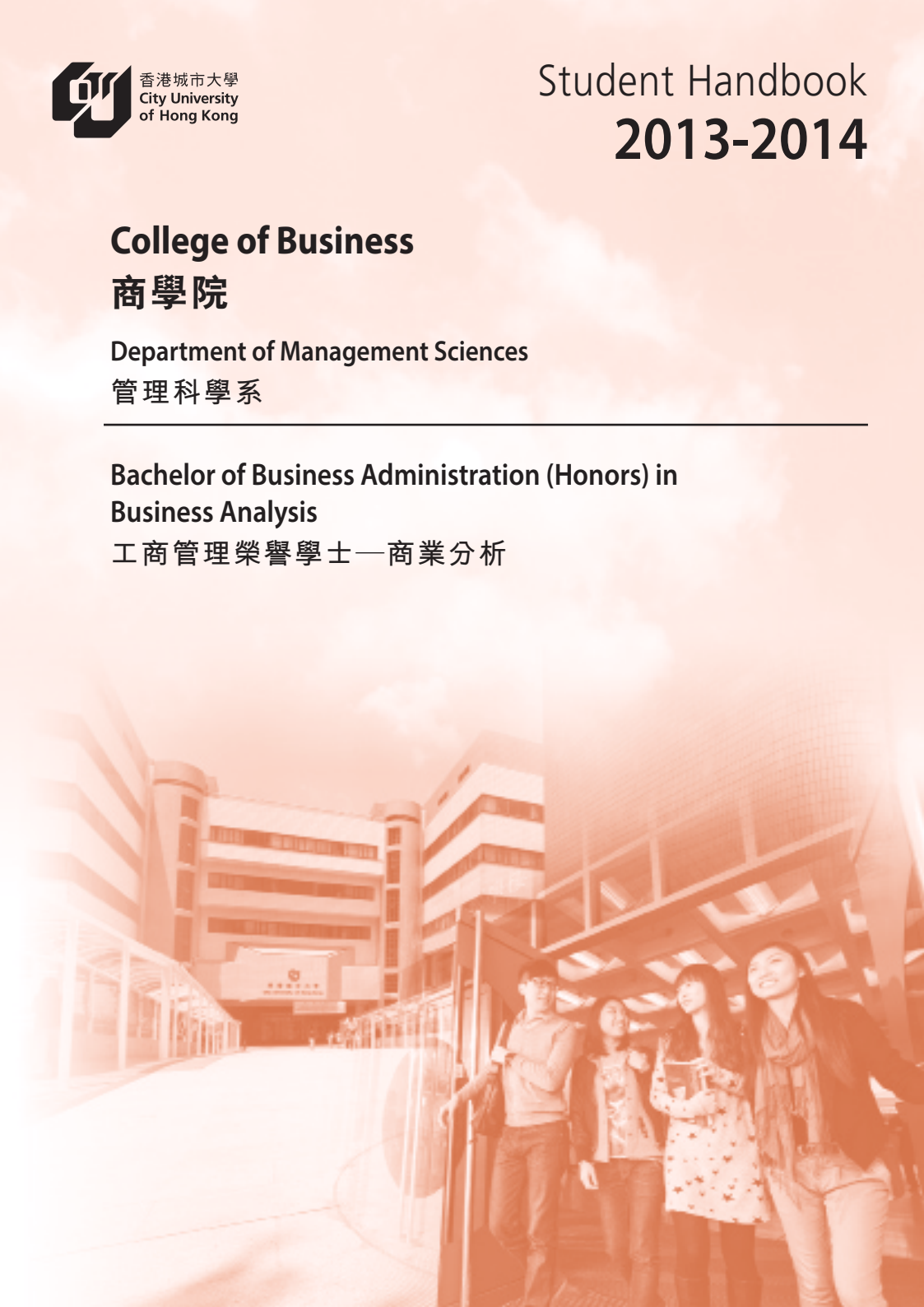


College of Business
商學院

Department of Management Sciences
管理科學系

**Bachelor of Business Administration (Honors) in
Business Analysis**
工商管理榮譽學士—商業分析



Department of Management Sciences

College of Business
City University of Hong Kong
Tat Chee Avenue
Kowloon
Hong Kong

Tel: (852) 3442 8644

Fax: (852) 3442 0189

Email: msgo@cityu.edu.hk

Website: <http://www.cb.cityu.edu.hk/ms/programmes/ug/BBABA/>

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Welcome Message

As a student in our Department, you will benefit from a wide choice of courses, state-of-the-art curricula, and caring academic staff who create a supportive learning environment. Whatever your future career plan may be in the area of Business Analysis or other business disciplines, you will find our programme specially designed and tailored to suit your needs and interests.

Many of our graduates have already provided outstanding service as business analysts and managers specializing in Managerial Statistics, Management Science and Service Operations Management in Hong Kong and beyond. Working together, we will continue to give you the means to join them.

The purpose of this handbook is to provide you useful information that you will need for your study here. Please read the handbook carefully. Further useful information can also be found in our department's website (www.cb.cityu.edu.hk/ms/programmes/ug/bbaba) and facebook (<http://www.facebook.com/pages/Business-Analysis/173554832817539>).

Finally, I wish you the best in your studies and look forward to seeing you during the coming year.

Prof Frank Chen
Acting Head
Dept of Management Sciences

About the Department of Management Sciences

The Department of Management Sciences at the City University of Hong Kong is noted for its strong academic programmes. Most of the staff obtained their doctoral degrees from prominent universities in USA, Canada, UK and Australia. Together, they have many years of local and overseas experience in teaching and consulting. The size and the activities of its staff have made the Department one of the largest departments of management sciences in the Asia-Pacific region. The Department has three main functions: teaching, research and professional services. In all three areas, the work carried out is business oriented, with an emphasis on practical application of quantitative skills.

The teaching and degree programmes offered by the Department are wide ranging, and emphasize the applications of quantitative techniques in a very broad sense. It produces graduates who are well received by local business organizations, testified by the positions held by past graduates. The staff's superior teaching skills are well recognized and the Department has won three Teaching Excellence Awards presented by the University.



Programme Aims

Nowadays, managers need to possess both qualitative and quantitative abilities to solve business problems and make decisions. The BBA(Hons) Business Analysis programme aims to

- provide students with professional training in business analytics, statistics, business intelligence, business knowledge and communication skills;
- develop students' ability to manage and analyse huge volume of business data using computing software popularly used in the global business world;
- enable students to solve business problems by a judicious application of technical and practical skills;
- enable students to obtain internationally recognized professional qualifications including SAS Certification and Financial Risk Manager (FRM) Examinations;
- prepare students for a statistical, analytical and managerial position in the financial, commercial, and government sector.



本課程的目的是要訓練學生運用商業分析方法，統計及商業智能，並配合先進電腦軟件、去處理及分析大量商業數據，以便提供商業決策所需要的資訊。

Programme Highlights

The BBA Business Analysis programme is composed of

1. College core courses (training on business knowledge);
2. Major core courses (training on analytical and problem solving abilities and IT skills)
3. Major elective courses (group A : further training on business analysis; group B: courses from AC, EF, IS, MGT, MKT and MS departments and CB3800 Business Practice Internship)
4. Language and Communication and GE courses
5. Minor/elective courses

1. College Core: (27 credit units)

Course Code	Course Title	Level	Credit Units	Remarks
Normative 4-year Degree				
CB2100	Accounting I	B2	3	
CB2201	Quantitative Methods	B2	3	
CB2300	Management	B2	3	
CB2400	Economics I	B2	3	
CB2500	Information Management	B2	3	
CB2505	E-Business	B2	3	
CB2601	Marketing	B2	3	
CB3410	Financial Management	B3	3	
CB4303	Strategy and Policy	B4	3	
Advanced Standing I				
CB2100	Accounting I	B2	3	
CB2201	Quantitative Methods	B2	3	
CB2300	Management	B2	3	
CB2400	Economics I	B2	3	
CB2500	Information Management	B2	3	
CB2505	E-Business	B2	3	
CB2601	Marketing	B2	3	
CB3410	Financial Management	B3	3	
CB4303	Strategy and Policy	B4	3	
Advanced Standing II (Senior-year Entry)				
CB2505	E-Business	B2	3	
CB4303	Strategy and Policy	B4	3	

2. Core Courses (27 credit units)

Course Code	Course Title	Level	Credit Units	Remarks
AC3202	Corporate Accounting I	B3	3	
MS2200	Business Statistics	B2	3	
MS3111	Quantitative Business Analysis with Visual Basic for Applications	B3	3	
MS3251	Analytics Using SAS**	B3	3	
MS3252	Regression Analysis**	B3	3	
MS3261	Business <u>Modeling</u> with Spreadsheets **	B3	3	
MS4212	Business Forecasting	B4	3	
MS4224	Enterprise Data Mining	B4	3	
MS4226	Risk Management Models	B4	3	

3. Electives (18) credit units:

Students are required to take SIX electives from Groups A and B and at least THREE must be from Group A.

