Department of Management Sciences

Drawing Insights from Data; Delivering Value Through Efficiency
Management (or managing) is the administration of an organisation.

Management Sciences is concerned with developing and applying models, concepts and tools that help manage an organisation.
What is Management Sciences?

- A broad **multi-disciplinary study**
- For better **problem solving and decision making** in business organizations
Why MS at CityU?

We are a **good** choice for future **Business Leaders**!

1. 2nd in Asia-Pacific Region and 32nd in the World for MS Subject (UT Dallas 2016-19)
2. World-Class Scholars
3. Close Relationships with Industries and Government Agencies
4. Successful Graduates in High Demand by Employers
5. Comprehensive Learning Experience

5 reasons
Our faculty is made up of world-class scholars who earned their PhDs from the world's leading universities:

- MIT, Chicago Booth, Northwestern, Washington (SL), UCL, Toronto, Minnesota, Sydney, etc.

Currently 25 regular faculty, covering

- Business statistics, Data analytics
- Operations and supply chain management, Logistics
- Risk management
- Healthcare management

http://www.cb.cityu.edu.hk/ms/people/academic/
Our Expertise: Data Analytics

• Data Analytics is the science of collecting, organizing and analyzing large amount of data with the purpose of identifying pattern and drawing conclusions.

• It can determine whether the business systems are in place effectively to protect data, operate efficiently and succeed in accomplishing organization's overall goals.
Our Expertise: Operations Management

- The goal is to ensure that the organization is running as efficiently as possible and that production is going smoothly.

- An operations manager oversees the services’ provision or goods’ production.

- s/he will ensure that the services offered/goods produced meet the customers’ needs.
Close Relationship with Industry

- The Department prides itself on its collaboration with industry in search of relevant and useful solutions to the real-life problems facing businesses and organizations.

- The Department's industrial contacts help students search for high-quality employment opportunities.
Successful Graduates in High Demand by Employers

- Our graduates are the most significant contribution to the society.
- We are proud that our graduates are very successful and in high demand by employers.
The Role of MS in Business

Business process from customer contact point

Customers

Management Infrastructure/Tools: IT and Business Intelligence, Data Analysis
What Do We Offer?

Students learn thru two BBA Majors

To solve critical business problems with deep analysis of data

- Ensure graduates to acquire the know-how to integrate, extract and model large amount of data and information for business planning and decisions.

How to oversee, control and redesign business operations effectively

- Ensure graduates to acquire both the knowledge and skills to manage operations in local and global environment.

BBA in Business Analysis
工商管理学士（商业分析）
(JS1026)

BBA in Business Operations Management
工商管理学士（商业运营管理）
(JS1027)
Business Analysis (BANL) uses data analytics and computer software skills to help businesses achieve better performance.

- Students will complete several major courses in business statistics, business intelligence and risk management, software skills, along with electives in various business disciplines
- Find more details at: www.cb.cityu.edu.hk/ms/bbabanl/
Why Choose BUSINESS ANALYSIS?

1. Big Data Analytics Trend
2. Big Career Prospects
3. All-round and Market-Driven Program Structure
4. Become a Certified Business Analysis Professional
5. Ample Student Support and Development
BANL – Business Analysis Stream

