

# BDDAO Orientation 2025/26

## **Decision Analytics and Operations (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 121 credits, i.e. 40 courses AND a 1-credit GE course GE1601 Whole-Person Development.
- 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 on AIMS with justifications

# BBA Programme Structure

Category	Credit Units
<b>1. College</b>	<b>42 Credits</b>
• College Core	• 33 Credits
• College Elective*	• 9 Credits
<b>2. Major</b>	<b>30 Credits</b>
<b>3. Gateway Education (GE)</b>	<b>31 Credits</b>
• English + Chinese Civilization + Whole-Person Development	• 10 Credits
• 3 College Specified	• 9 Credits
• 4 GE electives	• 12 Credits
<b>4. Language Requirements</b>	0-9 Credits (Not counted towards the minimum nor GPA calculation but the maximum)
<b>5. Internship/ consultancy project/ research project requirement</b>	
<b>6. Minor/ free electives</b>	<b>18 Credits</b>
<b>Minimum Graduation Requirement:</b>	<b>121 Credits</b>
<b>Maximum Credit Units Permitted:</b>	<b>144 Credits</b>

## 1.1 College Requirement (42 Credits)

Course Code	Course Title	Level	Credits	Year & Semester
<b>College Core Course (33 credits)</b>				
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
<b>College Electives (9 credits)</b>		
* 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)

- Depending on which major you choose, they each have their corresponding 10-course requirement
- Business Decision Analytics (BDAN)
  - Streams: Decision Analytics / Data Informatics
  - Keywords: applied statistics, decision science, big data analytics
  - Accredited by **Royal Statistical Society (RSS)**, en route to a professional qualification
  - Relevant course in 1<sup>st</sup> year: CB2200 Business Statistics
- Global Operations Management (GOM)
  - Keywords: supply chain, operations efficiency, resource planning
  - Relevant course in 1<sup>st</sup> year: CB2201 Operations Management



### 3. Gateway Education Requirement (31 Credits)

Course Code	Course Title	Credits
<b>University Requirements (10 credits)</b>		
GE1401	University English	3
GE2402	English for Business Communication	3
GE1501	Chinese Civilization – History and Philosophy	3
GE1601	Whole-Person Development	1
<b>Distributional Requirements (12 credits)</b>		
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		
<b>College-Specified Courses (9 credits)</b>		
CB2203	Data Driven Business Modeling	3
CB2240	Introduction to Business Programming in Python	3
CB3043	Business Case Analysis and Communication	3



### 3. Gateway Education Requirement (31 Credits)

- GE1601 Whole-Person Development (1 credit)
- In your Year 1 Sem A, a newly added graduation requirement for all students
  - 1. Watch pre-recorded lectures
  - 2. Visit a national education institute
  - 3. Meet your academic advisor **twice before Week 10**
  - 4. Submit a study plan incorporating co-curricular activities

## 4. Potential Language Requirements

- Admitted with Level 3 or below in HKDSE English:
  - LCo200A English for Academic Purposes (EAP) 1
  - LCo200B English for Academic Purposes (EAP) 2
  - Grade B or above in EAP 1 => exempted from 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; check with language centre

## 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 Decision Analytics and Operations
  - MS4118 Operations Management Project
  - MS4253 Business Analytics Project

## 5. Internship/ consultancy project/ research project requirement

- Information: DAO homepage -> Students & Alumni -> Student Enrichment -> DAO Internship Program
- Preparation:
  - Career Fair - Usually first couple of weeks in semester
  - Pay attention to emails
  - Attend workshops on CV writing, interview, etc, hosted by SDS
  - Join Industrial Mentoring Scheme to network

## 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-credits college electives can be waived if you take a BBA double major
  - Hence, just  $30 - 3 - 9 = 18$  additional credits are needed
  - Preferably declare it at the end of your first year to enjoy the course pre-registration arrangement

# Check your degree requirements

Programmes and Courses  
Undergraduate Catalogue 2025/26

Home Introduction Degree Requirements Joint Degrees Undergraduate + Master's Degree Programmes Double Degree

## College Requirement

### College of Business

In order to fulfil the college requirement, students undertaking a major offered courses before graduation or in accordance with the timeline stipulated by the