Group A (Business Analysis electives)

Course Code	Course Title	Level	Credit Units	Remarks
MS3224	Business Survey Design	B3	3	
MS4251	Quantitative Analysis for Marketing**	B4	3	
MS4252	Big Data Analytics	B4	3	
MS4253	Business Analysis Project**	B4	3	
MS4254	Quantitative Analysis for Economics and Finance**	B4	3	
MS4262	Advanced Analytics using SAS**	B4	3	

Note: The four-year BBA Business Analysis (BBA BA) Programme contains the important features of three-year BBA Managerial Statistics (BBA MST) Programme and new business analytic techniques

Group B (Other electives)

Course Code	Course Title	Level	Credit Units	Remarks
AC2101	Accounting II	B2	3	
CB3800	Business Practice Intemship +	B3	3	
EF3320	Security Analysis and Portfolio Management	B3	3	
EF3333	Financial Systems, Markets and Instruments	B3	3	
EF4313	Corporate Finance I	B4	3	
IS3331	Data Management	B3	3	
IS3237	Information Service for Business Organizations	B3	3	
MGT3206	Organizational Behavior	B3	3	
MKT3603	Consumer Behavior	B3	3	
MKT4628	e-Marketing	B4	3	
MS3106	Simulation	B3	3	
MS4109	Project Management	B4	3	
MS4232	Casualty Insurance	B4	3	
MS4241	Life Insurance	B4	3	

+ Subject to Programme Leader's approval

** new course offered

4. Language and Communication and GE Courses

From 2012 cohort onwards, students are required to satisfy the Chinese Language Requirement as follows:

For students with an HKDSE score below 4 in Chinese, or an HKALE AS Chinese Language and Culture score below D, they will be required to complete a 3-credit Chinese course. The 3 credits will NOT be counted towards the minimum credit units required for graduation and will NOT be included in the calculation of CGPA.

5. Minor/Elective Courses

Students may need to take 18 credits of minor/elective courses to fulfil the minimum credit requirement for graduation.

Note: The four-year BBA Business Analysis (BBA BA) Programme contains the important features of three-year BBA Managerial Statistics (BBA MST) Programme and new business analytic techniques

BBA BA Programme Structure

Yr/Sem	Offer Year					
1A	AC - CB2100 Accounting 1	MGT - CB2300 Management	IS - CB2500 Information Management	ENGL (1)	EF - CB2400 Economics I	Chinese (1)
1B	MKT - CB2601 Marketing	MS - CB2201 Quantitative Methods	GE (1)	ENGL (2)	GE (2)	
2A	EF - CB3410 Financial Management	CB2505 E-Business	GE (4)	GE (3)	Minor	
2B	MS2200 Business Statistics	AC3202 Corporate Accounting I	Minor	GE (5)	GE (6)	
3A	MS3252 Regression Analysis	MS3251 Analytics using SAS	Major Elective 1	Minor	GE (7)	
3B	MS3261 Business Modeling with Spreadsheets	MS3111 Quantitative Business Analysis with VBA	MS4212 Business Forecasting	Minor	GE	
4A	Major Elective 2	Major Elective 3	Major Elective 4	Minor	Major Elective 5	
4B	MGT - CB4303 Strategy and Policy	MS4226 Risk Management Models	MS4224 Enterprise Data Mining	Minor	Major Elective 6	

Minimum Credits Required

GE - 7 courses (21 CU)

ENGL + Chinese - 3 courses (9 CU)

College Core - 9 courses (27 CU)

Major - 15 courses (45 CU)

Minor/Electives - 6 courses (18 CU)

Total: 40 courses (120 CU)

BBA BA Programme Structure for Advanced Standing I Students

Yr/Sem	Offer Year					
1A	AC - CB2100 Accounting 1	MGT - CB2300 Management	IS - CB2500 Information Management	ENGL (1)	EF1 - CB2400 Economics I	Chinese (1)
1B	MKT - CB2601 Marketing	MS - CB2201 Quantitative Methods	MS2200 Business Statistics	ENGL (2)	GE (1)	
2A	EF - CB3410 Financial Management	CB2505 E-Business	MS3252 Regression Analysis	MS3251 Analytics using SAS	Major Elective 1	
2B	AC3202 Corporate Accounting I	MS3261 Business Modeling with Spreadsheets	MS3111 Quantitative Business Analysis with VBA	GE (3)	GE (2)	MS4212 Business Forecasting
3A	Major Elective 2	Major Elective 3	Major Elective 4	Major Elective 5	GE (4)	
3B	MGT - CB4303 Strategy and Policy	MS4226 Risk Management Models	MS4224 Enterprise Data Mining	Major Elective 6		
4A						
4B						

Minimum Credits Required:

GE - 4 courses (12 CU)

ENGL + Chinese - 3 courses (9 CU)

College Core - 9 courses (27 CU)

Major - 15 courses (45 CU)

Minor/Electives Optional - 1 course (3 CU)

Total: 31 courses (93 CU)

Credits Exempted:

GE - 3 courses (9 CU)

Minor/Electives - 5 courses (15 CU)

Note:

1. Students admitted with level 3 in English in HKDSE will be required to take remedial English on top of the 6 credits of ENGL.

2. University Chinese requirement

BBA BA Programme Structure for Senior Yr - Advanced Standing II Students

Yr/Sem	Offer Year						
3A	CORE X (3)	CB2505 E-Business	MS3252 Regression Analysis	MS3251 Analytics using SAS	MS2200 Business Statistics	ENGL (1)	2014 2015 2016 2017
3B	AC3202 Corporate Accounting I	MS3261 Business Modeling with Spreadsheets	MS3111 Quantitative Business Analysis with VBA	MS4212 Business Forecasting	GE (1)	Chinese	
4A	Major Elective 1	Major Elective 2	Major Elective 3	Major Elective 4	GE (2)	GE(3)	2015 2016 2017 2018
4B	CB4303 Strategy and Policy	MS4226 Risk Management Models	MS4224 Enterprise Data Mining	Major Elective 5	Major Elective 6		

Minimum Credits Required

ENGL + GE - 4 courses (12 CU)
 College Core - 2 courses (6 CU)
 Major - 15 courses (45 CU)
Total: 22 courses (63 CU)

Credits Exempted

GE - 3 courses (9 CU)
 ENGL + Chinese - 3 courses (9 CU)
 College Core - 6 courses (18 CU)
 Minor/Electives - 5 courses (15 CU)

Note:

1. May be required to make up for the university Chinese requirement

Course Description

Major Courses	Description	Assessment Pattern	Pre-requisite	Precursor
MS2200 Business Statistics	Introduce statistical concepts and techniques, such as descriptive statistics, probability distributions, inferential statistics and simple linear regression, commonly used in business management decision making.	C 50% E 50%	Nil	Nil
AC3202 Corporate Accounting I	develop students' conceptual skills and professional competence in the preparation and reporting of financial accounting information under generally accepted accounting principles (GAAP) in Hong Kong.	C 50% E 50%	FB2100 Accounting I or CB2100 Accounting I	Nil
MS3252 Regression Analysis	Introduce multiple and logistic regression and analysis of variance techniques and models commonly used in solving business problems.	C 50% E 50%	Nil	MS2200 Business Statistics or equivalent
MS3261 Business Modeling with Spreadsheets	Develop students' ability to formulate, analyse and solve business problems using spreadsheet modeling.	C 60% E 40%	Nil	Nil
MS3251 Analytics using SAS	Develop students' analytics technique to access data, manipulate data and do statistical reporting using SAS.	C 50% E 50%	Nil	MS2200 Business Statistics or equivalent
MS3111 Quantitative Business Analysis with VBA	Introduce how to create business decision support systems using Excel VBA programming language. Students can also use the knowledge learned from this course to develop applications in other areas such as statistical analysis, or financial modeling.	C 100%	Nil	Nil

MS4212 Business Forecasting	Introduce to the students the commonly used forecasting techniques and the use of statistical packages for implementing these techniques. It includes areas such as smoothing and decomposition methods, regression and univariate time series models.	C 30% E 70%	Nil	MS3252 Regression Analysis
MS4224 Enterprise Data Mining	Data mining plays a very important role in business – sales, marketing, and customer support. It is being used to discover implicit and useful knowledge from vast datasets. The course covers concepts fundamental to understanding and applications of data mining methods to business problems.	C 100%	Nil	MS2200 Business Statistics MS3251 Analytics using SAS
MS4226 Risk Management Models	This course aims to provide students with basic terminology of various risks in complex business situations; discuss widely used techniques to measure and manage risks in financial industries and equip students with modelling and computing skills to solve business problems in the area of risk management.	C 40% E 60%	Nil	Nil

Elective Courses	Description	Assessment Pattern	Pre-requisite	Precursor
MS3224 Business Survey Design	Provide students with knowledge about the nature of survey research and the fundamental methodology of conducting survey research in the business field; provide students with statistical techniques to help with research design, sample design, questionnaire design, fieldwork procedure, data analysis and the presentation of result; develop students' computing and analytical skills to solve real-world problems.	C 50% E 50%	Nil	MS2200 Business Statistics or equivalent
MS4251 Quantitative Analysis for Marketing	Develop students' ability to apply the statistical techniques introduced in the course to solve real world marketing problems. It includes areas such as logit models, principal components analysis, exploratory factor analysis, cluster analysis and multidimensional scaling.	C 40% E 60%	Nil	MS2200 Business Statistics or equivalent
MS4252 Big Data Analytics	Develop students' hands-on experience of construction of data management systems and decision support systems using professional software packages.	C 100%	MS3251 Analytics using SAS	Nil

MS4253 Business Analysis Project	Develop students' skills in translating a real problem into a problem statement from unstructured initial ideas, identifying the key issues, defining the scope of the problem and breaking down the work into a set of tasks to be accomplished systematically; develop students' problem-solving skills in the business environment by providing them with techniques to break down the work into a set of tasks to be accomplished systematically; develop students' analytic ability to integrate and apply the knowledge and quantitative skills, in particular statistical and business intelligence techniques, gained in the programme to solve project problems; develop students' ability in planning, conducting, managing and controlling their own projects; provide students with the opportunity to develop their skills in presenting the findings of their own project and explaining the implications of the results in a verbal presentation and written report.	C 100%	One of the following courses: MS3252 Regression Analysis MS3261 Business Modeling with Spreadsheets MS4212 Business Forecasting MS4224 Enterprise Data Mining MS4226 Risk Management Models	Nil
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MS4254 Quantitative Analysis for Economics and Finance	This course aims to introduce the statistical techniques needed for economic and financial analysis. Topics covered include transfer function models, intervention analysis, spurious regression, cointegration ARCH and GARCH models, and option pricing models	C 30% E 70%	MS3252 Regression Analysis and MS4212 Business Forecasting	Nil
MS4262 Advanced Analytics using SAS	Provide students with SAS programming techniques and concepts for processing and accessing data across multiple sources so as to perform sophisticated analyses and deliver information across the organization as and when needed in complex business situations. Enable students to apply relevant SAS programming techniques in order to effectively and efficiently process data in different industries such as communications, financial services, the government, insurance, hotels, manufacturing, retail, and banking for analytic purposes, such as to achieve a greater return on customer relations, to measure and manage risk, and to optimize IT networks. Develop students' skills in improving SAS programming productivity, automating and customizing data processing and reporting to different business industries through hands-on experience.	C 50% E 50%	MS3251 Analytics using SAS	Nil

