CUHK BUSINESS SCHOOL
MSc
Business Analytics

2017-2018

The Chinese University of Hong Kong
First of all, I would like to express my full appreciation for your interests in our Master of Science (MSc) Program in Business Analytics. This brochure contains basic information of the MSc Program. I hope you will find it useful in helping you identify and choose this competitive degree program to advance and enhance your future career development.

In recent decades, new technologies have enabled very efficient business transactions for many organizations and help them expand their business scopes and expedite their business processes. But at the same time, technologies also leave companies with a vast quantity of business data. Consequently, it has become a pressing and unprecedented challenge for those organizations to understand the data, derive useful information from the data, and utilize the information intelligently to gain strategic advantages over their competitors. To meet these challenges, companies will call for professionals with the expertise of business analytics.

Business analytics makes extensive use of business data, statistical tools, and quantitative methods to drive better business management. Specifically, with continuous and interactive exploration and investigation of data, business analytics helps managers and executives gain new insights and understanding of business performance, predict changes and development of business patterns, and improve decision making on business strategies and planning.

Business analytics professionals become highly demanded in nearly all business sectors, including finance, marketing and retailing, logistics and supply chain management and business consulting. According to the new Worldwide Semiannual Big Data and Analytics Spending Guide from International Data Corporation (IDC), worldwide revenues for big data and business analytics will grow from nearly $122 billion in 2015 to more than $187 billion in 2019, an increase of more than 50% over the five-year forecast period, while McKinsey has predicted that by 2018, the United States alone could face a shortage of 140,000 to 190,000 people with deep analytical skills as well as 1.5 million managers and analysts with the know-how to use the analysis of big data to make effective decisions. In parallel, BusinessWeek reports that China will soon become world’s most important data market and “data scientist” will be one of the most valuable jobs in the next ten years in China.

Located in a city reputed as a global financial center and a global supply chain hub and aiming to boost that positioning, The Chinese University of Hong Kong (CUHK) is the pioneer in offering MSc in Business Analytics in the region. It is an advanced business degree designed for professionals who have an interest in exploring business relationships and recommending faster and more elective business decisions via analyzing business data and applying quantitative tools.

I congratulate you in exploring this program. If you need any further information about this MSc Program, please feel free to contact us. We will be happy to help you in any way we are able to. Best wishes for your successful career development in the future.
Program Features

The Master of Science Program in Business Analytics 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 decisions. Graduates from this program are suitable for working in business consulting, finance, marketing, retailing, logistics, and other service industries. The Program is offered in a one-year Full-time mode. 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, operations analytics, etc.

Target Students

This taught Master Program is designed for those who have an interest in exploring business relationships via analyzing business data and applying quantitative tools, and the Full-time mode is particularly suitable for individuals from overseas and other countries. Students are expected to graduate with knowledge and skills in logical thinking, data analysis, scientific management tools, and interpersonal communications. They will receive trainings that emphasize both global scope and local relevance.

Medium of Instruction

In-class lectures and teaching materials are mainly in English, with the exception of courses in unique nature which teaching in Chinese is preferable.

Program of Study

To complete the Program, students are required to pass a total of 30 credits of coursework, comprising 15 credits of required courses and 15 credits of elective courses. Both required and elective courses are 3-credit courses. At least 9 credits of elective courses must be taken from the BA elective courses, and up to 6 credits may be taken from Master of Accountancy (MAcc) and other MSc Programs within CUHK Business School and/or Faculty of Engineering as Non-BA electives upon approval.

Required Courses

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>DSME5110BA</td>
<td>Statistical Analysis</td>
<td>3 units</td>
</tr>
<tr>
<td>DSME6620BA</td>
<td>Decision Models and Applications</td>
<td>3 units</td>
</tr>
<tr>
<td>DSME6650BA</td>
<td>Data Mining for Managers</td>
<td>3 units</td>
</tr>
<tr>
<td>DSME6651BA</td>
<td>Economic Analytics</td>
<td>3 units</td>
</tr>
<tr>
<td>DSME6652BA</td>
<td>Operations Analytics</td>
<td>3 units</td>
</tr>
</tbody>
</table>

