalogue_UC.htm?page=B/col_sch_CB.htm

2. Major Requirement (30 credit units)

Major	Major leader
Business Analysis - Business Analysis Stream - Data Informatics Stream	Dr Sammy Yuen
Business Operations Management	Dr Zhankun Sun

3. Gateway Education Requirement (30 credit units)

Course Code	Course Title	Level	Credit Units	Remarks
University Requirements (9 credit units)*				
GE1401	University English	B1	3	
GE2402	English for Business Communication	B2	3	
GE1501	Chinese Civilization – History and Philosophy	B1	3	
Distributional Requirements (12 credit units) Take at least 1 course from each of the three distributional areas; 1. Arts and Humanities 2. Study of Societies, Social and Business Organisations 3. Science and Technology				
College-Specified Courses (9 credit units)				
CB2203	Data Driven Business Modeling	B2	3	
CB2240	Introduction to Business Programming in Python	B2	3	
CB3043	Business Case Analysis and Communication	B3	3	

*Students admitted with HKDSE English Level 3 or equivalent are required to complete the 6-credit course EL0200 English for Academic Purposes (EAP). Students scoring below Level 4 in HKDSE Chinese Language are required to take a 3-credit unit course CHIN1001 University Chinese I.

4. Minor / Free Electives (18 credit units)

Students need to take 18 credits of minor/elective courses to fulfil the minimum credit requirement for graduation.

BDMS Year 1 Study Plan

Yr/Sem							Offer Year
1A	CB2201 Operations Management	CB2400 Micro-Economics	CB2500 Information Management	GE*	GE1401 University English or EAP#	Sem A or B CHIN1001 University Chinese I ▲	2021
1B	CB2100 Introduction to Financial Accounting	CB2200 Business Statistics	CB2300 Management	CB2601 Marketing	GE2402 English for Business Communication or EAP#		

Minimum Credits Required

GE: 4 GE courses + 3 College-Specified Courses (21 CU)

GE: 2 ENGL + CCIV (9 CU)

College: 11 College Cores + 3 College Electives (42 CU)

Major: 10 Major courses (30 CU)

Minor/Free Electives: 6 courses (18 CU)

Min. Total: 40 courses (120 CU)

Max. Allowable: 48 courses (144 CU)

Note:

#English Language Requirement:

Students admitted with HKDSE English Level 3 or equivalent are required to complete the 6-credit course ELO200A and ELO200B English for Academic Purposes (EAP) prior to taking the 2 GE English courses (GE1401 and GE2402).

★ Gateway Education Course Distributional Requirement:

Take 1 course from each of the 3 areas:

Area 1: Arts and Humanities

Area 2: Study of Societies, Social and Business Organizations

Area 3: Science and Technology

▲ 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 CHIN1001 University Chinese I.

△ Students who do not choose a minor are required to take Free Electives.

Course Description

College Core Courses in Year 1	Description	Assessment Pattern	Pre-requisite	Precursor
CB2100 Introduction to Financial Accounting	Provide students with technical knowledge in processing, preparing and reporting accounting information in accordance with GAAP (Generally Accepted Accounting Principles) for external users in a modern economy.	C 50% E 50%	Nil	Nil
CB2200 Business Statistics	Introduce statistical concepts and techniques, such as descriptive statistics, probability distributions, inferential statistics and simple linear regression, commonly used in business management decision making.	C 50% E 50%	Nil	Nil
CB2201 Operations Management	Provide students with the concepts, insights and tools to deal with operations issues for gaining competitive advantage.	C 50% E 50%	Nil	Nil
CB2300 Management	To enable students to acquire knowledge on the major internal features of a business system and the environment in which it operates.	C 55% E 45%	Nil	Nil
CB2400 Microeconomics	To facilitate students' learning of basic concepts of microeconomics, and their application to the real world	C 50% E 50%	Nil	Nil
CB2500 Information Management	To equip students with the essential skills to use decision support and business intelligence tools in today's business world.	C 50% E 50%	Nil	Nil
CB2601 Marketing	Introduce the students with the important frameworks, concepts and techniques of marketing management	C 50% E 50%	Nil	Nil

College Core Courses in Year 2 & Above	Description	Assessment Pattern	Pre-requisite	Precursor
CB2101 Introduction to Managerial Accounting	Provide students with basic knowledge of management accounting for a career in business as well as being a foundation for advanced management accounting courses.	C 50% E 50%	Nil	CB2100 Introduction to Financial Accounting
CB2402 Macro-Economics	Equip students with the knowledge of fundamental macroeconomic principles that will enable them to analyze and predict how the aggregate economy works, and how government policies affect important macroeconomic variables such as national income, unemployment, inflation and interest rates.	C 50% E 50%	CB2400 Micro-Economics	Nil
CB3410 Financial Management	To provide students with a background in some fundamental concepts of modern financial management	C 50% E 50%	CB2400 Micro-Economics Or CB2100 Introduction to Financial Accounting	Nil
CB4303 Strategy and Policy	To help the students understand the reasons that allow a firm to outperform its competitors and sustain its superior performance over the long run.	C 80% E 20%	Nil	CB2300 Management