MS3106 Simulation	This course aims to enable students to construct simulation experiments to analyze business problems. It covers topics such as generating random variates, input data analysis, building and validating simulation models, output data analysis, and analysis for the simulation experiment.	C 40% E 60%	MS2200 Business Statistics OR MS3252 Regression Analysis	Nil
MS4109 Project Management	This course aims to introduce the students the basic concepts and systematic approaches for effective project management. It covers topics such as project planning, scheduling, cost control and estimation, trade-off and risk analysis, concurrent engineering and total quality management techniques.	C 40% E 60%	Nil	MS2200 Business Statistics
MS4232 Casualty Insurance	This course aims to introduce the nature, scope and terminology of casualty insurance. This course covers casualty insurance management, basic ratemaking and loss reserving techniques, statistical techniques in insurance work, risk premium and experience rating.	C 50% E 50%	Nil	MS2200 Business Statistics
MS4241 Life Insurance	This course aims to introduce the nature, scope and terminology of life insurance. It covers life insurance management, insurance regulation, life insurance and annuities, health insurance etc.	C 50% E 50%	Nil	MS2200 Business Statistics

What People Say About Business Analysis

Hong Kong Economic Times

2013-11-25

Page: A45 By 唐芷欣

精於大數據分析 商界稱王

香港智能裝置滲透率高，所產生的數據愈來愈多。賽仕軟件研究所（SAS）香港董事總經理林俊雄指：「中小企不重視數據分析，企業實在不可以再『斷估』。」

數據增長驚人，IDC 最新發布的大數據研究報告顯示，亞太區大數據技術及服務市場規模於 2017 年將達 23.8 億美元。林俊雄謂：「結構化數據、非結構化數據及社交媒體信息的分析同樣重要，可為企業減低營運成本，帶來無窮商機。」

SAS 北亞洲區技術總監 Deepak Ramanathan 表示：「企業要跑出，有 3 大秘訣：1. 數據；2. 分析；3. 平台。」

無論金融、市場營銷、IT、製造業等，都不可再「靠估」，而是利用科技做準確的分析。如即時分析交易數據，企業即可知客戶的購物習慣、時間、最受歡迎的產品等，繼而制定相應的銷售及推廣策略。客戶細分不再是以群組為單位，應縮窄至 1 位客戶，為客戶制定獨家優惠，既減低營銷風險，亦增加商機。

A45 Management Executive & Market

2013年11月25日 星期一 經濟日報

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圖為林俊雄（左）與 Deepak Ramanathan（右）在研討會上發言。

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Syposium

Lotte.com 分析助銷售

韓國網購 Lotte.com 擁有 1,300 萬客戶，難以作出分析。為改善用戶體驗，店方採用 SAS 的分析軟件，結合瀏覽量及用戶購物習慣等資料，選出用戶最感興趣產品，提升銷售額。

What People Say About Business Analysis

CNBC

5 June 2013

By Chris Morris (<http://www.cnbc.com/id/100792215>)

The Sexiest Job of the 21st Century: Data Analyst

Looking for a career change or a college major that's all but guaranteed to result in a hefty salary with copious benefits? Big data may not seem the obvious choice, but it could be your best.

With more and more companies using big data, the demand for data analytic specialists,—sometimes called data scientists, who know how to manage the tsunami of information, spot patterns within it and draw conclusions and insights—is nearing a frenzy.

"It is one of the [most] sought-after positions," said Rob Bearden, CEO of Hortonworks. "The desire on the enterprise side to find truly qualified data scientists has resulted in almost open headcount. It's probably the biggest imbalance of supply and demand that I've ever seen in my career. ... The talent pool is, at best, probably 20 percent of the demand."

That imbalance is a boon for job seekers. Qualified big data analysts command impressive salaries. Bearden said someone right out of school can earn \$125,000, while someone with a year or two of experience and a demonstrated skill set can easily make double that.



The screenshot shows the top portion of a CNBC news article. At the top is the CNBC logo and navigation links for 'HOME U.S.', 'NEWS', 'MARKETS', 'TECHNOLOGY', 'SMALL BUSINESS', 'VIDEO', and 'SHOWS'. Below this is a section header 'DATA ECONOMY | A CNBC SPECIAL REPORT'. The article title is 'The Sexiest Job of the 21st Century: Data Analyst'. It includes the author 'By Chris Morris' and the date 'Published Wednesday, 5 Jun 2013 1:00 PM EDT'. A small image of a man is visible on the left side of the article preview. The main text of the article is partially visible, starting with 'Looking for a career change or a college major that's all but guaranteed to result in a hefty salary with copious benefits? Big data may not seem the obvious choice, but it could be your best.'

What Our Alumni Say About Our Programme

"MST program can enhance me on the identification, assessment, and prioritization of risks. Although risk can never truly be eliminated entirely, having an effective plan in place can help mitigate the risk and control costs"

Mr Chu Sen, Chris, Credit Risk Management Manager, SME Banking, Standard Chartered Bank, 2006 BBA MST Graduate

"The knowledge - "statistics, data mining theories and practical skills such as SAS programming and Excel" I got from MST program is the huge support on my career development in banking analytics field."

Mr Ma Chi Ki, Senior Analyst, Customer Analytics Department, Standard Chartered Bank, 2007 BBA MST Graduate

"This program has the right mix of theories and practical skills. The knowledge I gained from this program enables me to integrate into working quickly and assists my career development in the field of business analysis."

Mr Lam Shun Yau, Revenue Management & Analytics Department, Hong Kong Disneyland, 2008 BBA MST Graduate

"Knowledge of SQL and Excel VBA are significant skills in my job. And the assignments done in the university, such as MS4215 Enterprise Data Warehousing and MS4216 Applied Multivariate Statistics, really trained my analytical thinking. Recently, I am working on some creative projects which are valuable for my company."

Mr. Atrick Lam, Project Analyst, Analysis department, Many Wells Property Agent Ltd, 2013 BBA MST Graduate

"SAS program skill and SQL and analytical mindset learned in this program are essential to my job. Moreover, different types of regression techniques, clustering and standardize process, the process of preparing valid analysis and basic knowledge of data mining are needed."

Mr. Ling Ho Tak Tony, Junior statistician, Numsight marketing consultant company, 2013 BBA MST Graduate

"3 years MST program trained me up to become a qualified person to my career now. The program helped me to build up the fundamental knowledge of different business aspects and strengthen my analytical skill through quantitative and qualitative approaches, which are quite essential to my job now."

Mr Lok Wong, Specialist, The Nielsen Company Limited, 2013 BBA MST Graduate

"Multi-tasking, good time management and business analysis learned from the program are very important and useful to my job, as I need to prepare and deliver various types of agency related reports, analysis and dashboards. Besides, I am also responsible to perform business analysis and provide comments & recommendations and maintain accurate agency hierarchy among all systems."

Emily Lo, Junior Business Analyst, AIA Administrative and Business Development Department, 2013 BBA MST graduate

MS A T O H A

One Night in DBS >>

In this issue, 'Wisdom' (智) is our main theme. This time, we are happy to invite nine alumni graduated from MST course to share their wisdom. We would like to find out the reasons why they choose banking industry as their entry point.

The interviewees are Julian Lam, Esther Li, Sandy Si, Ryan Cheung, Yuko Wan, Vian Chow, Jessica Ma, Fergus Lo and Ricky Lo. (Photo: from left to right)

Questions for them include:

What specific goals have you set for yourself in your life?

Why do you choose banking industry to kick start your career?

After the group interview, here are some interesting points that we came up with:

A. Some of them are referred to the banking industry by Professor Iris Yeung (Our professors are in general are not only concerned with our academic studies but

also our career planning)

B. Some of them are working in the bank as a summer intern referred to by the department - it shows summer intern program can benefit Year 3 students and later they become the permanent staff

C. All of them believe our modules SAS, Programming, Excel VBA has the competitive edge in terms of job hunting and it is a useful module for life

D. They are used to working late till 8:00pm or more

E. The MST graduates generally get good comments through word of mouth in the banking sector. Many banks are welcome our graduates due to the SAS programming training.

F. They enjoy working in the bank because of its comprehensive fringe benefits

Julian Lam, Yuko Wan, Sandy Si, Ryan Chang, Esther Li, Vian, Jessica Ma, Fergus Lo, Ricky Lo



Note: The four-year BBA Business Analysis (BBA BA) Programme contains the important features of three-year BBA Managerial Statistics (BBA MST) Programme and new business analytic techniques

One Night in DBS



We have also asked them if they haven't studied our course, which type of work they would be looking for?

- E: Marketing research
- S: Customer services
- Y: Administrative
- R: English teaching
- V: Supply chain or logistic field
- J: Programmer

Generally speaking, make full use of data analytical skill to apply a job is the way to success. Their ideal job is the one that incorporates both their academic and practical skills, i.e. by combining their understanding in management sciences with their data-mining skills, and problem solving skills. They all utilize their analytical expertise to help them meet their career goals. This is exactly why they are convinced that they would be a very valuable member of the DBS team. Hence, if you want to get a data analyst job for a start, our course is a definite choice for you.

Owing to the long working hour, we recommend them to have a balance of life such as doing more exercise, joining our MSAA event for relaxing.

