BBA-OM Information Session

BBA-OM at a glance
- Why choose BBA-OM as your major?
- BBA-OM curriculum and courses

How is OM relevant to your future career?
- Success stories of our OM alumni

Q&A with OM faculty and students
Why Choose OM as Your Major?

- Exciting and value-added work nature

Program curriculum and the people

Other features

- OM projects
- Mentoring program
- Job placement and internship
- OM alumni network
- Awards and scholarship
If this is what you think of operations management…

Link between business strategy and execution…

THINK AGAIN !!!
“OM is about how to run a business, real business.”
Jobs, Jobs, and More Jobs

Many 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 & beyond

“One of the best business jobs: Operations Manager

“Lots of well-paying and rewarding OM jobs are available for those who are qualified & prepared.”
BBA-OM Program Requirements

Flexible curriculum: 2R + 4E
- For those who need to double major or exchange
- Lots of choices for elective courses

Two required courses (8 credits)
- Quality and Process Management (Fall or Spring)
- Management Science (Fall or Spring)

Four elective courses (12+ credits)
- Managerial focus: OM-oriented courses
- Business practices focus: Case and project based courses
- Quantitative focus: STAT and decision analytics courses
## Popular Elective Courses for Students with Double Majors

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*Popular choices among those who pursue a second major*
BBA-OM with Business Analytics Option

Two required BBA-OM courses (8 credits)
- Quality and Process Management
- Management Science

Two extra BA courses (6 credits)
- Data Mining for Business Analytics
- Decision Analytics

Four elective courses (12+ credits) from a list of approved courses
Major Selection Criteria

Enrollment quota for the BBA-OM

- First major: 70
- Second major: 50

Selection criteria

- ISOM2700: C+ or better
- BCGA
Success Stories of OM Alumni

Mr. Sean Lin

- Chief Inspector of Police (總督察)
- Graduated in 1994 as the first OM graduate
- The founding Students' Union President
- Served 6 years as Alumni Association President
- The founding Chairman of HKUST Convocation
- The Hong Kong Ten Outstanding Young Persons Awardee of 2006
- Past Lieutenant Governor Marketing of China for Toastmasters International and the latest National English Speech Champion

Sean spoke at the annual OM alumni gathering event in January 2012
Mr. Desmond Sam

- Graduated in 1995, majoring in OM
- Founding Chairman of the first university DEA (now called HK Award for Young People) at HKUST (1993)
- Founding cabinet of Management Students’ Association (1993)
- Recipient of Outstanding Service Award for tertiary students (1994)
- One of first 6 UG students to go exchange (trial program) (1994)
- Summer jobs: HK Telecom Service Trainee (1994) and Boston Consulting Group Case Team Assistant (1995)
- District Commissioner (Wong Tai Sin), Scout Association of HK

Current job responsibilities:

- Senior Research Scientist (Operations Management), Food and Health Bureau, Hong Kong Government
- Analyze and disseminate statistical data to support policy formulation and decisions
Success Stories of OM Alumni

Ms. Jessica Suen

- Team Manager of Trade Services at Standard Chartered Bank
- Graduated in 2007, majoring in OM and MGTO
- Summer intern experience: UFIDA (the largest ERP software vendor in China)

Current job responsibilities:

- Maximize the efficiency/productivity of resources by implementing process improvement projects and new technology rollouts

Jessica and her colleagues at a training program in Kuala Lumpur, Malaysia
Success Stories of OM Alumni

Mr. Mark Li
- Graduated in 2007, majoring in OM and ACCT

Current job at HSBC
- Senior Global Standards Deployment Manager

One of our most active alumni
- Frequent speaker of OM classes and OM in Action seminars
- Mentor to many current OM students
Mr. Wilson Chan

- Process Improvement Officer at CLP Power
- Graduated in 2009, major: OM, minor: Mathematics
- Current job responsibilities:
  - Involve in business process improvement/re-engineering projects
  - Review and develop new policies/procedures to optimize productivity and customer satisfaction
  - Identify best practices from utilities on process flows by conducting benchmarking
  - Prioritize improvement projects for streamlining operation processes
  - Assist in planning and scheduling the project tasks, etc.

- Industry experience:
  - Summer intern in Boom Solutions (HK) in 2007
  - Summer intern in the Census and Statistics Department in 2008
  - Part-time consulting project for Proudfoot Consulting in Fall semester 2008
Miss Pinky Lee

- Graduated in 2015
- Major in OM and MGMT

Industry experience

- Company projects
- Intern at 759 Store
- Founding team leader of 759 Online, now with a key management position in 759 Store
What is Success?

- You should have your own definition…
- Any recipe for success?
Recipe for Your Success

**Opportunity:** You’re already at the right place, at the right time

**Preparation:** That’s what we can work together

- Develop more critical thinking, analytical, communication, and technology skills for your future career
- Learn to work well in a team and connect to our OM alumni network
- Gain work experience through company projects, part-time or summer jobs, and internships
- Pursue a higher degree or professional certification if necessary

**Passion:** That’s really up to you!!!
“Your Success is Our Success!!!”
For More Information...

Come visit our web site at:

http://bbaom.ust.hk

Contact:

- ISOM Department (email: bbaom@ust.hk)
  Room LSK-4066

- Prof. Ronald Lau (email: rlau@ust.hk)
  UG Programs Coordinator (OM)
  Room LSK-4081
Horoscope matching game for OM courses:

https://goo.gl/forms/KmBakvJR0aiiz4xsf2

https://www.facebook.com/hkust.om/