Drawing Insights from Data
Delivering Value through Efficiency

Department of Management Sciences

BBA in Business Analysis
(JS1026)

BBA in Business Operations Management
(JS1027)

Department of Management Sciences
(JS1025)
Among Top Management Science Departments, we are 2nd in the Asia Pacific region and 29th in the World.
In today’s highly competitive business environment, the ability of mastering big data and operational efficiency has become a winning edge of a corporation. Aiming to develop students to meet the evolving industry needs in this new era, Department of Management Sciences offers two undergraduate majors:

- BBA in Business Analysis (BANL/ JS1026)
- BBA in Business Operations Management (BOM/ JS1027)

WHAT is Management Sciences? It is concerned with developing and applying models, concepts and tools that help manage an organization.

Three options

Admission to the Department of Management Sciences (JS1025):

- **Year 1**: A foundation year for learning basic knowledge
- **Year 2**: Choose to major in Business Analysis or Business Operations Management

- 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.
- Students with non-weighted 4 core and 2 best elective scores **at or above 30** are guaranteed with **free choice of 2nd BBA major** by the end of year 1.

Admission directly to one of the majors

- **Admission to:**
  - BBA in Business Analysis (JS1026) 工商管理學士 (商業分析)
  - BBA in Business Operations Management (JS1027) 工商管理學士 (商業營運管理)

OR
BBA in Business Analysis (JS1026)
工商管理學士（商業分析）

**WHY BANL?** Big data is growing at a high speed globally. The ability of mastering data analysis and using big data changes the way we live. It also becomes a vital part of a business, data experts are therefore in high demand in different industries. **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 Skill**
  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.
Business Analysis Stream

Major Core:
• Business Statistics & Analytical Methods
• Business Intelligence/ Big Data Analysis
• Risk Management
• Software Skills

Electives (Group A) – Business Analysis
• Risk Management/ Software Skills/ Marketing Analysis/ Project/ Internship

Electives (Group B) – Wide choices from:
• Computer Science and other departments in College of Business

Data Informatics Stream

5 MS Courses
• Analytics using SAS
• Predictive Analytics & Forecasting*
• Regression Analysis
• Enterprise Data Mining
• Statistics for Economics & Finance*

3 IS Courses
• Python Programming for Business
• Technique for Big Data
• Database Management

Electives:-
Wide choices from various departments in College of Business

Joint Bachelor’s Degree Program

Students can apply for admission to the Joint Bachelor’s Degree Program between City University of Hong Kong and Columbia University. Upon completion of this 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/
WHY BOM? All businesses need operations management (OM) in order to function, as it focuses on how companies can create compelling products or services in a cost-effective way. Operations management skills can be applied across all industries, hence there is a growing demand for executives with solid OM knowledge and skills globally and locally.

BBA Business Operations Management is a major designed to provide comprehensive training to prepare students for consultant and managerial positions. Other than operations knowledge, BOM equips students with management techniques in project management and basic analytics with spreadsheets, training students’ critical thinking and presentation skills through case studies courses.
Market-driven Curriculum – Major Core Courses

Operations Knowledge
- Global Supply Chain Management
- Quality Management

Data Analytics
- Business Modeling with Spreadsheets
- Operations Analytics

Case Studies
- Workshop on OM Practices
- Best Practices in OM

Major Electives

Trade & Supply Chain
- Enterprise Resource Planning
- Business Project Management
- Simulation

Business Consulting
- Quantitative Business Analysis with VBA
- Database Systems, Java Programming
- Python for Data Analytics

Hospitality & Retail
- Hospitality Management
- Pricing and Revenue Management
- Retail Management

Banking & Finance
- Operations Management Project
- Risk Management Models
- Management Accounting
With placements in international businesses, banking, financial services, insurance, retail and hospitality, etc., students can

- Gain real-life hands-on working experience
- Acquire solid knowledge and sharpen their interpersonal skills
- Build network and enhance competitiveness for their future career
Students visit companies and places of special interests at overseas tours to:

- Acquire knowledge of real-world businesses in a different cultural context
- Interact and network with local community
- Have fun while learning

I had the opportunities to reach out to people from different professions and learnt what cannot be found from textbooks or lectures.

There’s no education quite like the lessons of travel.
We offer diverse exchange opportunities to students to study abroad in different countries. The program allows students to

- Expand international exposure
- Improve language skills
- Enhance planning, analytical and problem-solving skills
- Learn more about themselves and another culture
- Become more mature and independent

It surprised me when I saw students in such a land of freedom having a high level of discipline, coming to class punctually, having their phones and laptops away and actively making notes.

This program has changed me a lot. I became more independent. I also improved my spoken English proficiency and made more friends coming from other parts of the world. Moreover, I feel more open to a diverse working environment.

When I travelled to different places, I also explored the unique culture and history there. For example, I got to know the long, tragic history of the slavery of Chinese migrants when I visited the Chinatown of San Francisco, while my trip in New York really allowed me to feel the pulse of the world’s busiest city.