Written by: Sam Kung



Note: The four-year BBA Business Analysis (BBA BA) Programme contains the important features of three-year BBA Managerial Statistics (BBA MST) Programme and new business analytic techniques

畢業生出路摘要 >>>



從事各大銀行管理科學系的
畢業生



渣打
◀

花旗
▶



星展
◀

恆生
▶



「統計和數據」是與生活息息相關。無論在於政府或是私營機構，數據分析及統計都在決策上飾演重要的角色。管理科學系的畢業生具備良好的商業知識及分析技巧，他們優勝於應用分析數據軟件，例如MS Excel VBA，SAS，Data Warehouse 及 Data Mining 等等，讓他們在分析數據和統計時，達到事半功倍的效果。

「統計和數據」是能應用在生活的每一個環節，無論在教育、經濟、財務、衛生、環境、商業各範疇，統計和數據都彰顯重要角色。例如，數據分析，能夠幫助機構在市場上決策性判斷：透過分析過往資料，能夠協助機構業務發展及計劃未來方向；統計和數據，能夠有效地幫助機構的風險管理。數據精析功具漸受企業重視，尤其在零售和金融銀行，甚至成為日常運作中的重要功能，提供工作效率。

Note: The four-year BBA Business Analysis (BBA BA) Programme contains the important features of three-year BBA Managerial Statistics (BBA MST) Programme and new business analytic techniques

畢業生出路摘要

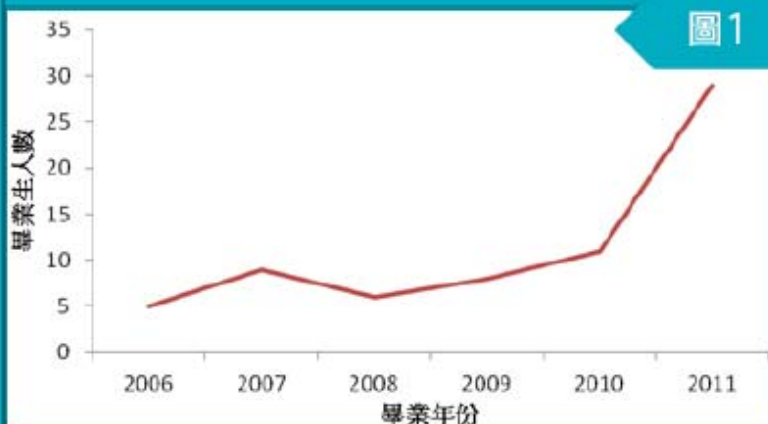


圖1

管理科學系的畢業生俱具備良好的分析技巧，我們的畢業生可以選擇風險管理、商業智能、銷售分析、客戶及市場分析等相關工種。過往六年，管理科學系管理統計的畢業生在金融業發展有上升的趨勢（圖一），畢業生大都從事分析性工作，包括風險管理和客戶及市場分析。

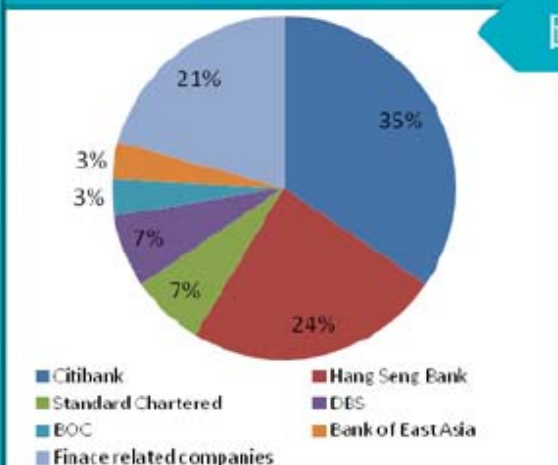


圖2

二零一一年管理統計的畢業生從事金融業分佈如下（圖二）。花旗銀行及恆生銀行佔大部分的畢業生。

從事金融業畢業生的工作性質包括風險管理和客戶及市場分析，兩者的需求都有上升的趨勢（圖三）。由此可見，市場對於「統計和數據」分析的人才需求有增無減。



圖3

撰寫: Jessica, Fergus,
Michael & Ricky

What Our Students Say About Internship

Kwok Tsz Kin

Summer Internship: Business Analyst, Standard Chartered Bank

“ My department is about personal loan. My main duty is to find the valuable and possible clients for the loan business. Also I have done the analysis to seek ways in improving the company’s strategies.”

“I have learnt much in this internship. I was taught to do analysis and learnt in-depth knowledge of SAS programming code. Also I have accumulated the experience in screening the data from mass of them. They are all useful in my future career. It was also exciting to start the analysis from zero.”

“ The knowledge I have gained in studies is highly related with my job. In the daily execution and analysis work, we mainly rely on SAS programming. It would be difficult and time-consuming to learn in such a short employment. So I think it is a competitive advantage for us to learn SAS in Year 2. Analysis is one of the major areas for MST students. I have made use of the testing and data mining tools in graphical analysis.”

Chris Chu

Summer Internship: AC Nielsen (China) Ltd

“ AC Nielsen is a well-known marketing research company which is ranked No. 1 in Hong Kong. During my internship in AC Nielsen I focused on data coding and checking, household checking and simple data analysis. AC Nielsen also provided me training on career development and business moral concepts too.”

“ The working environment was enjoyable. My colleagues are quite young and I could get well along with them easily. There is working stress but it is far little from my expectations. From my observation, although my colleagues always work overtime, they still enjoy their work very much. I could not see any frustrations of working overtime and this would have been the plus in this company.”

“My Management Sciences knowledge helped my logical thinking when performing my duties. It also trained me to be number sensitive, which is essential in the marketing research field. Other MS knowledge like survey design and data analysis are really helpful in the workplace.”

What Our Students Say About Internship

Ma Chi Ki

Summer Internship: Market Research Officer, Standard Chartered Bank

“Our team is responsible for different kinds of surveys like ad hoc surveys and regular surveys. I was responsible for generation of call list and sent them to the agencies which helped us to collect the data. After the field work was done by those agencies, we needed to check whether the reports done by them is accurate or not. After the checking, we would send the reports to other departments for further usage.

If there were complaints collected during the surveys, we would send them back to the relevant departments like hotline team or customer relationship managers.

We needed to monitor the field work provided by the agencies. To do this, we would request the recording taped by the agencies monthly. This will ensure the quality of our data. I have used SAS programming in my work for checking the accuracy of data and storage of them in our driver.

I have done a project alone with the supervision of the manager. The project is to investigate the habits of university student in using the bank service.”

“The knowledge of SAS programming and Excel was widely used in my job. Most of my duties were performed on Excel spreadsheets. The SAS programming skills I possess was not sufficient; therefore I needed to spend some time on reading relevant materials to improve myself.”



Career Choices for Students

Possessing strong analytical and technical skills, IT skills, business knowledge and effective communication, graduates are able to develop statistical, analyst and managerial positions in a variety of business, industry and government related organizations after graduation. Some examples of career choices are shown below:

Accounting:

Associate Audit

Banking and Finance:

Credit Analyst

Fraud Management

Business Strategy and Analytics

Business Performance Analyst

Business Planning Analyst

Database Marketing

Operations Research Manager

Risk Management

Government:

Government statistician

Government statistical officer

Marketing and Market Research:

Consultant

Market research analyst

Market analyst

Retail Industries and Supermarket:

Customer and product segmentation

Pricing Analyst

Telecommunication:

Business Intelligence Consultant

Pricing Analyst

Revenue Management

Theme park:

Business Analytics Management

Consumer Database

Forecasting

Job Market Information

One of the Four Positions in Demand based on Robert Half Hong Kong – Business Analysts

<http://www.roberthalf.com.hk/fs-positions-in-demand>



[For Job Seekers](#)
[For Employers](#)
[News & Media](#)
[About Us](#)
[Contact Us](#)

Robert Half Hong Kong > Banking & Financial Services Salary Guide > Positions in demand

- ▶ The hiring landscape in Asia
- ▶ Highly sought-after skills
- ▶ **Positions in demand**
- ▶ Hiring outlook in Hong Kong
- ▶ Salary trends
- ▶ Hiring outlook for Technology
- ▶ Technology skills in demand

Positions in demand

Compliance / Regulatory Reporting – Professionals in banking and financial services have felt the impact of the changes to the regulations under which they operate. The last three years have seen an explosion in new compliance and disclosure requirements. In response, financial companies have been building a strong compliance team. Professionals with an excellent track record in compliance and risk management – especially those in more senior roles – will find their expertise highly sought after in 2013.

[Check out available jobs in Compliance / Regulatory Reporting >>](#)

Internal Auditors – Much of the debate about the causes of the financial crisis has focused on the internal controls within financial institutions. As a result, Board members and senior management are demanding greater visibility from their accounting processes, elevating the role of the internal auditor. Internal auditors are the whistle blowers within an organisation, identifying poor processes and potential problems that might arise. That is why good internal auditors are highly valued by progressive companies.

[Check out available jobs in Internal Audit >>](#)

Financial Controllers – Similar to internal auditors, the role of the financial controller has become more important since the global financial crisis. While the auditor reviews other people's actions, the Financial Controller must take ownership of the work of their team and provide timely advice to the CEO. As every company is different, financial controllers with experience in a particular area or with specific product knowledge will be in high demand in 2013.

[Check out available Financial Controller jobs >>](#)

Business Analysts – Financial institutions, like all companies, are striving to do more with less. Being able to analyse a company's numbers and to identify where savings and efficiencies can be made is a powerful skill that is highly sought after. People with the analytical skills to improve overall efficiency and reduce costs are valuable to any organisation, especially to a complex company like a financial services firm.