Assessment and Awards

Academic Standing

The grade points for the course grades are given as follows:

Letter Grade	A+	A	A-	B+	B	B-	C+	C	C-	D	F
Grade Point	4.3	4.0	3.7	3.3	3.0	2.7	2.3	2.0	1.7	1.0	0.0

Based on the grade point awarded and the credit units earned for a course, Grade Point Average (GPA) is calculated and used as an indicator of a student's academic performance. To have good academic standing, student must attain (1) SGPA must attain 2.00 or above and (2) CGPA 1.00 or above. Otherwise you will be given either of the following: (1) academic warning, (2) academic probation, (3) academic suspension. Students with very bad academic performance will be terminated.

Academic Awards

Students will be eligible for graduation if they:

- complete the graduation requirements for the degree,
- achieve a CGPA of 2.00 or above

Award with distinctions will be conferred (based on the CGPA ranking) upon the top 15% students in the respective departments/ schools graduating in the same semester/term as follows:

Award with Distinctions	Awarded to Graduates Ranked in
<i>summa cum laude</i>	top 2%
<i>magna cum laude</i>	next 5%
<i>cum laude</i>	next 8%

Please visit <https://www.cityu.edu.hk/arro/content.asp?cid=72> for more details.

Dean's List

At the end of Semester A and Semester B, students' GPAs are calculated. Where a student over that period has (1) earned 12 credit units or more, (2) achieved a GPA of 3.7 or above and (3) not failed any course, the student is placed on the Dean's List.

Major Allocation

At the end of the first year, students who enter the Department of Management Sciences Programme (BDMS) will go through a major allocation exercise and choose one of the two majors (BBA Business Analysis or BBA Business Operations Management). The top 40% of students[#] will have a free choice of majors offered by the Department. The other 60% of students will be allocated a major within the Department, subject to the availability of places and the selection criteria set by individual majors.

[#]based on the CGPA with no failed grades and completion of at least 30 credit units including College/Department required courses

Required Courses Specified by College of Business

College Requirement (18 credit units)		
Course Code	Course Title	Credit Units
CB2100	Introduction to Financial Accounting	3
CB2201	Operations Management	3
CB2300	Management	3
CB2400	Micro-Economics	3
CB2500	Information Management	3
CB2601	Marketing	3

CONTACTS

Program leaders

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Associate Program Leader
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Academic advisors

Group	Academic Advisor	Contacts
1	Dr Yeung Iris	Tel: +852 3442 8566 Email: msiris@cityu.edu.hk Room: 7-239, Lau Ming Wai Academic Building
2	Dr Chen Zhi	Tel: +852 3442 8041 Email: zchen96@cityu.edu.hk Room: 7-270, Lau Ming Wai Academic Building
3	Dr Lin Carrie	Tel: +852 3442 9485 Email: mshincky@cityu.edu.hk Room: 7-250, Lau Ming Wai Academic Building
4	Professor Shou Biying	Tel: +852 3442 8360 Email: biyishou@cityu.edu.hk Room: 7-241, Lau Ming Wai Academic Building

General Office

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Important Dates for Academic Year 2022/23

Semester A 2022/23

Date	Event
26 July 2022	Release of Master Class Schedule for the academic year Release of students' Personal Class Schedule for Semester A in AIMS
8 August 2022	First day to apply for <ul style="list-style-type: none"> • add/drop of non web-enabled courses • reduced study load/exceeding maximum study load
22 August 2022	First day for <u>online</u> add/drop of web-enabled courses (Please refer to your web registration time tickets)
26 August 2022	Last day to apply for credit transfer/course exemption
29 August 2022	Classes begin Due date for Semester A's tuition fees
5 September 2022	Last day for course add/drop
6 September – 4 December 2022	Application for graduation in Semester A (<u>NOT</u> applicable to Associate Degree students)
10 September 2022	Last day to apply for: <ul style="list-style-type: none"> • reduced study load/exceeding maximum study load • withdrawal of studies, leave of absence & 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.)
11 September – 8 October 2022	50% tuition fee charged for withdrawal of studies, leave of absence & late drop of courses
26 September 2022	Due date for payment of balance of Semester A's tuition fees
9 October 2022 onwards	100% tuition fee charged for withdrawal of studies, leave of absence & late drop of courses
1 – 15 November 2022*	Applications for Bachelor's Degree students: <ul style="list-style-type: none"> • change of home major • add/drop of a second major • add/drop of minors
1 – 7 November 2022*	Application for Associate Degree students in the College of Engineering: <ul style="list-style-type: none"> • programme transfer
3 November 2022	Release of Semester A's examination schedule in AIMS
26 November 2022	Last day of teaching
5 – 17 December 2022	Examination period
From 28 December 2022	Release of Semester A's course grades in AIMS