Miss Faith Lam
*University of Wisconsin – Madison, USA*
Our global exchange partners include universities in Asia, Australia, Europe and North America.
At MS, students can participate in projects or events to put their academic knowledge into practice.

Real-life Business Consulting Projects

BOM students are offered opportunities to participate in consulting projects for international companies, applying their knowledge in solving real-life business problems. Here are some of the projects:

<table>
<thead>
<tr>
<th>Collaborating Company</th>
<th>Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>ParknShop</td>
<td>Designing a new layout of the picking area in warehouse</td>
</tr>
<tr>
<td>Cathay Pacific Catering Service</td>
<td>Optimizing the flow of canvas trolleys &amp; waste reduction</td>
</tr>
<tr>
<td>IKEA</td>
<td>Workflow optimization</td>
</tr>
</tbody>
</table>

Joint University Big Data Competition

Through participating in a joint-school Big Data competition with the Faculty of Statistics of Renmin University of China, BANL students can interact with Beijing students and use innovative ways to apply what they learnt to solve real-life big-data problems.

<table>
<thead>
<tr>
<th>4-Day Programme</th>
</tr>
</thead>
<tbody>
<tr>
<td>Data analysis*</td>
</tr>
<tr>
<td>Determination of research topics &amp; analysis methods</td>
</tr>
<tr>
<td>Presentation &amp; reporting of results</td>
</tr>
</tbody>
</table>

* 2019 Event - Review of Big Data from a renowned e-commerce operator: sales data of mobile phone & the corresponding comments, mobile phone parameters & promotion information.
According to the U.S. News and World Report, Market Research Analyst, Operations Research Analyst and Business Operations Manager have been among the top 10 business jobs for five consecutive years. The career path of our graduates is promising. Possessing strong analytical and technical skills as well as solid business knowledge, MS graduates have different career options such as analyst, consultant or managerial positions. The program prepares them to lead to top management positions in future.

Our graduates work in diverse industries
- Accounting
- Banking, Finance & Insurance
- Business Consulting
- Manufacturing/ Operations
- Supply Chain & Logistics
- Hospitality & Retail
- Information & Communications
- Public Services/ Education

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

I think the students have more competitive advantages over the market as they are process-oriented and systematic. The society definitely needs the talents.

Mr Garrick Chan
Head of Supply Chain and Logistics, ParknShop, AS Watson Group
ALUMNI SHARING

What’s next after graduation? Listen to our alumni in video:

**Accounting, Banking & Finance**
- Business Analytics Officer, Hang Seng Bank
- Management Associate, HSBC
- Analyst, BNP Paribas
- Graduate Associate, CMB Wing Lung Bank

**Supply Chain & Logistics**
- Outbound Manager, IKEA HK & Macau
- Assistant Supervisor, Expeditors
- Management Trainee, Kerry Logistics

**Business Consulting Management**
- Management Consultant, KPMG China
- Graduate Trainee, IBM Consulting
- Risk Assurance Officer, PwC

**Hospitality & Retail**
- Cadet Pilot, Cathay Pacific
- Management Trainee, Esquel
- Management Trainee, Muji, Tokyo

**Public Service & Administration**
- Executive Officer II, HKSAR
- Immigration Officer, HKSAR

**Information Technology**
- Business Analyst, FDM Group
- Data Analyst Trainee, Hutchison Travel Ltd.

BBA in Business Analysis (JS1026)
工商管理學士 (商業分析)

BBA in Business Operations Management (JS1027)
工商管理學士 (商業營運管理)
BANL is one of the **most practical programs**, which not only trains students to be an **analytical and logical thinker**, but also equips us with most sought-after programming skills for statistical and data analysis.

The BANL major courses cultivated my ability to **diagnose problems**, **analyze data**, **identify patterns** and **devise solutions**, which I believe are of significant importance regardless of the industry and the role.

I am now working at HSBC as Graduate Trainee. BOM trained my **problem-solving skills** and **communications skills**. The uniqueness of this major is that there are many **real-life case studies** that need to be analysed and presented during class. Our program leaders always come up with challenging questions for us, my **logical thinking ability** has improved a lot after continuous practices.

The solid foundation we built here allows us to dive deeply into the areas that interested us: **risk management**, **machine learning**, **marketing research**, ...you name it.

I truly appreciated all the **opportunities** and **exposure**, from **certification workshops** to **overseas competitions** and **study tour**, that I am given during my study. Step by step, I shape my career goal and enter a field which I am passionate in.

I am currently working as a consultant in KPMG China Management Consulting Department. The major function of our team is to provide **consulting service** concerning operations and customer experiences for the clients, including **digital & operational transformation**, **project management**, **supply chain optimization** and marketing strategy. The **supply chain management knowledge** learnt in BOM helps me **better understand the difficulties faced by my clients**. It allows my team to provide the best solutions for them.
Admission Enquiry

☎ 3442 8644
✉ msgo@cityu.edu.hk
🌐 www.cb.cityu.edu.hk/js1025

BBA in Business Analysis (JS1026)

@cityubanl
www.cb.cityu.edu.hk/js1026

BBA in Business Operations Management (JS1027)

@cityubom
www.cb.cityu.edu.hk/js1027