**Major Core Courses**

**Business Statistics & Analytical Methods**
Probability and Applications in Business
Regression Analysis

**Business Intelligence / Big Data Analysis**
Enterprise Data Mining
Big Data Analytics

**Risk Management**
Financial Risk Analytics

**Software Skills**
Quantitative Business Analysis with VBA
Analytics Using SAS

**Major Elective Courses**

**Group A Electives - Business Analysis**

**Business Statistics & Analytical Methods**
Predictive Analytics and Forecasting

**Software Skills**
Advanced Analytics Using SAS

**Marketing Analysis**
Business Survey Design
Quantitative Analysis for Marketing

**Project**
Business Analysis Project

**Internship**
Internship for Business Analysis & Operations Management

**Group B Electives** – wide choice from CS, IS, MS, LT and any one Core & Elective course from other BBA Majors
<table>
<thead>
<tr>
<th>Major Core Courses</th>
<th>Major Elective Courses</th>
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</table>
| **Data Analytics & Decision**  
Probability and Applications in Business  
Regression Analysis  
Analytics using SAS  
Enterprise Data Mining | Wide choice from other business disciplines, including  
- Corporate Accounting II  
- Auditing  
- Security Analysis and Portfolio Management  
- Financial Systems, Markets and Instruments  
- E-Business  
- Machine Learning for Business  
- Global Technology Entrepreneurship and Innovation  
- Strategic Entrepreneurship  
- Consumer Behaviour  
- Marketing Intelligence and Applications of Analytics  
- Business Survey Design  
- Any one Core & Elective course from other BBA Majors |
| **Information Management**  
Python Programming for Business  
Techniques for Big Data  
Databased Management | |
| **Risk Management**  
Financial Risk Analytics | |
Big Career Prospects

Banking and finance industry

- Acquisition Risk Manager
- Business Performance Analyst
- Business Planning Analyst
- Credit Risk Analyst
- Customer Data Analyst
- Database Marketing Executive
- Operation Research Manager

Banks are FULL of BANL graduates
Big Career Prospects

Government Research Managers, Statisticians & Senior Statisticians

Curtis Kwok
Statistician

K K Chow
Statistician

Cynthia Wong
Statistician

Many Government statisticians are our alumni and graduates.
### All-round & Market-driven Program Structure

<table>
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<tr>
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<th>Business knowledge</th>
<th>Software skills</th>
<th>Analytical skills</th>
<th>Application skills</th>
<th>Communication skills</th>
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<td><strong>Business knowledge</strong></td>
<td>• Accounting</td>
<td>• SAS</td>
<td>• Business Statistics</td>
<td>• Risk Management</td>
<td>• Internship courses</td>
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<tr>
<td></td>
<td>• Economics</td>
<td>• SPSS</td>
<td>• Regression Analysis</td>
<td>• Marketing</td>
<td>• Project Presentation (Written and Verbal)</td>
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<tr>
<td></td>
<td>• Management</td>
<td>• Excel VBA</td>
<td>• Business Forecasting</td>
<td>• Marketing</td>
<td>• Workshops / Company Visits / Tours</td>
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Become a Business Analysis Professional

SAS Certified Specialist: Base Programming Using SAS 9.4
SAS® Certified Professional: Advanced Programming Using SAS® 9.4
SAS® Certified Predictive Modeler Using SAS® Enterprise Miner™ 14

Financial Risk Management Part 1 Exam
Ample Student Support & Development

Internships

Exchange & Study Tour

Industrial Mentoring Scheme

Competitions
Joint Bachelor’s Degree Program

Two-Certificate Joint Bachelor’s Degree Programme between Business Analysis and Columbia University (Effective 2019/20)

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<th>City University of Hong Kong (CityU)</th>
<th>Columbia University</th>
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<td>Bachelor of Business Administration in Business Analysis</td>
<td>Bachelor of Arts in Economics</td>
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<td>工商管理學士 (商業分析)</td>
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- Earn 2 bachelor degrees from 2 different universities
- This joint degree programme is aligned with the University’s strategic goal of **globalization** and pursuit of excellence.

- This joint degree programme offers more options for outstanding BBABANL students to pursue their studies in an internationally renowned institution.

https://www.youtube.com/watch?v=Jcc44TpQOgc
At Business Operations Management (BOM), students will learn to run a business effectively and efficiently through operational excellence.

• Students will complete a series of major courses in operations knowledge, case studies and data analytics, along with electives in banking and finance, trade and supply chain, retail and hospitality, decision tools and practicum.