Elective Courses

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>DSME6100BA</td>
<td>Managing Service Operations</td>
</tr>
<tr>
<td>DSME6630BA</td>
<td>Web Analytics and Intelligence</td>
</tr>
<tr>
<td>DSME6640BA</td>
<td>Business Process Analysis and Simulation</td>
</tr>
<tr>
<td>DSME6700BA</td>
<td>Business Forecasting</td>
</tr>
<tr>
<td>DSME6750BA</td>
<td>Database and Big Data Management</td>
</tr>
<tr>
<td>DSME6900BA</td>
<td>Supply Chain and Logistics Management</td>
</tr>
<tr>
<td>DSME5210I</td>
<td>Strategic Information Systems</td>
</tr>
<tr>
<td>DSME6680I</td>
<td>Technology Startup - From Idea to Reality</td>
</tr>
<tr>
<td>DSME6730I</td>
<td>Project Management</td>
</tr>
<tr>
<td>MKTG6027</td>
<td>Marketing Engineering</td>
</tr>
</tbody>
</table>

Non-BA Elective Courses

Students may choose at most six units of courses offered by the Master of Accountancy (MAcc) Programmes and other Master of Science (MSc) Programmes of the Faculty of Business Administration, and the Faculty of Engineering, subject to approval of Programme Directors concerned.
### PROGRAM INFORMATION

**Duration of Study**

<table>
<thead>
<tr>
<th>Normative Period of Study</th>
<th>1-year*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maximum Period of Study</td>
<td>3-year</td>
</tr>
</tbody>
</table>

* subject to number of credits students take in each regular trimester.

**Academic Calendar**

Each academic year is divided into regular trimesters (13 weeks each) and an intensive summer term.

<table>
<thead>
<tr>
<th>First Trimester</th>
<th>September to November</th>
</tr>
</thead>
<tbody>
<tr>
<td>Second Trimester</td>
<td>December to March</td>
</tr>
<tr>
<td>Third Trimester</td>
<td>March to June</td>
</tr>
<tr>
<td>Summer Term (Optional)</td>
<td>June to August</td>
</tr>
</tbody>
</table>

**Class Schedule**

During regular trimesters, classes are held on a full-time basis at the University’s Shatin campus, while, electives may be offered during weekday evenings in the teaching centers in Kowloon Tong or Central, subject to classroom availability. Some courses are taught intensively over a two-to-three-week period.

### Recommended Course Pattern (Full-time)

#### One-Year Program

<table>
<thead>
<tr>
<th>1st Trimester</th>
<th>Statistical Analysis</th>
<th>Decision Models and Applications</th>
<th>Elective*</th>
<th>Elective*</th>
</tr>
</thead>
<tbody>
<tr>
<td>2nd Trimester</td>
<td>Economic Analytics</td>
<td>Elective*</td>
<td>Elective*</td>
<td>Elective*</td>
</tr>
<tr>
<td>3rd Trimester</td>
<td>Data Mining for Managers</td>
<td>Operations Analytics</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Summer Term**: Optional

*Notes:

1. Upon approval from the Dean of Graduate School, unit exemptions of no more than 6 units may be given to students who have completed previous equivalent graduate-level courses and have obtained "B" grade or above. Students are required to take other courses from the MSBA electives to make up the units requirement.
2. The availability of electives depends on the offering of respective programs, and is subject to change. Class sizes are various course by course, course registration is on first-come-first-served basis and subject to permission from the respective course teacher and Program Director.
3. Electives courses may be offered every alternate year and/or in the summer term in the form of intensive course.
4. Course teachers retain the right to change class schedules to enhance the learning experience.

### Graduation Requirements

Students who successfully complete prescribed coursework, five required courses and five electives, with cumulative grade point average (GPA) of at least 2.50 will be conferred the Master of Science degree by The Chinese University of Hong Kong. Students are assessed on the basis of their performance in course examinations and other assignments. The grading system is as follows:

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>Grade Points</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>4.0</td>
<td>Excellent</td>
</tr>
<tr>
<td>A-</td>
<td>3.7</td>
<td>Very Good</td>
</tr>
<tr>
<td>B+</td>
<td>3.3</td>
<td>Good</td>
</tr>
<tr>
<td>B</td>
<td>3.0</td>
<td></td>
</tr>
<tr>
<td>B-</td>
<td>2.7</td>
<td></td>
</tr>
<tr>
<td>C+</td>
<td>2.3</td>
<td>Fair</td>
</tr>
<tr>
<td>C</td>
<td>2.0</td>
<td></td>
</tr>
<tr>
<td>C-</td>
<td>1.7</td>
<td></td>
</tr>
<tr>
<td>D+</td>
<td>1.3</td>
<td>Pass</td>
</tr>
<tr>
<td>D</td>
<td>1.0</td>
<td></td>
</tr>
<tr>
<td>F</td>
<td>0.0</td>
<td>Failure</td>
</tr>
</tbody>
</table>

*For term assessment, a student who obtains a cumulative GPA below 2.5 in the preceding term will be put on academic probation. A student fails to have probation lifted after being put on academic probation for two consecutive terms of attendance shall be required to discontinue studies.

