



Department of Management Sciences Programme (BDMS)

Information Booklet 2023-2024

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 Decision Analytics (BDAN)
- BBA in Global Operations Management (GOM)

BDMS programme gives you time to explore the two majors before you declare one 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 the English Language in this programme.

For details, please visit:

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

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).

The minimum number of credit units required for the award is 120.

The maximum number of credit units permitted is 144.

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 Management	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 Decision Analytics - Decision Analytics Stream - Data Informatics Stream	Prof Liu Guangwu
Global Operations Management	Prof 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 one 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 [▲]	2023
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) before taking the 2 GE English courses (GE1401 and GE2402).

★ Gateway Education Course Distributional Requirement:

Take one course from each of the three 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 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	Prerequisite	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 to 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	Prerequisite	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 Management	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, the Grade Point Average (GPA) is calculated and used as an indicator of a student's academic performance. To have good academic standing, students 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, or (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% of 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 Decision Analytics or BBA Global 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 the 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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Academic advisors

Group	Academic Advisor	Contacts
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General Office

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Important Dates for Academic Year 2023/24

Semester A 2023/24

Date	Event
25 July 2023	Release of Master Class Schedule for the Academic year Release of students' Personal Class Schedule for Semester A in AIMS
14 August 2023	First day to apply for <ul style="list-style-type: none"> • add/drop non-web-enabled courses • reduced study load/exceeding maximum study load
28 August 2023	First day for <u>online</u> add/drop of web-enabled courses <i>(Please refer to your web registration time tickets)</i>
1 September 2023	Last day to apply for credit transfer/course exemption
4 September 2023	Classes begin Due date for Semester A's tuition fees
11 September 2023	Last day for course add/drop
12 September – 9 December 2023	Application for graduation in Semester A <i>(NOT applicable to Associate Degree students)</i>
16 September 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 <i>(The acceptance fee paid at the time of admission will not be refunded under any circumstances.)</i>
17 September – 14 October 2023	50% tuition fee charged for withdrawal of studies, leave of absence & late drop of courses
3 October 2023	Due date for payment of the balance of Semester A's tuition fees (if any)
15 October 2023 onwards	100% tuition fee charged for withdrawal of studies, leave of absence & late drop of courses
1 – 15 November 2023	Applications for Bachelor's Degree students: <ul style="list-style-type: none"> • change of home major • add/drop a second major • add/drop of minors
9 November 2023	Release of Semester A's examination schedule in AIMS
2 December 2023	Last day of teaching
11 – 23 December 2023	Examination period
From 4 January 2024	Release of Semester A's course grades in AIMS

Important Dates for Academic Year 2023/24

Semester B 2023/24

Date	Event
7 November 2023	Release of students' Personal Class Schedule for Semester B in AIMS
18 December 2023*	First day to apply for <ul style="list-style-type: none"> • add/drop non-web-enabled courses • reduced study load/exceeding maximum study load
2 January 2024*	First day for <u>online</u> add/drop of web-enabled courses <i>(Please refer to your web registration time tickets)</i>
12 January 2024	Last day to apply for credit transfer/course exemption <i>(Applicable to students admitted in Semester B 2023/24 or current students who have outside work completed after admission to the University)</i>
15 January 2024	Classes begin Due date for Semester B's tuition fees
22 January 2024	Last day for course add/drop
23 January – 20 April 2024*	Application for graduation in Semester B <i>(NOT applicable to Associate Degree students)</i>
27 January 2024	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
28 January – 2 March 2024	50% tuition fee charged for withdrawal of studies, leave of absence & late drop of courses
19 February 2024	Due date for payment of the balance of Semester B's tuition fees (if any)
3 March 2024 onwards	100% tuition fee charged for withdrawal of studies, leave of absence & late drop of courses
28 March 2024	Release of Semester B's examination schedule in AIMS
20 April 2024	Last day of teaching
29 April – 13 May 2024	Examination period
From 22 May 2024	Release of Semester B's course grades in AIMS
24 May – 5 June 2024*	For 4-year Bachelor's Degree students admitted in 2023/24 with an undeclared major: <ul style="list-style-type: none"> • declaring a home major

Important Dates for Academic Year 2023/24

Summer Term 2024

Date	Event
9 April 2024	Release of students' Personal Class Schedule for Summer Term in AIMS
27 May 2024*	First day to apply for <ul style="list-style-type: none"> • add/drop non-web-enabled courses • exceeding the maximum study load
3 June 2024*	First day for <u>online</u> add/drop of web-enabled courses <i>(Please refer to your web registration time tickets)</i>
11 June 2024	Classes begin
17 June 2024	Last day for course add/drop
18 June – 3 August 2024	Application for graduation in Summer Term <i>(NOT applicable to Associate Degree students)</i>
22 June 2024	Last day to apply for: <ul style="list-style-type: none"> • exceeding the maximum study load • withdrawal of studies, leave of absence & late drop of courses
25 June – 9 July 2024*	Applications for Bachelor's Degree students: <ul style="list-style-type: none"> • change of home major • add/drop a second major • add/drop of minors
8 July 2024	Due date for Summer Term's tuition fees (if any)
11 July 2024	Release of Summer Term's examination schedule in AIMS
27 July 2024	Last day of teaching
5 – 10 August 2024	Examination period
From 19 August 2024	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 2023/24