1. **Students admitted to the Normative 4-year Degree**

Student View as of 10/03/2017 at 18:23

## DegreeWorks

Email		Cohort	2013	College	
Phone		CGPA	3.41	Department	
Advisor		Academic Standing	Good standing (201502)	Programme	
Student Mentor		Exp Grad Date		Major (Stream)	
Max Credits Permitted	144	Minor			

**Bachelor of Social Sciences** Catalogue Term: Semester A 2013/14 Credit Units Required: 120  
Credit Units Applied: 84

Unmet conditions for this set of requirements: 36 Credit Units needed

- ☒ See College Requirements Below
- ☒ See Gateway Education Requirements Below
- ☐ See Major Requirements Below Still Needed:
- ☐ See Requirements Below for the Declared Minor(s) Still Needed:

**College Requirement** Catalogue Term: Semester A 2013/14 Credit Units Required: 15  
GPA: 3.40 Credit Units Applied: 15

<input checked="" type="checkbox"/> CORE COURSE - 3 CREDIT UNITS		P	3	
<input checked="" type="checkbox"/> Fundamentals of University Learning		A	3	
<input checked="" type="checkbox"/> ELECTIVE COURSES - 12 CREDIT UNITS		B+	3	
<input checked="" type="checkbox"/> Choose 6 Credit Units From the List		B+	3	
<input checked="" type="checkbox"/> Choose 6 Credit Units From the List		B	3	

**Max credits**

**Unfinished**

# BDDAO Year 1 Study Plan

Sem A	Credit	Sem B	Credit
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
GE1401 University English or EAP	3	CB2601 Marketing	3
GE1601 Whole-Person Development	1	GE2402 English for Business Communication or EAP	3
CHIN1001 University Chinese I or GE Elective	3	CHIN1001 University Chinese I or GE Elective	3
Total	16	Total	18

- You may need to take EAP before GE1401 and GE2402
- You may need to take University Chinese I
- If you have credits left, you may consider taking additional GE courses or just lay back
- Think before you drop any pre-registered core course !!
  - Examples: **CB2200 & CB2201**

# 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



# 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

# Assessment and Awards

**破TERMINATION**  
**地獄 過2就無死!**

- Keep your GPA > 2.0 and steer clear of academic warning/probation/termination.
- Having trouble with a core course? Ask for extra help!
  - **must pass within three attempts**
  - 3 strikes = out
  - careful: Managerial Accounting, Financial Management, Business Statistics, Data-driven Business Modelling



**Academic**  
SGPA 1.0 - 1.99 **Warning**  
SGPA 0.00 - 1.99 / CGPA < 2.0 **Probation**  
3 X SGPA < 1.7 / 3 FAILS IN A CORE / CONDITIONS UNDER PROBATION **Termination**

# Assessment and Awards

## Academic Awards



Upper 2<sup>nd</sup>: 3.00-3.49  
Lower 2<sup>nd</sup>: 2.50-2.99  
3<sup>rd</sup>: 2.00-2.49

## Dean's List

For each regular semester, if you have

1. earned 12 credit units or more,
2. achieved a GPA of 3.7 or above and
3. not failed any course,

You will be placed on the Dean's List

# Academic Honesty

- Rules on Academic Honesty
  - <https://www.cityu.edu.hk/pvdp/ah/ah-rules.htm>
- Apply to Examination & Coursework
  - Plagiarism
  - Use of unauthorized materials
- Possible penalties for academic dishonesty
  - A written warning
  - An F grade for the course
  - Suspension
  - Termination