### Tuition Fee

| Full-time mode (Total 30 credit units): | HK$210,000* (by 3 installments) |

* subject to the approval of the University

Students can take more than the 30 credit units required for graduation during their normative study period. A tuition fee of HK$21,000 (Full-time) per additional 3-credit course will be charged. The tuition fee paid includes the provision of:

- access to university libraries
- access to the campus network and computer laboratories

### Scholarships

**Admission Scholarships**

Admission scholarships will be awarded to the most outstanding successful candidates. Scholarships will be awarded to 5 students per each academic year. The scholarships amount is ranged from quarter/ one-third/ half of our program tuition fees. Applicants are automatically considered for admission scholarships. It is an advantage to submit applications early.

**Merit-based Scholarships**

Scholarships are provided to top 10% graduates with GPA 3.6 or above per each academic year, and each recipient is awarded at most HK$2,000.
COURSE DESCRIPTIONS

DSME5100BA
Statistical Analysis
This course is intended to equip students with the basic statistical tools required for the quantitative analysis of business problems. Topics include basic sampling and analysis of data, probability distribution functions, estimation of parameters and hypothesis testing, goodness-of-tests, analysis of variance, simple regression, correlation, and basic non-parametric statistical methods.

DSME5210I
Strategic Information Systems
This course discusses the role of information technology (IT) in corporate strategy, along with its strategic, organizational, and technical issues in management and use. Topics include IT and business strategy alignment, IT-enabled business process reengineering, IT outsourcing, information systems planning and management, e-commerce technology and management, as well as business intelligent and analytics. Emphasis of the course is on how IT can contribute to organizational effectiveness.

DSME6100BA
Managing Service Operations
This course is designed for students to learn the latest theories, frameworks, concepts, techniques and to apply them in meeting the special challenges of managing service operations. The focus is to develop analytical thinking skills that will enable students contemplating careers in services to develop, evaluate and implement strategies for a wide range of service producing organizations. Topics will include: 1) the importance and economics of customer loyalty and approaches to build customer loyalty; 2) formulation and implementation of service strategies and the strategic service vision for greater business success; 3) management of the operational behavior of customers in service delivery; 4) design of sustainable service models that successfully incorporate a customer’s operating role; 5) analyses of customer data to inform managerial decision making; and 6) management of changes in service settings.

DSME6620BA
Decision Models and Applications
This course covers the principal quantitative techniques used in solving financial, marketing, and operations problems in the private and public sectors. Topics include decision under uncertainty, Markov chain, linear programming, classical optimization, dynamic programming, and integer programming.

DSME6650BA
Data Mining for Managers
This course emphasizes on the applications of data mining techniques in business problems from managerial perspectives. Business applications such as customer relationship management and financial analysis will be discussed throughout the course. Some basic data mining techniques will also be explained for illustration purposes. They include clustering, market basket analysis, data warehouse, and neural networks.

DSME6651BA
Economic Analytics
This course is about applying economic models with data to deal with corporate decisions and strategies. The art and science of economic modeling for this purpose makes use of the principles and the tools derived from the studies of information economics, games, industrial organization and the related fields. The course is conducted in a variety of formats including lectures, cases studies and other activities. Operation and strategic issues covered in the course include setting prices, designing contracts, managing firm boundaries, controlling strategic information, analyzing entry and exit, and formulating competitive strategy.

DSME6652BA
Operations Analytics
This course introduces the analysis of key issues related to the design and management of operations using quantitative tools such as linear, integer, and non-linear programming, regression, and statistical analysis. It covers important topics such as forecasting, aggregate planning, inventory theory, transportation, production control and scheduling, and facility location, among others, and uses mathematical modeling, spreadsheet analysis, case studies, and simulations to deliver materials.