Important Dates for Academic Year 2022/23

Semester B 2022/23

Date	Event
1 November 2022	Release of students' Personal Class Schedule for Semester B in AIMS
12 December 2022*	First day to apply for <ul style="list-style-type: none"> • add/drop of non web-enabled courses • reduced study load/exceeding maximum study load
28 December 2022*	First day for <u>online</u> add/drop of web-enabled courses (Please refer to your web registration time tickets)
6 January 2023	Last day to apply for credit transfer/course exemption (Applicable to students admitted in Semester B 2022/23 or current students who have outside work completed after admission to the University)
9 January 2023	Classes begin Due date for Semester B's tuition fees
16 January 2023	Last day for course add/drop
17 January – 15 April 2023	Application for graduation in Semester B (<u>NOT</u> applicable to Associate Degree students)
21 January 2023	Last day to apply for: <ul style="list-style-type: none"> • reduced study load/exceeding maximum study load • withdrawal of studies, leave of absence & late drop of courses with no tuition fee charged
29 January – 25 February 2023	50% tuition fee charged for withdrawal of studies, leave of absence & late drop of courses
13 February 2023	Due date for payment of balance of Semester B's tuition fees
26 February 2023 onwards	100% tuition fee charged for withdrawal of studies, leave of absence & late drop of courses
23 March 2023	Release of Semester B's examination schedule in AIMS
11 – 17 April 2023*	Application for Associate Degree students in the College of Engineering: <ul style="list-style-type: none"> • programme transfer
15 April 2023	Last day of teaching
24 April – 8 May 2023	Examination period
From 16 May 2023	Release of Semester B's course grades in AIMS
18 – 31 May 2023	For 4-year Bachelor's Degree students admitted in 2022/23 with an undeclared major: <ul style="list-style-type: none"> • declaring a home major

Important Dates for Academic Year 2022/23

Summer Term 2023

Date	Event
4 April 2023	Release of students' Personal Class Schedule for Summer Term in AIMS
22 May 2023*	First day to apply for <ul style="list-style-type: none"> • add/drop of non web-enabled courses • exceeding maximum study load
29 May 2023*	First day for <u>online</u> add/drop of web-enabled courses (Please refer to your web registration time tickets)
5 June 2023	Classes begin
12 June 2023	Last day for course add/drop
13 June – 29 July 2023	Application for graduation in Summer Term (NOT applicable to Associate Degree students)
17 June 2023	Last day to apply for: <ul style="list-style-type: none"> • exceeding maximum study load • withdrawal of studies, leave of absence & late drop of courses
23 June – 6 July 2023*	Applications for Bachelor's Degree students: <ul style="list-style-type: none"> • change of home major • add/drop of a second major • add/drop of minors
6 July 2023	Release of Summer Term's examination schedule in AIMS
22 July 2023	Last day of teaching
31 July – 5 August 2023	Examination period
From 14 August 2023	Release of Summer Term's course grades in AIMS

* Tentative

Note: The University will not remind students of the various deadlines from time to time, and students will need to take the initiative and responsibility to observe the deadlines and act in accordance with the prescribed timeline.