# 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

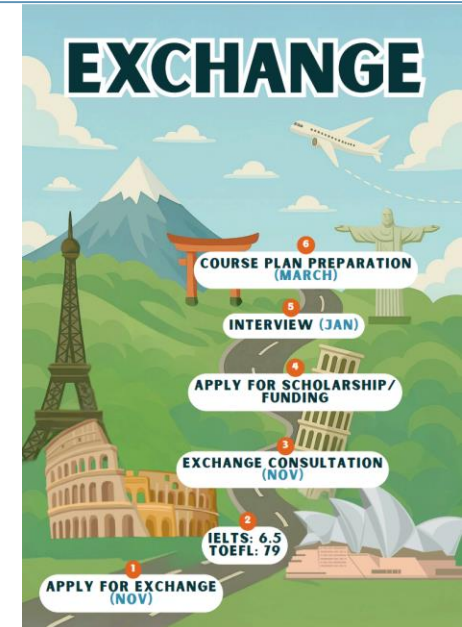
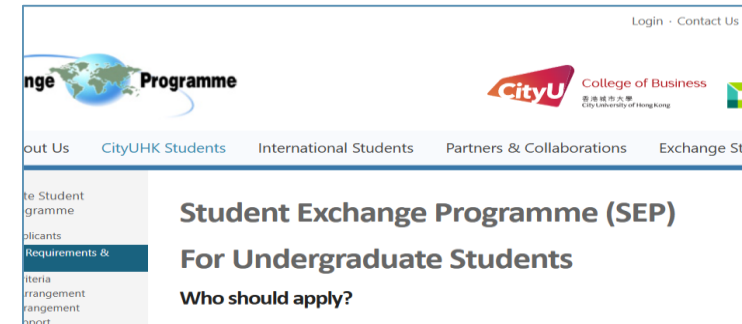


# Study Tours (usually in May) Company Visits (year round)



# Exchange

- Start planning NOW!
  - Apply one year in advance
- Application window:
  - Round 1 in October/November
- Departmental/College level:
  - CGPA  $\geq 2.7$ , good IELTS/TOEFL
  - Access to business courses
- University-level:
  - CGPA  $\geq 2.5$ , good IELTS/TOEFL
- BBAU4 students cannot go exchange in their final semester
- **Financial support available!!**
  - \$10,000+ depending on location
- Watch out for our department's **exchange talk** later in **September/October**.



# Scholarships

- Extra-curricular:
  - **Service to department and/or university**
  - Clubs and student associations
  - (Long-term) Volunteer work
  - Case competitions
- Financial needs: priority sometimes (with supporting documents)
- Grades not good enough? **Academic Progress Award**
- Watch out for scholarship preparation workshop later in the semester



# Joint programme with U of Southampton

- 3 years BBA BDAN/GOM @CityUHK
- 1 year MSc in Business Analytics and Management Science @U of Southampton
  - Russell Group, within QS100
- Graduate with a BBA (CityUHK) and an MSc (Southampton) in 4 years
- Courses taken in Southampton can be transferred back to CityUHK for 15 credits
- The transferred credit units will not be factored into the calculation of GPA @CityUHK
- Complete 106 credits in three years (normal: 91)



# Joint programme with U of Southampton

- Indicate your interest at the end of Year 1, in order to undertake a tailor-made programme structure
- Department will evaluate candidates for recommendation to Southampton at the end of Year 3 Semester A.
- Criteria:
  - Top 10% in class or have achieved a CGPA of 3.4 or above
  - Overall IELTS score of 7.0 with no subset score below 6.5



# Joint programme with U of Southampton

## Financial Arrangement:

### Tuition Fee:

Students joining the joint programme will pay tuition fees to the University of Southampton.

The current tuition fees are as follows:

<b>MSc in Business Analytics and Management Science</b>
Tuition Fees from 2023/24 <b>£26,352</b>



### Budget Estimation:

The estimated monthly living expenses for a self-financing full-time student in U.K. are outlined as follows.

<b>Living Expenses</b>	<b>Estimated Monthly Cost*</b>
Accommodation	£500 - £1000
Healthcare	£20 - £25 per consultation with a General Practitioner
Public Transport	£60 - £100
Meals	£180 - £250
Mobile Phone & Broadband Subscription	£40 - £80
Books / Supplies	£80 - £120
<b>Total</b>	<b>£880 - £1575</b>



*\* The monthly costs below have been derived based on a conservative estimate for a reasonably comfortable lifestyle, excluding the vacation period. The actual amount could be higher or lower depending on each student's expenditure and lifestyle.*



# Useful Website and Contacts

- **AIMS & DegreeWorks**
- **Undergraduate Catalogue**
- **Canvas (for course materials)**
- **Calendar of Important Dates**
- **CityUHK Mailbox !!**
- **Academic Regulations and Record Office (ARRO)**
- **DAO General Office**

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

Phone: (852) 3442 8644

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Room: LAU-7-261