DSME6653BA
Web Analytics and Intelligence
The course focuses on the collection, analysis, and use of web data for business intelligence. Topics covered include web analytics concepts, web analytics technologies and techniques, visitor activity analysis methods, and web intelligence fundamentals. The course also evaluates practical, real-work analysis cases to demonstrate the strategic uses of web analytics for business intelligence and proper application of analytics techniques for online data optimization.
DSME6654BA
Business Process Analysis and Simulation
This course introduces knowledge used to model and analyze business processes, with an emphasis on quantitative skills. A simulation package will be introduced and utilized to evaluate business process performance and to facilitate the decision making on business process improvement. The knowledge learnt from the course can equip students with scientific competence and help them solve practical problems in various settings related to business process management.

DSME6688I
Technology Startup - From Idea to Reality
This is a practical course on entrepreneurial business management as a living skill to start, build and grow a technology enterprise. Learn by creating a new business based on the know-how and wisdom from Silicon Valley to Asia, including evaluating business opportunities, innovation, generating business model, business plan, team building, competition analysis, IP, financing, growth, Silicon Valley and Asian business culture.

DSME6720BA
Business Forecasting
This course provides students with principles and methods in forecasting for managerial planning. Major topics include multiple regression analysis, time series analysis with emphasis on smoothing techniques, decomposition methods, and Box-Jenkins procedures and indicator forecasting. Applications of the methods to both short-term and long-term forecasting to business, industries and national business trends are also emphasized.

DSME6730I
Project Management
This course covers the management of projects. A major focus is on how to manage various projects to successful completion within the constraints of resources and time. Included in the contents are the frameworks for proposal writing and planning, monitoring and controlling, and performance evaluation. Various project management techniques are covered including PERT/CPM and project appraisal. Case studies and field projects as well as lectures will be used as teaching methods. Graduates from this course can apply for membership of the Project Management Institute (PMI).

DSME6751BA
Database and Big Data Management
This course focuses on both business data and contemporary big data modelling and management. We will examine the different natures of data and big data, selection and representation as well as use of suitable methods and tools for storing and accessing them. Topics such as data integrity, DBMS, data warehousing, NoSQL and MapReduce are covered.

DSME6930BA
Supply Chain and Logistics Management
This course covers the concepts, insights, practical tools, and decision support systems for the effective management of the supply chain. This course will convey both the intuitions behind many key supply chain and logistics management concepts and to provide simple techniques that can be used to analyze various aspects of the supply chain and logistics management. The role of supply chain and logistics management in the age of e-business will be addressed. Through readings and case studies, we will identify the current and prospective supply chain practices.

MKTG6027
Marketing Engineering
Due to the recent advances in computer technology, marketers can now collect huge amount of customer data to support marketing decisions. The challenges become:
(1) How do we convert such raw data into meaningful marketing information?
(2) How do we derive right marketing strategies for each customer segment from massive customer information?
(3) How do we execute and automate the marketing actions (e.g., acquisition, cross selling and retention campaigns) to maximize marketing efficiency?
(4) How do we build customer loyalty and the brand image in this information age?
The course objective is to equip students with quantitative and analytical skills to solve problems associated with data driven marketing. Students will learn how to formulate marketing problems as mathematical and statistical models and solve them with data mining and statistical techniques. In addition to the regular lectures, the TA will provide three tutorials to cover SAS programming language, and the data mining package (Enterprise Miner). Practitioners will be invited to share their experience in the data driven marketing area with students.
1. General Requirements:

- graduated from a recognized university and obtained a Bachelor's degree, normally with honors not lower than Second Class; OR
- graduated from an honors program of a recognized university with a Bachelor's degree, normally achieving an average grade of not lower than "B" in undergraduate courses; OR
- completed a course of study in a tertiary educational institution and obtained professional or similar qualifications equivalent to an honors degree.

