Career Prospects

Some examples of career choices:

**Accounting**
- FS Advisory Staff Associate
- Tax Consultant

**Banking and Finance**
- Branch Operation Officer
- Credit Analyst
- Customer Care Officer
- Database Marketing Executive
- Retail Risk Analytics Officer
- Wealth Management Manager

**Government**
- Executive Officer
- Research Manager

**Information and Communications**
- Business Analysis Executive
- CRM Graduate Trainee
- Programmer

**Marketing and Market Research**
- Project Manager
- Market Research Analyst

**Retail and Hospitality**
- Assistant Customer Analytics Manager
- Brand Manager
- Business Development Manager
- Customer Data Analyst
- Facilities Manager
- Quality Assurance Specialist

**Trade and Supply Chain Management**
- Assistant Commercial Manager
- Express Group Manager
- HR Analytics Assistant
- Project Executive

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**Enquiry**

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Website: www.cb.cityu.edu.hk/ms

JUPAS Description:
www.jupas.edu.hk/en/programme/cityu/JS1006

Program Information:
www.cb.cityu.edu.hk/ug/admissions/programmes/js1006

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JS1006  
DEPARTMENT OF  
MANAGEMENT SCIENCES

OPTIONS  
BBA Business Analysis  
BBA Business Operations Management
Department of Management Sciences is a multi-disciplinary department offering two undergraduate majors:
- BBA Business Analysis
- BBA Business Operations Management

These majors aim to train students to meet industry needs in the era of big data and operational efficiency.

BBA Business Analysis students are eligible to apply for the joint Bachelor's Degree Program between City University of Hong Kong and Columbia University (subject to approval).

Admission Arrangements

**Year 1**
Enjoy grabbing basic knowledge to widen your horizon and lay the foundation for becoming a successful business professional.

**Year 2**
Choose to major in either Business Analysis or Business Operations Management in the second year and study the corresponding professional core courses. 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.

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**BBA Business Analysis (BANL)**

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 skills**
  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

BANL has a market-driven curriculum which provides essential analytical skills and real-life applications in:

**Major Core Courses**

- Business Analysis & Decision Methods
  - Business Statistics
  - Regression Analysis
  - Predictive Analytics & Forecasting

- Business Intelligence
  - Analytics Using SAS
  - Big Data Analytics
  - Enterprise Data Mining
  - Quantitative Business Analysis with VBA
  - Solving Business Problems with Spreadsheet Modeling*
  - Advanced Analytics Using SAS*

- Risk Management & Marketing Analysis
  - Risk Management Models
  - Business Survey Design*
  - Quantitative Analysis for Economics and Finance*
  - Quantitative Analysis for Marketing*

*Elective Course

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**BBA Business Operations Management (BOM)**

is a major designed to provide comprehensive training to prepare students for consultant and managerial positions. Other than operations knowledge, BOM major equips students with management techniques in project management and basic analytics with spreadsheets, and train students’ critical thinking and presentation skills through case studies courses.

**Major Core Courses**

- Workshop on OM Practices
- Best Practices in OM
- Global Supply Chain Management
- Quality Management
- Business Modeling with Spreadsheets
- Operations Analytics

**Major Electives**
Choose any **four** courses from the followings:-

**Trade & Supply Chain**
- Enterprise Resource Planning
- Business Project Management
- Simulation
- Quantitative Business Analysis with VBA
- Database Systems*
- Java Programming*
- Operations Management Internship*

**Hospitality & Retail**
- Hospitality Management
- Pricing and Revenue Management
- Retail Management
- Quantitative Business Analysis with VBA
- Java Programming*
- Operations Management Internship*

**Decision Tools**
- Quantitative Business Analysis with VBA
- Database Systems*
- Java Programming*
- Operations Management Internship*

**Practicum**
- Operations Management Internship*
- Business Practice Internship*
- Operations Management Project

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**Joint Bachelor's Degree Program (subject to approval)**
Business Analysis students have the opportunity to apply for admission to the Joint Bachelor's Degree Program between City University of Hong Kong and Columbia University. Upon completion of this joint degree 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/

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*Remark: students can take any one major core or elective course from another BBA major

*Java Programming is a prerequisite for Database System

*Since both are internship courses, students can use only one of them to satisfy major requirements.