BBA-Operations Management Information Session 2023

Ronald S. Lau, Ph.D.
UG program Coordinator (OM)
“OM is about how to run a business, a real business.”
Three attributes of a successful business:

- Product & service ideas
- Customer satisfaction
- Planning & execution

OM can create a real, significant impact on a successful business!
What make you a successful operations professional?

- Professional Management Skills
- Technical & Critical Thinking Skills
- Communication Skills
Different views of OM jobs

- **Job responsibility:** Planning, directing, coordinating operational activities and resources, etc.

- **Role in the value chain:** Product development, sourcing, production, distribution, services, etc.

- **Industry:** Manufacturing, logistics, retail, service, government, etc.

- **Career path:** From supervisor to chief operating officer and beyond
“Lots of well-paying and rewarding OM jobs are available for those who are qualified and prepared.”
Are you up for the challenge?

Operations Management in a New Era...

Program Focus
By completing the BBA in Operations Management program, our graduates are expected to demonstrate the ability to understand, design, model, and analyze an organization's operations using quantitative tools and decision technologies to provide improved management solutions for the organization.

Sample Courses Offered
- Management Science
- Quality & Process Management
- Logistics Management
- Supply Chain Management
- Forecasting
- Revenue Management
- Project Management
- Enterprise Resource Planning
- Financial Service Operations Management
- Risk Management
Two required courses
- Business Modelling & Optimization
- Global Supply Chain Management

Four elective courses
- Managerial focus: OM-oriented courses
- Business practices focus: Case- and project-based courses
- Quantitative focus: Statistics or software application courses

Additional requirements for option in Business Analytics
- Data Mining
- Decision Analytics

Additional requirements for option in Supply Chain Management
- Logistics Management
- Quality and Process Management
- Enterprise Resource Management
- Project Management
- Integrated Planning and Execution

Choose one
Is BBA-OM right for you?

• Do you want to develop more critical thinking, analytical, decision making, communication, and technology skills for your future career?

• Do you want to gain practical work experience through company projects, case studies, and internships?

• And many more reasons…
A team of 4 students from our School is crowned championship at the Macro Business Simulation (MBS) Ecase Competition Hong Kong 2021.

Held in June, the competition aims to enhance students’ business learning experience and promotes academic and professional excellence.

It attracted 43 teams of over 180 students from Hong Kong and 5 other regions, who joined either onsite or online.

After 6 rounds of competition and presentation sessions, the #HKUSTteam Binnovator won the championship title!

Congratulations Binnovator!
Major selection criteria

• Enrollment quota for the BBA-OM
  – First major: 75
  – Additional major: 75

• Selection criteria
  – ISOM2700: C+ or better
  – BCGA

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SUCCESS = OPPORTUNITY

You’re already at the right place, at the right time
SUCCESS = OPPORTUNITY + PREPARATION

That’s what we can work together on
That’s really up to you!
Your Success is Our Success!!!
HKUST BUSINESS SCHOOL

BBA in Operations Management

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