2. English Language Proficiency Requirement by University:

- possess a pass grade in English in one of the following examinations: Hong Kong Advanced Level Examination (AS Level), Hong Kong Higher Level Examination, CUHK Matriculation Examination, General Certificate of Education Examination (GCSE) Advance Level (A-Level) / Advanced Subsidiary Level (AS-Level) OR
- achieve Level 4 or above in the English Language subject of the Hong Kong Diploma of Secondary Education (HKDSE) Examination OR
- have a degree from a university in Hong Kong or an English-speaking country, OR
- have obtained a recognized professional qualification awarded in Hong Kong or an English-speaking country, OR
- submit one of the following scores for assessment by the program(s) concerned:

<table>
<thead>
<tr>
<th>Examination</th>
<th>Thresholds</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOEFL (Paper-based)</td>
<td>550</td>
</tr>
<tr>
<td>TOEFL (Computer-based)</td>
<td>213</td>
</tr>
<tr>
<td>TOEFL (Internet-based)</td>
<td>79</td>
</tr>
<tr>
<td>GMAT (Verbal)</td>
<td>21</td>
</tr>
<tr>
<td>IELTS (Academic)</td>
<td>6.5</td>
</tr>
</tbody>
</table>

* TOEFL and IELTS are considered valid for two years from the test date.

3. GMAT/GRE Requirement by Program:

Applicants may register for the test online and make request to the test organization for sending official GMAT score report (school copy) / GRE score report (Graduate Institute Score Report) directly to Program Office.

For test appointment and more information on GMAT, please contact GMAT Customer Service (Tel.: (1-609) 771-7330) / Test Center in Hong Kong (Tel.: (852) 2167-8568).

A student shall not be registered simultaneously for another course of study or research leading to the award of a degree, diploma or certificate either at this University or at any other tertiary institution unless an application has been submitted in advance to the Graduate Division concerned, endorsed by the Faculty concerned, and approved by the Graduate Council. A student in breach of this regulation will be required to discontinue studies at the University.

### Application Schedule

<table>
<thead>
<tr>
<th>Full-Time mode</th>
<th>Deadlines of Application with Supporting Documents</th>
<th>Result Notification by</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st round</td>
<td>10 November 2016</td>
<td>December 2016</td>
</tr>
<tr>
<td>2nd round</td>
<td>7 December 2016</td>
<td>January 2017</td>
</tr>
<tr>
<td>3rd round</td>
<td>10 January 2017</td>
<td>February 2017</td>
</tr>
<tr>
<td>4th round</td>
<td>14 February 2017</td>
<td>March 2017</td>
</tr>
<tr>
<td>5th round</td>
<td>15 March 2017</td>
<td>April 2017</td>
</tr>
</tbody>
</table>

### Application Procedures

**Online Application**

[https://www.gs.cuhk.edu.hk/page/ApplicationforAdmission](https://www.gs.cuhk.edu.hk/page/ApplicationforAdmission)

**Application Fee Payment**

- HK$300 (non refundable)
  - By credit card via Online Application System
  - By Bank draft/ check

**Submit supporting documents**

- Step 2: Mail original hardcopies to:
  - Master of Science Program in Business Analytics
  - CUHK Business School, The Chinese University of Hong Kong
  - Room 928B, Cheng Yu Tung Building, No. 12 Chak Cheung Street,
  - Shatin, N.T. Hong Kong

**Application Result (December 2016 - April 2017)**


**Retention Fee Payment**

Successful applicants are required to settle retention fees upon confirmation of offers.
**FREQUENTLY ASKED QUESTIONS**

01. How can I register for a GMAT test?
   Applicants can register for the test online at www.mba.com. The GMAT institution code for the Master of Science Program in Business Analytics (MSc BA) is R9H-0W-71.

02. Can I take the GMAT more than once?
   Yes. Applicants can take the GMAT once every 31 calendar days, but no more than five (5) times in a rolling 12-month period. If multiple test score reports for the same applicant are received, we will consider the highest score presented.

03. How many credits and courses are required to complete the Program?
   To complete the Program, students are required to take a total of 30 credits of coursework, comprising 15 credits of required courses and 15 credits of elective courses. The required and elective courses are all 3-credit courses.

04. What is the medium of instruction?
   In-class lectures and teaching materials are mainly in English, with the exception of courses that are unique in nature which teaching in Chinese is preferable.

05. What kind of supporting documents do I need to submit?
   Check list can be downloaded from our website http://dsme.baf.cuhk.edu.hk/media/MSCBA/checklist.pdf, all submitted documents will not be returned.

06. After uploaded the softcopies, where do I send the original documents to?
   The original documents should be submitted to the MSc in BA Program Office.