[Check out available jobs in Business Analysis >>](#)

Job Market Information

http://www.payscale.com/research/HK/Skill=SAS/Salary#by_Years_Experience



<http://www.payscale.com/research/HK/Skill=VBA/Salary>



Preparation for Professional Qualifications

The BBA(Hons) Business Analysis programme can enable students to obtain internationally recognized professional qualifications including SAS Foundation Certification, SAS Advanced Analytics Certification and The Financial Risk Manager (FRM).

For SAS Foundation Certification, there is two-level certification: SAS Certified Base Programmer for SAS Credential and The SAS Certified Advanced Programmer for SAS credential. These two credentials are for those to analyze using SAS in different echelon. To obtain these certifications, analytical techniques are required. Students are prepared by studying the courses: MS3251 Analytics Using SAS and MS4262 Advanced Analytics using SAS.

For SAS Advanced Analytics, the SAS Certified Predictive Modeler using SAS Enterprise Miner Credential is available for students who perform predictive analytics. To prepare for the certification, students should study fundamental analytic subjects: MS2200 Business Statistics and MS3252 Regression Analysis and advanced analytic subjects: MS4212 Business Forecasting, MS4251 Quantitative Analysis for Marketing and MS4224 Enterprise Data Mining.

To prepare student for The Financial Risk Manager (FRM®) designation which is the globally recognized standard for those who manage risk, several subjects are provided including MS2200 Business Statistics, MS3252 Regression Analysis, MS4212 Business Forecasting, MS4254 Quantitative Analysis for Economics and Finance, and MS4226 Risk Management Models.

SAS Exam

Who should take the exam?

For those who pursue analysts positions in banks and big companies

Exam Format:

- Around 64 multiple-choice questions
- Must achieve score of 70% correct to pass
- Around 2 hours to complete exam for Base SAS and Advanced SAS and 3 hours for Predictive Modeler exam
- Internet-based and closed book

Exam fee:

HK\$ 1,404 per head per time (full-time student/staff can enjoy half price)

Exam time:

Twice a year in semester break

Exam Results:

Exam scores are released immediately after the exam and formal certificates will be available around two weeks later after the exam

Benefits of SAS Certification:

- Increase your career opportunities and marketability
- Enhance your credibility as a technical professional
- Assess your knowledge of SAS software
- Allow you to earn industry validation for your knowledge
- <http://support.sas.com/certify/benefits/indiv.html>



Financial Risk Manager (FRM) Examination

Who should take the exam?

For those who pursue risk management profession

Exam Format:

2 exams – Part 1 and Part 2

Part 1 exam (4 hours) – 100 multiple choice questions

Part 2 exam (4 hours) – 80 multiple choice questions

Exam fee:

Early registration – Part 1: US\$650 (registration fee US\$300+exam fee US\$350); Part 2: exam fee US\$350

Standard registration – Part 1: US\$775 (registration fee US\$300+exam fee US\$475); Part 2: exam fee US\$475

Late registration – Part 1: US\$950 (registration fee US\$300+exam fee US\$650); Part 2: exam fee US\$650

Exam time:

Twice a year in May and November

Calculator permitted to be used at the exam:

Only GARP-approved calculators

Exam Results:

Exam results are pass/fail and are released via email approximately six weeks after the Exam is administered. Candidates are provided with quartile results that enable them to see how they scored on specific areas relative to other candidates.

Exam Topics covered by MS courses:

Topics Covered on the Part 1 FRM Exam	Weight	Courses Covered
Foundations of Risk Management	20%	MS4226, CB3410
Quantitative Analysis	20%	MS2200, CB2201, MS4216, MS4251, MS3252, MS4212, CB3410, EF3320, EF4320, EF4321
Financial Markets and Products	30%	MS4221, MS4226, CB3410, EF3320, EF4320, EF4321
Valuation and Risk Modeling	30%	MS4254, MS4226, CB3410, EF3320, EF4320, EF4321

<http://www.garp.org/frm/exam-overview/topic-areas.aspx>

Benefits of FRM Certification

- FRM is the certification recognized among financial risk professionals worldwide. There are 26,000 certified FRMs practicing worldwide. The FRM professional certification differentiates you from your peers
- Studying the broad concepts underlying risk management will give you a comprehensive view and appreciation for the role risk management plays in an enterprise
- You will be more desirable to executive recruiters and hiring managers since they are now seeking FRM holders for senior risk management jobs more than ever before
- You will be recognized across the globe as a professional in financial risk management

Certificate Requirements:

- A passing score on the FRM Examination.
- Active membership in the Global Association of Risk Professionals.
- A minimum of two years experience in the area of financial risk management or another related field including, but not limited to, trading, portfolio management, academic or industry research, economics, auditing, risk consulting, and/or risk technology.

* For those who do not have sufficient work experience may submit your 2 years of work experience within 5 years upon passing the FRM examination.

GARP ID: XXXXX

Mr. XXXXX
XXXXX
Hong Kong

Dear XXXXX,

Congratulations, you passed the May 2010 FRM Exam Part I Examination!

On behalf of the Global Association of Risk Professional employees and Board of Trustees, congratulations on passing the 2010 FRM Part I Examination and demonstrating your commitment to excellence in Financial Risk Management. Your performance on the Financial Risk Manager examination validates that you possess certain of the professional skills, intuitive and analytical capabilities necessary to effectively perform the responsibilities of a financial risk manager and completes an important step in becoming an FRM Holder.

Where Our Graduates Work ...

Past graduates' job titles: government statistician, credit risk analyst / officer, credit MIS analyst, data analyst, bank executive, assistant operations research manager, consultant, administrator, market research executive, business development executive, vice president, consultant – enterprise risk service etc

A sample of corporations that have employed our graduates include:

Banks

Bank of China
Bank of Communications
Bank of East Asia
Citibank
Citic Ka Wah Bank
DBS Bank
Dah Sing Bank
Hang Seng Bank
HSBC
PrimeCredit (Asia) Ltd
Standard Chartered Bank
Wing Lung Bank

Consultant Companies

SAS Institute Limited
Solution Consultant Limited

Education Institutions

Chinese University of Hong Kong
City University of Hong Kong
Hong Kong University of Science and Technology
Hong Kong School of Motoring
Intell Education Limited
The University of Hong Kong

Government Departments

Census and Statistics Department
Education Bureau
Fire Services Department (Ambulance Services)
Hong Kong Tourism Board
Hong Kong Trade Development Council
OGCIO
Social Welfare Department

Government Related Organizations

Hong Kong Hospital Authority
Hong Kong Housing Authority
ICAC
Nam Long Hospital
Prince of Wales Hospital

Insurance Companies

AIA International Assurance Company Limited
Manual Life (International) Limited
Principal Insurance Corporation Limited

Manufacturing Companies

Four Seas Mercantile Limited
Interprovincial Steel and Pipe Corporation Limited (IPS Co.)
Nakagawa Electronics Limited
Techtronic Industries Company Limited

Market Research Companies

ACNielsen (HK) Limited
ACORN Marketing & Research Consultants, HKSAR
Asia Market Intelligence (AMI)
Bloomberg
Oracle Market Research Corporation
TAYLOR Nelson Sofres
Synovate Limited

Media Companies

Hong Kong Broadcast
Oriental Daily News
TVB

Real Estate Agencies

Jones Lang LaSalle (Hong Kong)
Midland Realty Group
NFP Hong Kong Limited
Wharf (Holdings) Limited

Transportation

Cathay Pacific Airways Limited
Dah Chong Hong (Motor Leasing) Limited
HK Airport Service Limited
HK Dragon Airlines Limited
MTR

Others

DHL Logistics (HK) Ltd
Esso Mobil Corporation
Hong Kong Electric Group
Jardine OneSolution
PCCW
Royal Bodyperfect
Samsung Electronics Hong Kong Co LTd
Wing On Department Store (HK)

What Our Graduates Do ...

Our Graduates at Work

Karmen Wu works for a leading Hong Kong Bank as a risk analyst. She says that the programme has given her education and training in enterprise data warehousing and data mining — processes essential to decision making in the modern business world.



Amy Lee works for a leading Hong Kong Bank as a credit and risk analyst officer. She says that in her final year she has had the chance to apply theories by using real cases. Statistical analysis and results are transformed into actionable information for senior management. This is an opportunity to practice communication and interpersonal skills.

Geoff Lam works for a leading Hong Kong bank as a Assistant Vice President, AP Consumer Credit Risk Division. When customers come applying for credit cards or loan services, computerized decision-making systems are used to decide whether applications are accepted or not.



Frederick Li works for a Hong Kong-based airline as a marketing research executive and is mainly responsible for conducting marketing research and planning.

Lay Fong Ling works for a large Hong Kong bank as an assistant operations research manager. She carries out reengineering and streamlining studies for different departments to see if systems efficiency can be improved.



Caring Staff

On admission to a programme in the Department of Management Sciences, each student is assigned a mentor for the entire duration of the programme. The following channels of communication between staff and students are also available:

1. Programme Leaders

academic problems connected with the programme as a whole.

2. Course Lecturer and Tutor

academic problems connected with a particular course in the programme.

3. Staff-Student Committee

problems, suggestions and complaints of a more general nature at departmental level.

4. College Student Advisory Committee

problems, suggestions and complaints of a more general nature at college level.

5. Counsellor at the Student Development Services

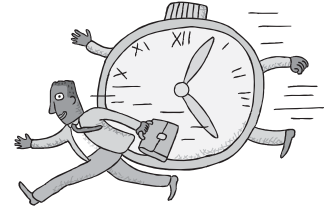
non-academic problems of financial, personal, social, study and career nature.



Expectations of Students

Attendance and Punctuality

Attendance and punctuality is expected. Please attend all classes on time and do not leave early.



Class Behavior

As a matter of general courtesy, you should not engage in disruptive behaviors during class. Please refrain from idle talks and switch off your mobile phones or pagers. Otherwise you may be asked to leave the classroom. More detailed information regarding student conduct and behavior can be found on the CityU web page at <http://www.cityu.edu.hk/arro>



Academic Honesty

You must pursue your studies with academic honesty, which is central to the conduct of academic work. You are expected to present your own work, give proper acknowledgement of other's work, and honestly report findings obtained.

