



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 Decision Analytics  
(JS1026)

BBA in Global Operations Management  
(JS1027)

Department of Management Sciences  
(JS1025)



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



*Among Top Management Science  
Departments, we are*

**2<sup>nd</sup>** in the  
Asia Pacific region

**29<sup>th</sup>** 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. To meet evolving industry needs in this new era, the Department of Management Sciences provides students with professional training in Business Decision Analytics and Global Operations Management.

**BBA in Business Decision Analytics (BDA/ JS1026)**  
**BBA in Global Operations Management (GOM/ JS1027)**

## Three options

### Admission to the Department of Management Sciences (JS1025):

**Year 1:** A foundation year for learning general Business and Gateway Education courses

**Year 2:** Choose to major in Business Decision Analytics or Global 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 Decision Analytics (JS1026)**

工商管理學士  
(商業決策分析)

**BBA in Global Operations Management (JS1027)**

工商管理學士  
(環球營運管理)



# Big Data to Smart Insight

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

**WHY BDA?** 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. ***BDA 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.



## Decision Analytics Stream

### Major Core:

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

### Electives :

- To strengthen marketing decision and analysis, software skills, business knowledge and communication skills
- Wide choices from Computer Science, Linguistics and Translation and various departments in College of Business

## Data Informatics Stream

### Major Core:

- Business Statistics & Decision Methods
- Database & Information Management
- Financial Risk Analytics

### Electives:

- To enrich data analytics and information management
- 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/](https://gs.columbia.edu/cityu-hk/)

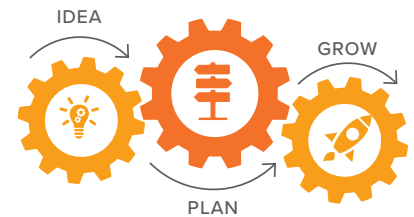


# *Ideas to Action*

## **BBA in Global Operations Management (JS1027)** 工商管理學士 (環球營運管理)

**WHY GOM?** 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 Global Operations Management** is a major designed to provide comprehensive training to prepare students for consultant and managerial positions. Other than operations knowledge, GOM 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
- 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

## Major Electives



### Trade & Supply Chain

- Enterprise Resource Planning
- Business Project Management
- Simulation



### Decision Analytics

- Data Analytics with Excel VBA
- Database Systems, Java Programming
- Business Programming in Python



### Hospitality & Retail

- Hospitality Management
- Pricing and Revenue Management



### Practicum

- Internship for Management Sciences
- Business Practice Internship
- Operations Management Project

# 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







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



“ 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

GOM 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, BDA 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 & 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 for a career track into top management positions.

## 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    |
| • CLP               | • IKEA            | Properties |
| • 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, A.S. Watson Group*

# CAREER PROSPECT



# Graduate Exit Survey

*Partial results from our graduates 2021*



## Accounting, Banking & Finance

Management Trainee, Guotai Gunan International  
Global Graduate Trainee, HSBC  
Graduate Trainee, Natixis CIB HK  
Graduate Analyst, BNP Paribas



## Supply Chain & Logistics

Logistics Management Trainee, IKEA  
Graduate Trainee, Zuellig Pharma  
Supply & Demand Planning Officer, Dairy Farm — Mannings  
Management Trainee, Yusen Logistics (Hong Kong) Limited  
Management Trainee, OOCL  
Graduate Trainee, Kerry Logistics



## Business Consulting Management

Financial Analyst, LVMH  
Associate Consultant, PwC  
Management Consultant, KPMG China



## Public Service & Administration

Executive Officer II, HKSAR  
Immigration Officer, HKSAR  
Recruitment Executive, LCSD



## Information Technology

System Consultant, Multiable  
Business Analyst, FDM Group



## Conglomerate

Jardine Executive Trainee, Jardine Matheson





**Mr Roy Tam**  
*Management Trainee*  
2021 graduate

I am now working at HSBC as Global Graduate Trainee. GOM provides **practical case studies** to identify the critical element to operate and maintain the business from investigating the service blueprint to measure with analytics tools and the process improvement. Besides, the department provided **different professional training** during the semester break, such as Machine Learning, Blockchain and Six Sigma, which enhanced our professional capability. The package provided by GOM is **comprehensive to equip me as a young talent**. Furthermore, GOM talent is highly demanded by various industries such as Consulting, Banking, Logistics and Retailing.



**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.

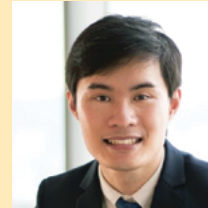
I truly appreciated all the **opportunities** and **exposure**, from **certification workshops** to **overseas competitions** and **study tour**, that I am given during my study. Step by step, I shape my career goal and enter a field which I am passionate in.



**Mr Phil Lo**  
*Management Trainee*  
2019 graduate

BDA 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 BDA 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 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 GOM 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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