   **Postal Address:**
   Master of Science Program in Business Analytics
   CUHK Business School
   The Chinese University of Hong Kong
   Room 928B, Cheng Yu Tung Building
   No. 12 Chak Cheung Street,
   Shatin, N.T., Hong Kong

07. I am a non-local student; what kind of visa/entry permit do I need for studying in Hong Kong?
   All non-local students must obtain a Student Visa or Entry Permit issued by the Director of Immigration for entering Hong Kong for the purpose of education. For details, please go to http://www.immd.gov.hk/eng/services/visas/study.html Successful non-local applicants will be contacted by our Graduation School to apply for a Student Visa when the offer is made.

08. Can non-local student stay and work in Hong Kong after graduated?
   According to “Immigration Arrangements for Non-local Graduates” (IANG), non-local fresh graduates can apply to stay and work in the HKSAR for 12 months, without other conditions of stay, provided that normal immigration requirements are met. Details please refer to http://www.immd.gov.hk/eng/services/visas/IANG.html

09. How can I check my application result?
   Applicant’s results can be checked from their offer letters by June 2017.

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**Supporting Documents**

<table>
<thead>
<tr>
<th>Step 1</th>
<th>Step 2</th>
</tr>
</thead>
</table>

**Check list**

- **Transcript(s) and grading scheme(s) of all tertiary-level studies**
  - directly sent by test organization
- **Certificate(s) of all tertiary-level studies**
  - issued by University Secretariat
  - sealed with university or institution stamp (not required for CUHK qualification)
- **Score report(s) to fulfill English Language Proficiency Requirements of CUHK**
  - TOEFL /IELTS / GMAT (verbal)
- **GMAT/GRE score Report**
  - GMAT Score Report (Test Taker Copy)
  - GRE Score Report (Examinee Copy)
  - official GMAT Score Report (School Copy) / GRE Score Report (Graduate Institution Score Report)
- **Identity documents**
  - local applicants: HKID and passport
  - Non-local applicants: passport as specified in application form
  - Hardcopies: sealed with referee signature; OR
  - Submit via Online Confidential Recommendation System
    - By Bank draft/ check:
      - A payment voucher, which downloaded from Online Application System, shall be submitted together with the bank drafts/ check (not applicable for online credit card payment)

**Admission Information Seminar**

- **Date:** 14 January 2017 (Saturday)
- **Time:** 3:00pm - 4:00pm
- **Venue:** Room 201, 2/F, Cheng Yu Tung Building, The Chinese University of Hong Kong, Shatin, N.T., Hong Kong

Notes:

1. Applicants with degrees awarded by overseas universities by distance learning; or by completion of a curriculum of short duration, may be required to provide an assessment report on level of qualification obtained issued by Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKAACVQ). If necessary, applicants will be notified by Program office/ the Graduate School separately.

2. Applicants are welcome to submit application first, if their GMAT score is not ready. Priority would be given to applicants who submit full set of supporting documents.

3. Applicants shall download and print a Confidential Recommendation Form from Online Application System for each referee. Only recommendations sealed in envelope with referees’ signatures are accepted.

4. Applicants shall submit information of 2 referees in My Referees section of online Application system. Email invitations and recommendation submission details will be then sent to referees in the next morning by the system. Referees can login Online Confidential Recommendation System with provided login ID and password to complete the online recommendation forms.

**Remarks:**

- as a basis for selection of applicants for admission in 2017-2018 to postgraduate programs offered by the University and other related purposes;
- for verifying information about the applicant’s public examination results and academic record in relevant institutions in Hong Kong and elsewhere;
- for identifying records of previous studies as a student in the University or other institutions;
- as part of the applicant’s student record upon registration for our program, which will be used for all purposes relating to his/her studies in accordance with the procedures of the University; and
- if necessary, may be transferred to other units within the University to facilitate verifications, communication, operations and planning.
Updated information is available online
www.bschool.cuhk.edu.hk/mscba

Online Application
https://www.gs.cuhk.edu.hk/page/ApplicationforAdmission

Contact Information
Address: Master of Science Program in Business Analytics
CUHK Business School
The Chinese University of Hong Kong
Room 928B, Cheng Yu Tung Building
No. 12 Chak Cheung Street, Shatin, N.T., Hong Kong
Phone: (852) 3943 8567 / (852) 3943 9841
Fax: (852) 2603 5104
Email: dseba@cuhk.edu.hk

The information presented in this brochure was accurate as of 21 October 2016.