Academic Calendar 2022/23

Week	S	M	T	W	T	F	S	Events	Public Holidays
August, 2022									
		1	2	3	4	5	6		
	7	8	9	10	11	12	13		
	14	15	16	17	18	19	20		
	21	22	23	24	25	26	27		
WK.1	28	29	30	31				Semester A 2022/23 29 Aug – 26 Nov Teaching Period	
September									
					1	2	3		
WK.2	4	5	6	7	8	9	10		
WK.3	11	12	13	14	15	16	17		12 The second day following Mid-Autumn Festival
WK.4	18	19	20	21	22	23	24		
WK.5	25	26	27	28	29	30			
October									
							1		
WK.6	2	3	4	5	6	7	8	3	1 National Day
WK.7	9	10	11	12	13	14	15		4 Chung Yeung Festival
WK.8	16	17	18	19	20	21	22		
WK.9	23	24	25	26	27	28	29		
WK.10	30	31							
November									
			1	2	3	4	5		
WK.11	6	7	8	9	10	11	12		
WK.12	13	14	15	16	17	18	19		
WK.13	20	21	22	23	24	25	26	26	Last Day of Teaching
	27	28	29	30				28 Nov – 3 Dec	Student Revision Period
December									
					1	2	3		
	4	5	6	7	8	9	10	5 – 17	Examination Period
	11	12	13	14	15	16	17		
	18	19	20	21	22	23	24	19 Dec – 7 Jan	Semester Break
	25	26	27	28	29	30	31		
January, 2023									
	1	2	3	4	5	6	7		
WK.1	8	9	10	11	12	13	14		Semester B 2022/23 9 Jan – 15 Apr Teaching Period
WK.2	15	16	17	18	19	20	21		21 – 27 Lunar New Year Break
WK.3	22	23	24	25	26	27	28		22 – 25 Lunar New Year Holidays
WK.3	29	30	31						
February									
				1	2	3	4		
WK.4	5	6	7	8	9	10	11	1	Graduation Date
WK.5	12	13	14	15	16	17	18		
WK.6	19	20	21	22	23	24	25		
WK.7	26	27	28						
March									
				1	2	3	4		
WK.8	5	6	7	8	9	10	11		
WK.9	12	13	14	15	16	17	18		
WK.10	19	20	21	22	23	24	25		
WK.11	26	27	28	29	30	31			
April									
							1		
WK.12	2	3	4	5	6	7	8		
WK.13	9	10	11	12	13	14	15	15	Last Day of Teaching
	16	17	18	19	20	21	22	17 – 22	Student Revision Period
	23	24	25	26	27	28	29	24 Apr – 8 May	Examination Period
	30								
May									
		1	2	3	4	5	6		
	7	8	9	10	11	12	13	9 May – 3 Jun	Semester Break
	14	15	16	17	18	19	20		
	21	22	23	24	25	26	27		
	28	29	30	31					26 Buddha's Birthday

Week	S	M	T	W	T	F	S	Events	Public Holidays
June, 2023									
						1	2	3	1 Graduation Date
WK.1	4	5	6	7	8	9	10		Summer Term 2023 5 Jun – 22 Jul Teaching Period
WK.2	11	12	13	14	15	16	17		
WK.3	18	19	20	21	22	23	24		22 Tuen Ng Festival
WK.4	25	26	27	28	29	30			
July									
							1		1 HK SAR Establishment Day
WK.5	2	3	4	5	6	7	8		
WK.6	9	10	11	12	13	14	15		
WK.7	16	17	18	19	20	21	22	22	Last Day of Teaching
	23	24	25	26	27	28	29	24 – 29	Student Revision Period
	30	31						31 Jul – 5 Aug	Examination Period
August									
			1	2	3	4	5		
	6	7	8	9	10	11	12	7 Aug – 2 Sep	Term Break
	13	14	15	16	17	18	19		
	20	21	22	23	24	25	26		
	27	28	29	30	31				

Note : represents public holidays including all Sundays

Provisional Academic Calendar 2023/24

	Start Date	End Date
Semester A		
Teaching Period	4 September 2023	2 December 2023
Student Revision Period	4 December 2023	9 December 2023
Examination Period	11 December 2023	23 December 2023
Semester Break	25 December 2023	13 January 2024
Semester B		
Teaching Period	15 January 2024	20 April 2024
<i>(Lunar New Year holidays: 10 – 13 February 2024)</i>		
Student Revision Period	22 April 2024	27 April 2024
Examination Period	29 April 2024	13 May 2024
Semester Break	14 May 2024	8 June 2024
Summer Term		
Teaching Period	11 June 2024	27 July 2024
Student Revision Period	29 July 2024	3 August 2024
Examination Period	5 August 2024	10 August 2024
Term Break	12 August 2024	31 August 2024

Provisional Academic Calendar 2024/25

	Start Date	End Date
Semester A		
Teaching Period	2 September 2024	30 November 2024
Student Revision Period	2 December 2024	7 December 2024
Examination Period	9 December 2024	21 December 2024
Semester Break	23 December 2024	11 January 2025
Semester B		
Teaching Period	13 January 2025	17 April 2025
<i>(Lunar New Year holidays: 29 – 31 January 2025)</i>		
Student Revision Period	22 April 2025	26 April 2025
Examination Period	28 April 2025	13 May 2025
Semester Break	14 May 2025	7 June 2025
Summer Term		
Teaching Period	9 June 2025	26 July 2025
Student Revision Period	28 July 2025	2 August 2025
Examination Period	4 August 2025	9 August 2025
Term Break	11 August 2025	30 August 2025