BDDAO Orientation 2024/25

Department of Decision Analytics and Operations Programme (BDDAO)

- ❖ *Drawing Insights from Data*
- ❖ *Delivering Value through Efficiency*

About BDDAO

- Our department DAO
  - Develop and apply models, concepts, and tools
  - Make decision via data analytics
  - And achieve operational efficiency

- Two undergraduate majors:
  - BBA in Business Decision Analytics (BDAN)
  - BBA in Global Operations Management (GOM)

- BDDAO 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 study business foundation courses and Gateway Education (GE) courses.

Credit Unit System

- You need to study/take courses and earn credit units to graduate.

- Most courses are one-semester long and worth 3 credits each.
  - Semester A (Fall): Sept to Dec
  - Semester B (Spring): Jan to May
  - Summer Term (optional): Jun to Aug

- For a normative 4-year bachelor's degree, the minimum graduation requirement is 120 credits, i.e. 40 courses.

- The maximum allowed is 144 credits.

- You usually take 12 to 18 credits each semester (0-7 for summer).
  - Below -> reduce study load
  - Above -> exceed study load
  - Need to apply with strong justifications

BBA Programme Structure

Category	Credit Units
1. College	42 Credits
• College Core	• 33 Credits
• College Elective*	• 9 Credits
2. Major	30 Credits
3. Gateway Education (GE)	30 Credits
• GE English	• 6 Credits
• Chinese Civilization	• 3 Credits
• 4 GE + 3 College Specified	• 21 Credits
4. Language Requirements	0-9 Credits (Not counted towards the minimum nor GPA calculation but the maximum)
5. Internship/ consultancy project/ research project requirement	
6. Minor/ free electives	18 Credits
Minimum Graduation Requirement:	120 Credits
Maximum Credit Units Permitted:	144 Credits

1.1 College Requirement (42 Credits)

Course Code	Course Title	Level	Credits	Year & Semester
College Core Course (33 credits)				
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	

1.2 College Requirement (42 Credits)

Course Code	Course Title	Credits
College Electives (9 credits) * This 9 credits will be exempted if you take a BBA double major		
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
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

2. Major Requirement (30 Credits)

Major	Major leader

Business Decision Analytics (BDAN)
  - Decision Analytics Stream
  - Data Informatics Stream
	Prof. Liu Guangwu

Global Operations Management (GOM)	Prof. Kevin Zhankun Sun

2. Major Requirement (30 Credits)

- Depending on which major you choose, they each have their corresponding 10-course requirement

- Business Decision Analytics (BDAN)
  - Decision Analytics Stream
  - Data Informatics Stream
- Global Operations Management (GOM)

3. Gateway Education Requirement (30 Credits)

Course Code	Course Title	Credits
University Requirements (9 credits)		
GE1401	University English	3
GE2402	English for Business Communication	3
GE1501	Chinese Civilization – History and Philosophy	3
Distributional Requirements (12 credits) 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 credits)		
CB2203	Data Driven Business Modeling	3
CB2240	Introduction to Business Programming in Python	3
CB3043	Business Case Analysis and Communication	3

4. Potential Language Requirements

- Admitted with Level 3 or below in HKDSE English:
  - LC0200A English for Academic Purposes (EAP) 1
  - LC0200B English for Academic Purposes (EAP) 2
  - Complete before taking GE English

- Admitted with Level 3 or below in HKDSE Chinese Language:
  - CHIN1001 University Chinese I

- Do not count in the minimum graduation requirement nor used for GPA calculation!

- But count towards the maximum credits allowed

- Placement test for students without HKDSE results

5. Internship/ consultancy project/ research project requirement

- You may fulfill this requirement by taking approved course from college elective or major core/elective

- Examples:
  - CB3800   Business Practice Internship
  - CB4605   Business Consultancy Project
  - MS3403   Internship for Management Sciences
  - MS4118   Operations Management Project
  - MS4253   Business Analytics Project

6. Minor/ Free Elective Courses (18 Credits)

- Normally, you are around 18 credits short of graduation, after counting all necessary requirements

- You can freely take any elective courses you want to make up for the deficit (free electives).

- Or, you may commit to a minor (15-18 credits)
  - Check the minor list in the undergraduate catalogue

- Or, you may commit to a double major (30 credits)
  - At most one course can be double counted in both majors
  - 9-credit college electives will be waived if you take a BBA double major
  - Preferably declare it at the end of your first year to enjoy the course pre-registration arrangement

BDDAO Year 1 Study Plan

Year 1 (2024/25) Semester A	CUs	Semester B	CUs
CB2201 Operations Management	3	CB2200 Business Statistics	3
CB2400 Micro-Economics	3	CB2100 Introduction to Financial Accounting	3
CB2500 Information Management	3	CB2300 Management	3
GE (Note 2)	3	CB2601 Marketing	3
GE1401 University English or EAP (Note 1)	3	GE2402 English for Business Communication or EAP (Note 1)	3
Sem A or B CHIN1001 University Chinese I (Note 3)	3		
Total	18	*Total*	15

- Note 1: 3. GE English or 4. English Language

- Note 2: 3. GE Distributional Areas

- Note 3: 4. Chinese Language (if needed)

Course Registration

- Web add/drop on AIMS within the designated period
  - [Course Registration > Web Add/Drop > Register for Classes]

- "Non-web" add/drop or **to bypass the registration restrictions**
  - Use the electronic form on AIMS
  - [Course Registration > Application for Add/Drop of Non-Web-enabled Course & Study Load Adjustment]

- Pre-requisite: A requirement that must be fulfilled before a student can register in a particular course

- Pre-cursor: Not requirements, but students are advised to complete precursors before registering in these courses

- Think before you drop any pre-registered core course !!
  - Examples: **CB2200 & CB2101**

Assessment and Awards

- You will receive a letter grade based on your performance in each course, which translate into a grade point as follows:

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

- Based on the grade point awarded and the credit units earned for a course, Grade Point Average (GPA) is calculated and used to indicate your academic performance (Important ☺)
  - ▫ SGPA: Semester GPA
  - ▫ CGPA: Cumulative GPA

- To maintain a good academic standing, student must attain (1) SGPA must attain 2.00 or above and (2) CGPA 2.00 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.

Assessment and Awards

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 Classifications	CGPA
First Class Honours	3.50 or above
Upper Second Class Honours	3.00 - 3.49
Lower Second Class Honours	2.50 - 2.99
Third Class Honours	2.00 - 2.49

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 your first year, you will go through a major allocation exercise and choose one of the two majors:
  - **BBA Business Decision Analytics**
  - **BBA Global Operations Management**
- The top 40% of students# in our department will have a free choice of majors.
- The other 60% of students will be allocated a major, 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 credits)		
Course Code	**Course Title**	**Credits**
CB2100	Introduction to Financial Accounting	3
CB2201	Operations Management	3
CB2300	Management	3
CB2400	Micro-Economics	3
CB2500	Information Management	3
CB2601	Marketing	3

Academic Honesty

- Rules on Academic Honesty
  http://www.cityu.edu.hk/provost/academic_honesty/rules_on_academic_honesty.htm
- Examination
- Coursework
  - don't copy classmates' work
  - don't copy another person's work without proper acknowledgement

Useful Website and Contacts

- **AIMS & DegreeWorks**

- **Undergraduate Catalogue**

- **Canvas (for course materials)**

- **Calendar of Important Dates**

- **CityU Mailbox !!**

- **Academic Regulations and Record Office (ARRO)**

- **MS General Office**

  Hours: Monday to Friday, 8:30 am - 12:15 pm & 1:30 pm - 5:30 pm
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