Students who commit an act of academic dishonesty which jeopardizes the integrity of the learning and assessment process may be charged and be liable to disciplinary actions.

<http://www6.cityu.edu.hk/arro/content.asp?cid=73>

Whole Person Development

Aslogan of our department is "Be friendly, be confident, be proud of being student of CityU". Apart from good grades, you need to pursue whole person development — intellectually, spiritually and socially.

Visit Student Development Services webpage:

<http://www6.cityu.edu.hk/sds/wpd/> to plan your learning in a balanced way.





Four-Year Plan

Second Year

- Meet career counsellor to discuss making career choices, selecting a minor and identifying internships
- Participate in whole person development scheme
- Participate in extra-curricular activities
- Create a resume
- Explore resources and services in CAIO & SDS
- Explore Student Exchange Programme

Third Year

- Meet career counsellor to discuss making a career plan
- Participate in career development workshops (e.g. MBTI test, interviewing skills)
- Develop career-related skills
- Update and refine resume
- Learn to write a cover letter for job application
- Identify internships and participate in internship programme
- Continue to participate in whole person development scheme extracurricular activities
- Seek positions of leadership (e.g. PALS leaders, student mentors) in campus activities/schemes

Fourth Year

- Start job search for full-time employment
- Participate in mock interviews
- Continue to update resume
- Continue to participate in career group activities
- Continue to attend various career-related workshops

Recommended Activities & Extra Courses

A Rich Environment in which to Live and Learn

The Department holds a long tradition of striving for high-standard research, high-quality teaching and a friendly environment in which students can learn, enjoy and excel. We are proud that we have recently been named as one of CityU's best teaching departments. To achieve the desired learning outcomes, the Department provides students with a wide range of learning opportunities.

Student Exchange Programme

Aimed at broadening the horizons of our students, each year since 1996 the Student Exchange Programme has enabled outstanding students to study abroad for a semester or a year. Our partners include universities in Asia, the Mainland, the United States, Canada, the United Kingdom, and other countries in Europe. The programme helps students to develop their personal qualities and to experience international education.

Website: <http://www.cb.cityu.edu.hk/exchange>



Peer-Assisted Learning Supplemental Instruction (PALSI) Scheme

Supplemental Instruction (SI) is a cooperative learning model designed to enhance students' understanding in course materials and improve students' overall learning and reasoning skills. The Scheme is intended to run for 9 weeks, from week 4 to week 12 (Semester B).



Senior students who have performed well in the department core courses are invited to play the role of SI leaders. They meet with junior students (SI student), studying in the same course, to discuss academic work and share tips on effective learning strategies.

SI students meet with SI leaders 2 hours per week in groups, SI leaders will assist the SI students to better prepare for classes, formulate study plans and review of class materials. This will help them to master the course's content and improve their learning and thinking skills. SI students prepare for the weekly meeting by studying the course materials beforehand, formulating relevant questions, and identifying the focus of the meeting. The primary roles of SI leaders are facilitation and sharing.

Website: <http://www.cityu.edu.hk/edo/palsi/>

"A" Project: Student Ambassadors Programme

The Student Ambassadors Programme ("A" Project) is a student development programme launched by the Student Leadership and Development Teams, SDS in 1997. The objective of this programme is to foster students' whole person development, such as positive attitude, leadership, problem solving abilities, communication and interpersonal skills as well as broadening students' social exposure, international outlook and life experience; enhance students' knowledge of and sense of belonging to CityU through the practical experience of serving the University and develop a pool of Student Ambassadors to help promote the University's image.

The Student ambassadors are required to attend a comprehensive training programme and to offer service to the University. The training programme includes training camps, feature talks, visits, workshops, group projects and a high table dinner. A partially sponsored non-local interflow tour is also included in the training programme for those Student Ambassadors with excellent participation and performance in training and services to the University.

Website: <http://www.cityu.edu.hk/sds/sa>

Whole Person Development Scheme (WPD)

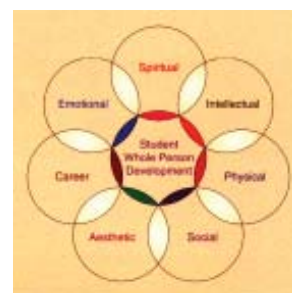
The Whole Person Development Award Scheme is established to encourage students to take positive and systematic steps to pursue whole person development. Students' participation and involvement in student activities or extra-curricular training programmes will add scores leading towards the Award.

On joining the Scheme, students are expected to participate in programmes grouped under the following areas of development according to your own interest:

7 Areas of Development	Programme Examples
Spiritual	Cultural forum, community service
Intellectual	Study skills, thinking skills workshop
Physical	P.E. Course, sport tournament, health education programmes
Social	Orientation for freshmen, training for student leaders
Aesthetic	Music, art appreciation
Career	Career talk, workshop on job search
Emotional	Peer counsellor training, mental fitness series

Student will obtain points after attending the programme you choose and points are earned from the time you spend in a programme. The more time you spend, the more points you can obtain. Certificates and souvenirs will be awarded to you once you have fulfilled the requirements of the Scheme in a ceremony held in June each year. The certificate gained may serve as useful reference for you in application for jobs or scholarships.

Website: <http://www.cityu.edu.hk/sds/wpd/index.htm>



Campus Internship Scheme (CIS) and Campus Work Scheme (CWS)

Introduction

To better consolidate students' work-based learning experience and to enhance their professional and personal development on campus. The Career and Internship Office (CAIO) is responsible for implementing the Schemes, further enquiries may be forwarded directly via email to caio@cityu.edu.hk



Programme Objectives (CIS)

- To enhance students' understanding of the work environment and their long term personal and professional development
- To develop students' analytical, problem-solving, and interpersonal skills to engage in discovery and innovation
- To facilitate students' career exploration and add value to their employability.

Programme Objectives (CWS)

- To enhance students' understanding of the work environment and develop work ethics and positive work attitude needed in the workplace
- To learn generic work skills and gain real life work experience

Web Site: <http://www.cityu.edu.hk/caio> For enquiry: Tel: 3442 5591

Student Mentoring Scheme (SMS)

The purposes of SMS are:

- To help second -year students adjust to programme study;
- To develop a supportive personal network amongst second-year students and senior students;
- To create a warm atmosphere and positive academic culture in the campus;
- To assist second -year students in enhancing their educational experience and development as a person and as a professional in their chosen fields of study.

The scopes of SMS are:

- The range of activities can be very comprehensive, from educational to entertaining, personal to professional;
- The student mentors can assume very flexibly the roles of big brother / sister, adviser, information provider, counselor, coach or private tutor, or simply friend;
- The types of activities and relationship really depend on the needs of the first-year students and their chemistry with the mentors.



MS Summer Jobs/Internship Programme

The Programme is designed to provide students with real-life working experience in local contexts for a period of time. With placements in international businesses, banking, financial services, insurance, accountancy firms, etc., students are expected to gain in-depth, ample and practical understanding of business operations and the professional contexts in which they are expected to apply the theory and skills they have learned in the university.



CB3800 Business Practice Internship

The internship is designed to provide students with real life working experience in local contexts for a period of time. With placements in international businesses, banking, financial services, insurance, accountancy firms, etc., students are expected to gain in-depth and practical understanding of business operations and the professional contexts in which they are expected to apply the theory and skills they have learned in the formal curriculum.

Students will be placed into a multi-national corporation for six weeks full-time internship during the summer. Before the internship, students shall participate in a 2-day workshop on business ethics, business etiquette and interpersonal communication skills. At the end of the internship, students are required to prepare and submit a report.

Website: <http://www.cb.cityu.edu.hk/course/cb3800>



Disney International College Programme

Every year, year-two students have the chance to participate in the International College Programme (ICP) at Walt Disney World at Florida, US for three months. Students are well-prepared before the internship through a two-day preparatory training workshop on business ethics, business etiquette and interpersonal communication skills. ICP offers students from any academic discipline outstanding learning opportunities through different courses, and all students are evaluated on their performance and a report from their immediate supervisor. Students are assigned jobs in Character, Operations, Custodial, Merchandise, and Quick Service Food & Beverage. They are involved in the Disney magic by sharing and interacting with guests, learning important business philosophies, and making friends with people all over the world.

Website: <http://www.cb.cityu.edu.hk/DisneyICP>



Industrial Mentoring Scheme

Aims at establishing a caring and supportive relationship between City University alumni, business executives (mentors) and undergraduates (mentees) to achieve the following objectives:

- To facilitate the educational, social and personal growth of mentees
- To develop mentees' fullest potential, vision and aspirations for the future
- To enhance mentees' future professional and career development
- To empower mentees to face challenges in society

Statistical Consulting Unit (SCU)

The Statistical Consulting Unit (SCU) in the Department of Management Sciences enhances the quality of statistical aspects of research. It provides statistical consultation to support university research and administration, and conducts plenty of survey projects for external organizations and companies. SCU offers part-time employment opportunities to students as interviewer, fieldwork supervisor, data entry staff, administrative assistant and analyst.

For application of job, send email to msscu@cityu.edu.hk.

