



1 November 2017

Dear Sir/ Madam,

Master of Science Program in Business Analytics (MSc BA),
The Chinese University of Hong Kong

This is ZHU Kaijie, Program Director of Master of Science Program in Business Analytics (MSc BA), greeting from The Chinese University of Hong Kong, and I am writing to introduce our full-time taught Master Program in Business Analytics (MSc BA) offered by our CUHK Business School.

This MSc BA program started since 2013, and is one of the Master of Science Programs under CUHK Business School. Our Program aims to equip students with knowledge and tools that can help them derive useful information from business data and utilize the information intelligently in making faster and more effective business decision. Our highly transformational curriculum offers a selected range of rigorous courses in business analytics, including statistical analysis, decision models and applications, data mining for managers, economic analytics, operation analytics, etc.

We welcome international students, admission scholarships will be awarded to the most outstanding successful applicants for encouraging excellent candidates. The Scholarships amount is ranged from HK\$70,000 to HK\$250,000 for each recipient. Students graduated from this program are permitted to stay in Hong Kong one more year through Immigration Arrangements for Non-local Graduates scheme (IANG scheme), they are allowed and free to take up employment in Hong Kong within this period.

The application period for Fall 2018 starts in September 2017, interested students can apply via our online application system. Please rely the pamphlet to any potential MSc BA candidate you may encounter. I would appreciate if you could also kindly post the enclosed poster onto the notice board of your school. Thank you.

Should you have any enquiry, please contact our Program Office at (852) 3943-9841/3943-8567 or by email (dseba@cuhk.edu.hk). Thank you for your kind attention.

Sincerely

Prof. ZHU Kaijie
Program Director
Master of Science Program in Business Analytics
The Chinese University of Hong Kong

☐ Untuk tindakan: _____

☒ Edaran

☐ Fail

Dekan
Fakulti Sains Komputer & Teknologi
Maklumat

Department of Decision Sciences and Managerial Economics
CUHK Business School
The Chinese University of Hong Kong
9/F, Cheng Yu Tung Building
No.12, Chak Cheung Street, Shatin, N.T., Hong Kong
Tel: (852) 3943 7813 Fax: (852) 2603 5104
www.bs.school.cuhk.edu.hk



Master of Science Program in **BUSINESS ANALYTICS**

ADMISSION 2018-2019 (Full-time)

BUSINESS ANALYTICS

Program Feature

- A taught Master Program offered by the CUHK Business School, Asia's top business school pioneering high-quality business education in Hong Kong
- One-year full-time mode (30 credits)
- Balance between in-depth analytics skills and broad business knowledge
- Admission Scholarships for outstanding successful applicants

MSc Program in Business Analytics (MSc BA) aims at nurturing professional business analysts, who are capable of deriving useful information from the data and proficient of using these derived information for strategic advantage.

Required Courses

- Statistical Analysis
- Data Mining for Managers
- Decision Models and Applications
- Economic Analytics
- Operations Analytics
- Business Intelligence Techniques and Applications

Elective Courses*

- Business Process Analysis and Simulation
- Supply Chain and Logistics Management
- Managing Service Operations
- Web Analytics and Intelligence
- Database & Big Data Management
- Technology Field Study
- Selected Topics of Business Analytics
- Marketing Engineering
- Courses offered by Master of Accountancy(MAcc) Program and other Master of Science(MSc) Programs in the Faculty of Business Administration and/or the Faculty of Engineering

* The availability of electives depends on the offerings of respective programs, and is subject to change.



Online Application
www.gs.cuhk.edu.hk/admissions/
Application Period
September 2017 – 15 March 2018



Free Online Registration For Info Session
www.bs.cuhk.edu.hk/mscbsa



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The Chinese University of Hong Kong

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 CUHK 商務分析碩士