

Bachelor of Engineering in

D ecision A nalytics



Quentin Tsui

(BEng IEEM, 2015)
Senior Analyst, Technology,
Media and Telecommunication,
Corporate & Investment Banking,
Deutsche Bank

“IEDA trained me to tackle challenging tasks in the fast-paced yet exciting corporate environment. These included: 1) thorough attention to detail and sensitivity to numbers; 2) the ability to raise critical questions; 3) to communicate efficiently and professionally; 4) the ability to learn fast; 5) a comprehensive knowledge of business optimization and finally 6) an entrepreneurial mindset for new solutions.”

Yang Yang

(BEng IELM, 2010)
Vice President in
Quantitative Strategy & Modeling,
Morgan Stanley,
New York



“4 years study with IE Department has equipped me with strong analytics skills and passion to apply sophisticated mathematical and engineering tools in solving problems and making impact in financial industry. Professors here share not only knowledge but also mindset on advancing the field. The department provides valuable opportunities including overseas exchange program, leading to my final decision to pursue further study at Stanford. I always feel lucky and grateful on the days spent here at IE.”

Department of Industrial Engineering and Decision Analytics

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Industrial Engineering and Decision Analytics (IEDA) is the modern discipline of scientific management - it is the engineering of

The Hong Kong economy has been gradually shifting from manufacturing to a service industry based economy and is now transforming towards one that is increasingly knowledge-based. In response to both industry and society requirements, and to continue our best efforts in providing world-class tertiary education in the field of Industrial Engineering, a new UG Program on **Decision Analytics** is launched in Academic Year 2018/19. Our new program and courses are designed to train our graduates for high impact jobs in forward looking companies. The techniques for collecting and organizing real-world data, analyzing it intelligently, and using it to drive decision making models are central to our program.

BEng in Decision Analytics

BEng in Decision Analytics places a great emphasis in **predictive** and **prescriptive** analytical tools, statistical models, machine learning algorithms, simulation, and creative modeling – which make it more in line with the modern economy. Building upon this foundation of techniques, you will learn domain specific knowledge in areas ranging from financial engineering, consulting services, risk-management, supply and demand analytics, e-commerce, revenue optimization, health-care analytics, and even sports analytics.