Week	S	M	T	W	T	F	S	Events	Public Holidays
September, 2023								Semester A 2023/24	
WK.1	3	4	5	6	7	8	9	4 Sep – 2 Dec Teaching Period	
WK.2	10	11	12	13	14	15	16		
WK.3	17	18	19	20	21	22	23		
WK.4	24	25	26	27	28	29	30		30 Day following Mid-Autumn Festival
October									
WK.5	1	2	3	4	5	6	7	3 Graduation Date	2 Day following National Day
WK.6	8	9	10	11	12	13	14		
WK.7	15	16	17	18	19	20	21		
WK.8	22	23	24	25	26	27	28		23 Chung Yeung Festival
WK.9	29	30	31						
November									
WK.10	5	6	7	8	9	10	11		
WK.11	12	13	14	15	16	17	18		
WK.12	19	20	21	22	23	24	25		
WK.13	26	27	28	29	30				
December									
						1	2	2 Last Day of Teaching	
	3	4	5	6	7	8	9	4 – 9 Student Revision Period	
	10	11	12	13	14	15	16	11 – 23 Examination Period	
	17	18	19	20	21	22	23		
	24	25	26	27	28	29	30	25 Dec – 13 Jan Semester Break	25 Christmas Day
	31								26 Day following Christmas Day
January, 2024								Semester B 2023/24	
WK.1	7	8	9	10	11	12	13	15 Jan – 20 Apr Teaching Period	1 First Day of January
WK.2	14	15	16	17	18	19	20		
WK.3	21	22	23	24	25	26	27		
	28	29	30	31					
February									
WK.4	4	5	6	7	8	9	10	1 Graduation Date	10 – 13 Lunar New Year Holidays
WK.5	11	12	13	14	15	16	17	9 – 15 Lunar New Year Break	
WK.6	18	19	20	21	22	23	24		
WK.6	25	26	27	28	29				
March									
WK.7	3	4	5	6	7	8	9		
WK.8	10	11	12	13	14	15	16		
WK.9	17	18	19	20	21	22	23		
WK.10	24	25	26	27	28	29	30		29 Good Friday
WK.11	31								30 Day following Good Friday
April									
WK.12	7	8	9	10	11	12	13		1 Easter Monday
WK.13	14	15	16	17	18	19	20	20 Last Day of Teaching	4 Ching Ming Festival
	21	22	23	24	25	26	27	22 – 27 Student Revision Period	
	28	29	30					29 Apr – 13 May Examination Period	
May									
	5	6	7	8	9	10	11		1 Labour Day
	12	13	14	15	16	17	18	14 May – 8 Jun Semester Break	15 Buddha's Birthday
	19	20	21	22	23	24	25		
	26	27	28	29	30	31			

Week	S	M	T	W	T	F	S	Events	Public Holidays
June, 2024									
							1		
WK.1	2	3	4	5	6	7	8	3 Graduation Date	
WK.2	9	10	11	12	13	14	15	Summer Term 2024	10 Tuen Ng Festival
WK.3	16	17	18	19	20	21	22	11 Jun – 27 Jul Teaching Period	
WK.4	23	24	25	26	27	28	29		
WK.4	30								
July									
		1	2	3	4	5	6		1 HK SAR Establishment Day
WK.5	7	8	9	10	11	12	13		
WK.6	14	15	16	17	18	19	20		
WK.7	21	22	23	24	25	26	27		
	28	29	30	31				27 Last Day of Teaching	
								29 Jul – 3 Aug Student Revision Period	
August									
	4	5	6	7	8	9	10	5 – 10 Examination Period	
	11	12	13	14	15	16	17	12 – 31 Term Break	
	18	19	20	21	22	23	24		
	25	26	27	28	29	30	31		

Note:  represents public holidays including all Sundays

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
Student Revision Period	<i>(Lunar New Year holidays: 29 – 31 January 2025)</i>	
Examination Period	22 April 2025	26 April 2025
Semester Break	28 April 2025	13 May 2025
Teaching Period	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

Provisional Academic Calendar 2025/26

	Start Date	End Date
Semester A		
Teaching Period	1 September 2025	29 November 2025
Student Revision Period	1 December 2025	6 December 2025
Examination Period	8 December 2025	20 December 2025
Semester Break	22 December 2025	10 January 2026
Semester B		
Teaching Period	12 January 2026	18 April 2026
Student Revision Period	<i>(Lunar New Year holidays: 17 – 19 February 2026)</i>	
Examination Period	20 April 2026	25 April 2026
Semester Break	27 April 2026	11 May 2026
Teaching Period	12 May 2026	6 June 2026
Summer Term		
Teaching Period	8 June 2026	25 July 2026
Student Revision Period	27 July 2026	1 August 2026
Examination Period	3 August 2026	8 August 2026
Term Break	10 August 2026	29 August 2026