Department of Decision Analytics and Operations

HOLISTIC LEARNING & GLOBAL EXPOSURE

STUDENT EXCHANGE

Study abroad for a semester at partner universities in Asia, Europe, North America, and Oceania.

OVERSEAS STUDY TOUR

Visit non-local universities and companies on subsidized study tours. Past destinations include Australia, China, and Japan!
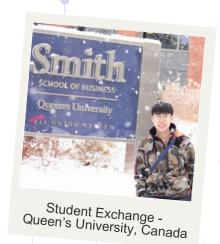

Study Tour - University of Sydney, Australia

Student Exchange - Queen's University, Canada

COMPETITION

Test your knowledge in real-world projects and case competitions.

Competition - Financial Innovation Application

MENTORSHIP & COMPANY VISIT

Acquire practical knowledge by pairing up with industrial mentors and visiting local companies.

Company Visit - ICED Hub Visit to Hang Seng Bank

INTERNSHIP & PLACEMENT

Gain work experience, develop new skills, and build network for future career development.

Internship - BestTop Consulting, Singapore

Internship - HSBC Commercial Banking, Hong Kong

WEBSITE

Our College of Business is ranked (UT Dallas 2020 to 2024)
42th in the **World**   **6**th in **Asia**

Q **JS**

Q JS1026
Q BBA Business Decision Analytics (BDAN)
Q JS1027
Q BBA Global Operations Management (GOM)

CITYU.BDA

CITYU.GOM

www.cb.cityu.edu.hk/dao/bbabda

www.cb.cityu.edu.hk/dao/bbagom

Drawing Insights from Data

- Apply models, concepts and tools to business contexts
- Master big data and achieve operational efficiency

Delivering Value through Efficiency

SCHOLARSHIPS & SPECIAL PROGRAMMES

Entrance Scholarships

- Entrance Scholarships for Local Students
- Entrance Scholarships for Non-Local Students

Departmental Scholarships

- Academic Progress Awards
- Outstanding Students Prizes and Scholarship
- Student Development Scholarships

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

Business Analytics & Intelligence
- Statistical Reasoning
- AI-driven Business Decision
- Software Skills

Flexible Choices of Streams
- **Decision Analytics:** Big Data Analytics
- **Data Informatics:** Information Management

Professional Qualification
- Eligible for the status of Graduate Statistician of the Royal Statistical Society (U.K.)
- Obtain SAS Certifications by passing the qualification exams

Accredited University | ROYAL STATISTICAL SOCIETY
DATA | EVIDENCE | DECISIONS

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

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

Joint Bachelor's Degree Programme (BBA + BA)

Earn two **bachelor's degrees** in **four years**
- 2-year BBA in BDAN (Decision Analytics Stream) at **CityUHK**
- 2-year BA in Economics at **Columbia University (U.S.)**

Joint Talents Programme (BBA + MSc)

Earn a **bachelor's degree** and a **master's degree** in **four years**
- 3-year BBA in BDAN or GOM at **CityUHK**
- 1-year MSc in Business Analytics and Management Science at the **University of Southhampton (U.K.)**

CityUHK Talents Programme (BBA + MSc)

Earn a **bachelor's degree** and a **master's degree** in **four years**
- 3-year BBA in GOM at **CityUHK**
- 1-year MSc in Operations and Supply Chain Management at **CityUHK**

GRADUATE CAREER PROSPECTS

Equipped with strong **analytical, technical, and business expertise**, our graduates pursue diverse and promising career paths. Many graduates launch their careers as management trainees, analysts, and business consultants, and move on to senior managerial and leadership roles.

Industries of employment
- Accounting
- Banking
- Business Consulting
- Communications
- Education
- Finance
- Hospitality
- Information Technology
- Insurance
- Manufacturing & Operations
- Public Services
- Retail
- Supply Chain & Logistics

Representative list of employers
- Accenture
- Airport Authority
- Bank of China
- Cathay Pacific
- CLP
- Ernst & Young
- Hang Seng Bank
- HK Jockey Club
- HKSAR Government
- HK Telecom
- HSBC
- IBM
- IKEA
- Kerry Logistics
- Morgan Stanley
- MTR
- Nestlé
- P&G
- PWC

ENTRANCE REQUIREMENTS

For admission to our programmes, JUPAS applicants must meet the following minimum entrance requirements in HKDSE:

English Language	Chinese Language	Mathematics	Citizenship and Social Development	Elective 1	Elective 2
Level 3	Level 3	Level 3	Attained	Level 3	Level 3