• Find more details at: www.cb.cityu.edu.hk/ms/bbabom/
BOM Students: Young & Energetic
BBA Business Operations Management (JS1027)

BOM Students: Experienced

Mr. Godwin MAK (2015 graduate)
Senior Associate
PwC HK

Mr. Andy Lau (2018 graduate)
Management Consultant
KPMG

Mr. Godfrey Lee (2018 graduate)
Management Trainee
HSBC
BOM - We Look for People with

Passion + Capability
# BOM Graduates – Career Life

## Supply Chain & Logistics
- Outbound Manager, IKEA Hong Kong, and Macau
- Assistant Supervisor, Expeditors
- Management Trainee, Kerry Logistics
- Management Trainee, Orient Overseas Container Line Ltd
- Account Executive, Allport Cargo Services USA Ltd
- Supply Chain Analyst, Brooks Brothers Far East Limited
- Logistics Officer, Lane Crawford

## Hospitality & Retail
- Assistant Manager, Ryze
- Assistant Buyer, Swire Resources Ltd
- Management Trainee, Esquel
- Management Trainee, City Chain Company Ltd
- Business Associate, Crystal International Group Limited
- Management Trainee, Uniqlo, Tokyo
- Supervisor Trainee, Sasa international holdings

## Accounting, Banking & Finance
- Financial Consultant, Prudential Hong Kong Ltd
- Management Associate, HSBC
- Graduate Associate, CMB Wing Lung Bank
- Analyst, BNP Paribas
- Office, Operation Process and Data Governance, CITIC China Bank International
- Compliance Officer, BOC
- Project Support Officer, DBS Bank (HK) Ltd

## Public Services & Administration
- Immigration Officer, HKSAR
- Executive Officer, HKSAR

## Business Consulting Management
- Management Consultant, KPMG China
- Graduate Trainee, IBM Consulting
- Digital Data Analyst, Fifth9 Limited, UK

## Information Technology
- Project Executive, Talkbox Limited
- Data Analyst Trainee, Hutchison Travel Ltd
- Business Analyst, FDM Group
- Product Specialist, HP Inc
- Developer, Argyle Street Management
BOM - Major Core Courses

Operations Knowledge
- Global Supply Chain Management
- Quality Management

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

Data Analytics
- Business Modeling with Spreadsheets
- Operations Analytics
BOM – Major Electives

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

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

**Decision Tools**
- Quantitative Business Analysis with VBA
- Database Systems
- Java Programming
- Python for Data Analysis

**Practicum**
- Operations Management Internship
- Business Practice Internship
- Operations Management Project
BOM – Student Enrichment

- Operations Management Consultancy Projects
- Career Planning and Development Workshops
- Industrial Mentoring Scheme
- Six Sigma Training Workshops
- Internships
- Overseas Exchange
- Overseas Study Tour
• According to U.S. News and World Report, Market Research Analyst, Operations Research Analyst, Business Operations Manager have been among the top 10 best business jobs for 5 consecutive years.

• Many of our graduates have already provided outstanding service as business managers specializing in Business Analysis, Business Operations Management, Business Statistics, and Management Science in financial services, government, and other sectors.
Companies that have employed graduates of our department include:
For those NOT yet decide

Department of Management Sciences (JS1025)

• Undeclare major in Year 1
• Go through Major allocation in Year 1 Semester B
Criteria of Major Allocation

• Top 40% of students - have a free choice of majors. Based on
  – cumulative grade point average (CGPA) at the end of Semester B;
  – no failed grades in any courses in Semesters A and B; and
  – completion of at least 30 credit units in Semesters A and B.

• DSE score at 28 or above.

• Other students are allocated subject to the availability of places by majors
Second Majors

• Applications for declaring a second BBA major are considered on a case-by-case basis,
• approval from both the home and second major-offering academic units
• **No pre-approved double major programme**
• Require min CGPA **3.0 or higher**, depending on the major
First and Second Major Pairs

AC  FIN  BANL  BE

IFMG  MKT  MGT  BOM
Holistic Learning Experience

Students are the most valuable assets to MS department and **student development** is our top priority.

Student Mentoring Scheme  Industrial Mentoring Scheme

Census & Statistics Department Career Talk
International Exposure

Student Exchange Programme (*College Level*)

- Approximately **190 partner institutions** in 36 countries spanning 6 continents
International Exposure

Singapore

Beijing

Kunming

CityU Department of Management Sciences
City University of Hong Kong
Awards and Scholarships

Student Award Presentation Ceremony

Data Mining Challenge Awards Presentation ceremony

Student Award Presentation Ceremony
Discover the Key to make Executive Decisions!

Unleash your potential!

https://youtu.be/zUiPqf3OrD4
Thank you!