Website: <http://www.cb.cityu.edu.hk/ms/scu/>

Assessment and Awards

Academic Standing

The grade points for the course grades are given as follows:

Letter Grade	A+	A	A-	B+	B	B-	C+	C	C-	D	F
Grade Point	4.3	4.0	3.7	3.3	3.0	2.7	2.3	2.0	1.7	1.0	0.0

Based on the grade point awarded and the credit units earned for a course, Grade Point Average (GPA) is calculated and used as an indicator of a student's academic performance. To have good academic standing, your GPA must attain a minimum level of 1.7. Otherwise you will be given either of the following: (1) academic warning, (2) probation, (3) academic suspension. Students with very bad academic performance will be terminated. For more details about academic standing, please visit our CityU web page at <http://www.cityu.edu.hk/arro/>

Classification of Awards

The University grants bachelor's degree awards with the following classifications. The following CGPA criteria will be adopted as guidelines for classification of awards:

Awards	CGPA
First Class Honours	3.5 or above
Upper Second Class Honours	3.0 - 3.49
Lower Second Class Honours	2.5 - 2.99
Third Class Honours	2.0 - 2.49
Pass	1.7 - 1.99

<http://www6.cityu.edu.hk/arro/content.asp?cid=72>

Dean's List

At the end of Semester A and Semester B, students' GPAs are calculated. Where a student over that period has (1) earned 12 credit units or more, (2) achieved a GPA of 3.7 or above and (3) not failed any course, the student is placed on the Dean's List.

Departmental Scholarships

Outstanding MS Students Scholarship

Six awards, each of value HKD 2500 are given to outstanding second and final year undergraduate students from each Programmes of the MS Department annually. The selection criteria are based on the students' academic achievement and participation in organizing activities and functions at the University. The scholarships are presented at the annual University Scholarship and Prize Presentation Ceremony. A commemorative plaque is also presented to each awardee.

MS Student Development Scholarship

The Department of Management Sciences offers three scholarships, known as MS Student Development Scholarship, each year to exceptional undergraduate students from each Program who are performing to a high standard in their extra-curricular activities, have aspirations to compete locally and internationally in approved competitions.

The value of this award is HK\$5,000 and is awarded on the basis of extra-curric-

Fretech Technology Limited Scholarship

This scholarship is for MS students with excellent academic results, up to the amount of HK\$40,000 with not less than 8 awards shall be granted each year. The actual number of awards to be granted each year will be determined by the assessment panel.

MS Entrance Awards

The awards are for students submitted to the Department's bachelor's degree programmes with outstanding academic achievements, i.e. CGPA 3.5 or above and obtain at least a grade of "B+" in CB2201. A maximum of 5 awards with each award not exceeding HK\$50,000 shall be granted every year. The award recipient will receive the award for one academic year following the announcement of the award. The actual number of awards to be granted each year will be determined by the assessment panel.

MS Academic Improvement Awards

The awards shall be offered to full time MS students who have made the most significant improvement on their academic study as reflected in their Semester Grade Point Average in the latest two semesters. Summer term is not counted as a semester. A maximum of 10 awards with each award not exceeding HK\$1,500 shall be granted every year. The actual number of awards to be granted each year will be determined by the assessment panel.

Departmental Subsidies

Support to student exchange activity (HK\$5000):

- Achieve CGPA 2.5 or above at CityU (before exchange)
- Passing all courses at the host university

Subsidies for passing professional examinations, including:

(60% of examination fee):-

- SAS Certified Base Programmer Credential for SAS 9
- SAS Certified Advanced Programmer Credential for SAS 9
- SAS Certified Predictive Modeler using SAS Enterprise Miner 7

(33% of examination fee):-

- Level 1 of Chartered Financial analyst (CFA)
- Level 1 of Financial Risk Manager (FRM)
- Exam 1 of Professional Risk Manager (PRM)
- Paper 1, 3, 5 of Insurance Intermediaries Qualifying Examination (IIQE)
- Paper 1, 7, 8 of HK Securities Institute Examination (HKSI)
- Oracle Database 11g: SQL Fundamentals I
- Oracle Database 11g: Administration I
- Introduction to Oracle9i SQL

*All subsidies are subject to availability of funds in the department



Useful Links

1. Blackboard / e-Portal

<https://eportal.cityu.edu.hk>

It provides the links for academic support such as the Library or Computer Services, thus standardizing information presentation with a consistent web-based front end while gathering data from a variety of back end sources. The system can also make information more personalized by providing the feature of targeting messages to individuals.

2. College of Business

<http://www.cb.cityu.edu.hk>

The website provides resources that relates to the college of business.

3. BBA Programmes

<http://www.cb.cityu.edu.hk/bba>

This website provides plenty of useful information of BBA programme, such as the structure of BBA major, the introduction of BBA minor, and BBA Advice Corner etc.

4. Department of Management Sciences

<http://www.ms.cityu.edu.hk>

Website of Department of Management Sciences

5. Department of Management Sciences

– Career and Student Development

<http://www.ms.cityu.edu.hk>

This website provides useful information of many activities, workshops, career interest groups, and arrangements specially designed to support your whole person development and career plan.

6. AIMS

<https://banweb.cityu.edu.hk>

This important website has a lot of functions. It can show student account summary, apply for student locker, go to JobPlus, check English language attainment requirement, check registration status, look-up class to add, web add/drop classes and apply Student Residence etc.

7. Chinese Civilization Course (CCIV)

<http://www.cciv.cityu.edu.hk>

This is the place where you can enhance your knowledge about Chinese culture through open lectures, self-exploration and guided studies.

Location: 6/F Amenities Building

Phone: 3442 2477, Fax: 3442 0508

8. The English Language Centre (ELC)

<http://www.cityu.edu.hk/elc/>

You are welcome to use its Self-Access Centre and Language Lounge where you can relax and practice your English through informal language activities.

Location: 2/F Academic Building

Phone: 3442 7607, Fax: 3442 0165

E-mail: elc@cityu.edu.hk

9. SDS Online

<http://www.cityu.edu.hk/sds/online>

SDS takes good care of student needs and will help you in every possible way to overcome personal and study problems through its extra-curricular activities, Counseling Service, Student Development Centre and Career Centre. Students interested in Government Grant & Loan, bursaries and scholarships may also enquire at SDS.

Location: 6/F Amenities Building

Phone: 3442 8090, Fax: 3442 0230

E-mail: sosds@cityu.edu.hk

10. The Run Run Shaw Library

<http://www.cityu.edu.hk/lib/>

The Library provides a self-learning environment with comprehensive information materials in both print and electronic forms. You can download some useful resources from its website, for example past examination papers, electronic journals and thesis.

Location: 3/F Academic Building

E-mail: lb@cityu.edu.hk

11. English Language Clinic

What is the language clinic?

- Get editing & proofreading help with your assignments & reports;
- Get individual counselling on your difficulties with English writing;
- Devise a personalised plan to improve English grammar & writing

To make an appointment with one of the tutors please visit:

<http://www.english.cityu.edu.hk/languageclinic/>


12. **FTP**
<ftp://XXXXXXXXX@personal.cityu.edu.hk>
 XXXXXXXX: Student ID
 It provides a 5MB space for you to store any files.
13. **JJIS**
<http://www.jjis.org.hk>
 This is a one-stop on-line career service for employers and university students offered by the career centers of universities in Hong Kong.
14. **JobPlus**
<http://eportal.cityu.edu.hk>
 JobPlus is a job vacancy system for CityU full-time students on part-time, temporary, summer and graduate jobs hunting. JobPlus provides updated information on the job details and application procedures to facilitate your job search.
 You can get in JobPlus by:
 1. Log on e-Portal with your student ID and password
 2. Select AIMS -> Student Services Menu
 3. Click "Job Plus" under section of "Job Vacancy".
15. **Census and Statistics Department**
<http://www.censtatd.gov.hk/>
 This page provides the statistical data and information useful for doing your projects.
16. **Hong Kong Statistical Society**
<http://www.hkss.org.hk/>
 This is a professional statistical society in Hong Kong.
17. **Statistical Society of Australia**
<http://www.statsoc.org.au/>
 This is a professional statistical society in Australia.
18. **Statistical Society of Canada**
<http://www.ssc.ca/>
 This is a professional statistical society in Canada.
19. **Royal Statistical Society (RSS)**
<http://www.rss.org.uk/>
 This is a professional statistical society in UK.

- 20. American Statistical Association (ASA)**
<http://www.amstat.org/>
This is a professional statistical society in USA.
- 21. Asia Pacific Marketing Federation**
<http://www.apmf.org.sg/apmf.html#Cert>
This is a professional marketing society in Asia Pacific where you can find some information in marketing research.
- 22. The Hong Kong Knowledge Management Society**
<http://www.hkkms.org/>
This is a professional knowledge management society in Hong Kong.
- 23. Society of Actuaries**
<http://www.soa.org/>
This is a professional actuarial society in USA.
- 24. The Chartered Institute of Logistics and Transport in Hong Kong (CILTHK)**
<http://www.cilt.org.hk>
This is a professional logistics and transport society in Hong Kong.
- 25. Excel**
<http://office.microsoft.com/en-us/excel/>
This is the webpage for Excel software.
- 26. SAS Institute**
<http://www.sas.com>
This is the website for SAS software.
- 27. SPSS Inc**
<http://www.spss.com/>
This is the website for SPSS software.
- 28. SAP**
<http://www.sap.com>
This is the website for SAP software.
- 29. Business Analysis facebook**
<http://www.facebook.com/pages/Business-Analysis/173554832817539>