Making Smart Decisions



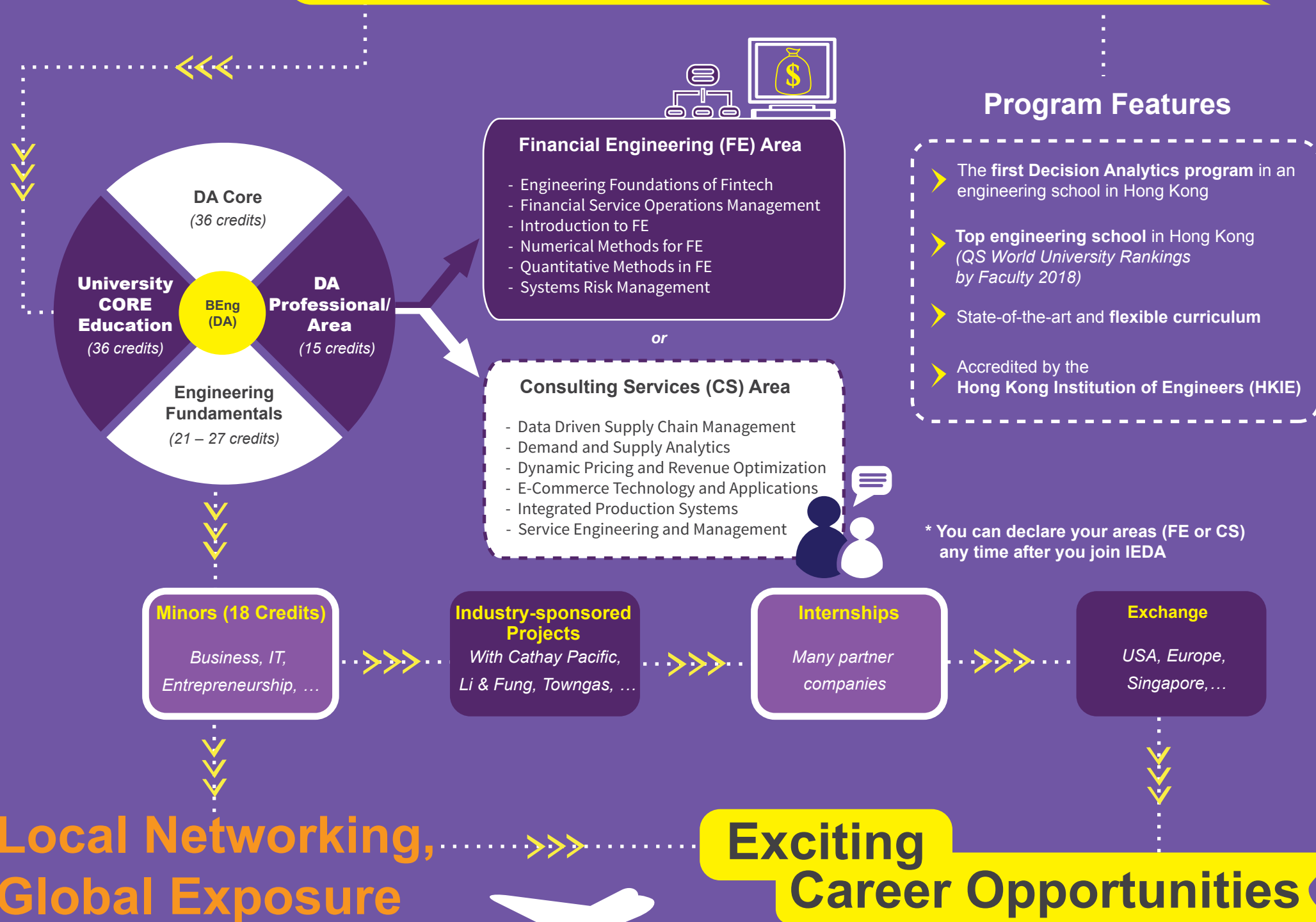
Bright Career Prospects

Our graduates will possess strong analytical skills as well as the ability to build and fit models that are consistent with data, develop algorithms, simulate models, and design process and system innovations seeking optimal solutions to important decision problems in domain specific areas. The transferable skills they have acquired enable them to source high-value added jobs in banks, insurance companies, consulting firms, e-commerce, the travel and leisure industry and health-care organizations in addition to working on complex issues arising in advanced manufacturing processes that also require decision analytics.

Industrial Engineers - Making Smart Decisions

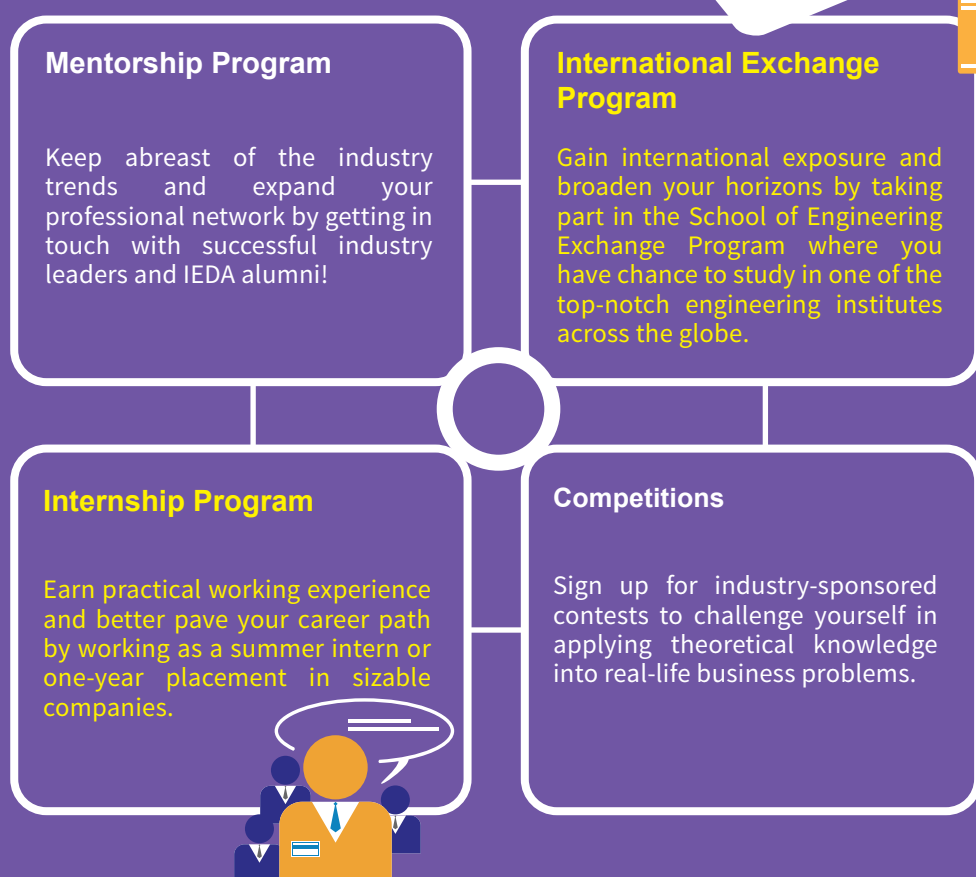


BEng in Decision Analytics (DA)



Local Networking, Global Exposure

Exciting Career Opportunities



Our graduates are managers, engineers, consultants and analysts who take up supervisory and managerial roles in various industries including:

- **Banking and finance**
Citibank, Goldman Sachs, HSBC, ...
- **E-Commerce**
Alibaba, Amazon, ...
- **Information technology**
Apple Inc., Cisco, IBM, ...
- **Travel and leisure**
Cathay Pacific, Swire, ...
- **Consulting firms**
Accenture, McKinsey, TQM Consultants, ...
- **Health-care**
Johnson & Johnson, Walgreens Boots Alliance, ...

