Career Prospects
Some examples of career choices:

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

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

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

**Government**
- Executive Officer
- Research Manager

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

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

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

Enquiry
- Phone: 3442 8644
- Email: msgo@cityu.edu.hk
- Website: www.cb.cityu.edu.hk/ms

JUPAS Description:
www.jupas.edu.hk/en/programme/cityu/JS1006
Program Information:
www.cb.cityu.edu.hk/ug/admissions/programmes/js1006
Department of Management Sciences
is a multi-disciplinary department offering two undergraduate majors:
• BBA Business Analysis
• BBA Business Operations Management
These majors aim to train students to meet industry needs in the era of big data and operational efficiency.

Admission Arrangements

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

Year 2
Choose to major in either Business Analysis or Business Operations Management in the second year and study the corresponding professional core courses. Students with non-weighted 4 core and 2 best elective scores at or above 28 are guaranteed with free switching of BBA majors by the end of Year 1.

BBA Business Analysis (BANL)
is a major aims to develop students with
• Strong quantitative ability
  Manage and analyze huge volume of business data using SAS, SPSS, Excel VBA computing software
• Solid decision making skills
  Develop strong analytical mind and skills to make evidence-based decisions
• International professional qualifications
  Obtain internationally recognized qualifications, including SAS, Financial Risk Manager (FRM) and Professional Risk Manager (PRM) certifications

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

Business Analysis & Decision Methods
• Business Statistics
• Regression Analysis
• Predictive Analytics & Forecasting
• Simulation*
• Business Analysis Project*

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

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

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

Major Electives
Choose any six courses from the followings:

* Elective Course

Java Programming is a prerequisite for Database System
Since both are internship courses, students can use only one of them to satisfy major requirements.