Academic Calendar 2013/2014

Week	S	M	T	W	T	F	S	Events	Public Holidays
	May, 2013							6 – 20 Examination Period 21 May – 8 Jun Semester Break	1 Labour Day 17 Buddha's Birthday
	5	6	7	8	9	10	11		
	12	13	14	15	16	17	18		
	19	20	21	22	23	24	25		
	26	27	28	29	30	31			
	June							<u>Summer Term 2013</u> 10 Jun – 27 Jul Teaching Period	12 Tuan Ng Festival
WK.1	2	3	4	5	6	7	8		
WK.2	9	10	11	12	13	14	15		
WK.3	16	17	18	19	20	21	22		
WK.4	23	24	25	26	27	28	29		
	30								
	July							15 Graduation Date 27 Last Day of Teaching 29 Jul – 3 Aug Student Revision Period	1 HK SAR Establishment Day
WK.5	1	2	3	4	5	6			
WK.6	7	8	9	10	11	12	13		
WK.7	14	15	16	17	18	19	20		
	21	22	23	24	25	26	27		
	28	29	30	31					
	August							5 – 10 Examination Period 12 – 31 Term Break	
	4	5	6	7	8	9	10		
	11	12	13	14	15	16	17		
	18	19	20	21	22	23	24		
	25	26	27	28	29	30	31		
	September							<u>Semester A 2013/2014</u> 2 Sept – 30 Nov Teaching Period	20 Day following Mid-Autumn Festival
WK.1	1	2	3	4	5	6	7		
WK.2	8	9	10	11	12	13	14		
WK.3	15	16	17	18	19	20	21		
WK.4	22	23	24	25	26	27	28		
WK.5	29	30							
	October							2 Graduation Date	1 National Day 14 Day following Chung Yeung Festival
WK.6	6	7	8	9	10	11	12		
WK.7	13	14	15	16	17	18	19		
WK.8	20	21	22	23	24	25	26		
WK.9	27	28	29	30	31				
	November							30 Last Day of Teaching	
WK.10	3	4	5	6	7	8	9		
WK.11	10	11	12	13	14	15	16		
WK.12	17	18	19	20	21	22	23		
WK.13	24	25	26	27	28	29	30		
	December							2 – 7 Student Revision Period 9 – 21 Examination Period 23 Dec – 11 Jan Semester Break	25 Christmas Day 26 Day following Christmas Day
	1	2	3	4	5	6	7		
	8	9	10	11	12	13	14		
	15	16	17	18	19	20	21		
	22	23	24	25	26	27	28		
	29	30	31						
	January, 2014							<u>Semester B 2013/2014</u> 13 Jan – 26 Apr Teaching Period 31 Jan – 6 Feb Lunar New Year Break	1 First day of January 31 Jan – 3 Feb Lunar New Year Holidays
WK.1	5	6	7	8	9	10	11		
WK.2	12	13	14	15	16	17	18		
WK.3	19	20	21	22	23	24	25		
	26	27	28	29	30	31			
	February							14 Graduation Date	
WK.4	2	3	4	5	6	7	8		
WK.5	9	10	11	12	13	14	15		
WK.6	16	17	18	19	20	21	22		
	23	24	25	26	27	28			
	March								
WK.7	2	3	4	5	6	7	8		
WK.8	9	10	11	12	13	14	15		
WK.9	16	17	18	19	20	21	22		
WK.10	23	24	25	26	27	28	29		
WK.11	30	31							
	April							18 – 24 Easter Break 26 Last Day of Teaching 28 Apr – 3 May Student Revision Period	5 Ching Ming Festival 18 Good Friday 19 Day following Good Friday 21 Easter Monday
WK.12	6	7	8	9	10	11	12		
WK.13	13	14	15	16	17	18	19		
	20	21	22	23	24	25	26		
	27	28	29	30					

Week	S	M	T	W	T	F	S	Events	Public Holidays
	May, 2014								
	4	5	6	7	8	9	10	5 – 19 Examination Period	1 Labour Day
	11	12	13	14	15	16	17		6 Buddha's Birthday
	18	19	20	21	22	23	24	20 May – 7 Jun Semester Break	
	25	26	27	28	29	30	31		
	June								
	1	2	3	4	5	6	7	Summer Term 2014	
WK.1	8	9	10	11	12	13	14	9 Jun – 26 Jul Teaching Period	2 Juan Ng Festival
WK.2	15	16	17	18	19	20	21		
WK.3	22	23	24	25	26	27	28		
WK.4	29	30							
	July								
	6	7	8	9	10	11	12		1 HK SAR Establishment Day
WK.5	13	14	15	16	17	18	19	15 Graduation Date	
WK.6	20	21	22	23	24	25	26	26 Last Day of Teaching	
WK.7	27	28	29	30	31			28 Jul – 2 Aug Student Revision Period	
	August								
	3	4	5	6	7	8	9	4 – 9 Examination Period	
	10	11	12	13	14	15	16	11 – 30 Term Break	
	17	18	19	20	21	22	23		
	24	25	26	27	28	29	30		
	31								

Note :  represents public holidays including all Sundays

Provisional Academic Calendar 2014/2015

	Start Date	End Date
Semester A		
Teaching Period	1 September 2014	29 November 2014
Student Revision Period	1 December 2014	6 December 2014
Examination Period	8 December 2014	20 December 2014
Semester Break	22 December 2014	10 January 2015
Semester B		
Teaching Period	12 January 2015	25 April 2015
	<i>(Tentative Lunar New Year holidays: 19 – 21 February 2015)</i>	
Student Revision Period	27 April 2015	2 May 2015
Examination Period	4 May 2015	16 May 2015
Semester Break	18 May 2015	6 June 2015
Summer Term		
Teaching Period	8 June 2015	25 July 2015
Student Revision Period	27 July 2015	1 August 2015
Examination Period	3 August 2015	8 August 2015
Term Break	10 August 2015	29 August 2015

Provisional Academic Calendar 2015/2016

	Start Date	End Date
Semester A		
Teaching Period	31 August 2015	28 November 2015
Student Revision Period	30 November 2015	5 December 2015
Examination Period	7 December 2015	19 December 2015
Semester Break	21 December 2015	9 January 2016
Semester B		
Teaching Period	11 January 2016	23 April 2016
	<i>(Tentative Lunar New Year holidays: 8 – 10 February 2016)</i>	
Student Revision Period	25 April 2016	30 April 2016
Examination Period	2 May 2016	16 May 2016
Semester Break	17 May 2016	4 June 2016
Summer Term		
Teaching Period	6 June 2016	23 July 2016
Student Revision Period	25 July 2016	30 July 2016
Examination Period	1 August 2016	6 August 2016
Term Break	8 August 2016	27 August 2016

Prepared by ARRO/15 May 2015

Staff Contact List

Post	Name	Rm. No.	Phone	Email (@cityu.edu.hk)
Acting Head & Professor	Prof Chen, Frank Y H	G7715	3442 8595	youhchen
Associate Head	Dr Tso, Geoffrey K F	P7515	3442 8568	msgtso
Chair Professor of Mgmt Sciences	Prof Lai, K K	G7717	3442 8563	mskklai
Chair Professor of Risk Analysis & Mgt	Prof Singpurwalla, Nozer	P6630	3442 2268	nsingpur
Chair Professor & CB Dean	Prof Yan, Houmin	G7528	3442 2881	houmin.yan
Professor	Prof Hui, Y V	P7523	3442 8586	msyervan
Professor	Prof Lim, Andrew L C	P7613	3442 8248	lim.andrew
Professor	Prof Wan, Alan T K	P7616	3442 7146	msawan
Professor	Prof Yau, Kelvin K W	P7513	3442 8585	mskyau
Associate Professor	Dr Chiang, Kevin W Y	P7614	3442 8676	wchiang
Associate Professor	Dr Chung, William S W	P7620	3442 7057	mswchung
Associate Professor	Dr Hao, Gang	P7611	3442 8403	msghao
Associate Professor	Dr Lam, Bruce K F	P7525	3442 8582	msblam
Associate Professor	Dr Leung, Francis K N	P7507	3442 8589	msknleun
Associate Professor	Dr Leung, Stephen C H	P7621	3442 8650	mssleung
Associate Professor	Dr Li, David Y Z	G7709	3442 7253	yanzhili
Associate Professor	Dr Lin, Carrie K Y	P7619	3442 9485	mslincky
Associate Professor	Dr Tse, S K	P7517	3442 8578	mssktse
Associate Professor	Dr Yeung, Iris M H	P7509	3442 8566	msiris
Assistant Professor	Dr He, Simai	P7521	3442 6624	simaihe
Assistant Professor	Mrs Hou Ng, Teresa K Y	P7504	3442 8565	msheihei
Assistant Professor	Dr Hu, Qiaohai Joice	P7605	3442 8594	qiaohahu
Assistant Professor	Dr Liu, Guangwu	G7725	3442 8304	guanliu
Assistant Professor	Dr Lu, Ye	P7607	3442 8656	yelu22

Staff Contact List

Post	Name	Rm. No	Phone	Email (@cityu.edu.hk)
Assistant Professor	Dr Ng, Allen C K	P7511	3442 8574	ms8sf344
Assistant Professor	Dr Shou, Biying	P7519	3442 8360	biyishou
Assistant Professor	Dr Shum, Stephen	G7719	3442 8571	swshshum
Assistant Professor	Dr Yu, Yimin	P7612	3442 4781	yiminyu
Assistant Professor	Dr Yuen, Sammy H K	P7527	3442 8579	mshkyuen
Instructor	Dr Tam, Susanna M L	P7615	3442 7483	susannat
Instructor	Ms Tsang, Sally O S	P7625	3442 8583	mssallyt
Instructor	Ms Wong, Sandy Y S	P7623	3442 8347	cmsandy
Assistant Computer Officer	Mr Tam, Patterson K H	P7603	3442 8688	msptam
Graduate Teaching Assistant	Mr Chan, Chi Shing	-	3442 2947	chischan
Graduate Teaching Assistant	Mr Lau, Ho Ming	-	3442 2947	hominglau6
Graduate Teaching Assistant	Miss Tang, Wai Ling Anna	-	3442 2947	wailtang8
Executive Officer	Ms Yee, Winnie	G7724	3442 8670	yanwyee
Clerical Officer	Mrs Chow Chung, L Y	G7722	3442 8645	ms33725
Clerical Officer	Mrs Lai Tang, April C L	G7721	3442 8551	msapril
Clerical Officer	Mrs Lui Ma, Ada W M	G7722	3442 8558	msadama
Clerical Officer	Miss Tang, Cherry C M	G7722	3442 8644	cmtang
Clerical Officer	Mrs Wong Chan, Dora Y L	G7722	3442 8557	msdc

Notes

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