

## Bachelor of Engineering in

# I E E M

Industrial  
Engineering  
Engineering  
and  
Management



**Carol Chan**

(BEng IELM 2005,  
President of Session 2003-2004 of IEEMSS, HKUSTSU)  
HK & Taiwan Market Initiative & Logistics Leader,  
Procter & Gamble HK Ltd.

## Alumni Sharing

"Putting down IELM as the first choice on my JUPAS form is a decision I will always be proud of. The course has fully equipped me with the essential elements for success in the business world. Our professors do not only have excellent reputations in the logistics industry and strong connections with professionals, but they are also my lifelong mentors giving me important advices on career and personal development. IEDA gives you the best before you enter the workplace!"



**Ken Leung**

(BEng IEEM, 1996)  
Industrial Engineering  
Project Manager,  
Hong Kong Disneyland

"In today's corporate world, senior executives make business decisions based on objective justifications. Throughout the program, students were equipped with skills such as quantitative analysis and systematic thinking to analyze and quantify the business issues and to provide essential grounds for decision-making. IE Department had set a very good foundation for every student and equipped them with practical skill that they needed in their future careers."



**Daniel Mo**

(BEng IELM 2003; MPhil IELM 2005;  
PhD IELM 2013)  
Assistant Professor,  
Department of Supply Chain and  
Information Management,  
Hang Seng Management College

"The IEDA department offers world class programs for future academic and industry leaders who are enthusiastic about solving operations problems by systematic and scientific approaches. It provided me with best-in-class knowledge, and the opportunities of exchange program, global projects and industrial collaborations for the solid understanding of the best practices. The faculty members are not only famous for the breakthrough research but also committed to student development. IEDA is a research and development family for our next technology management generations."



**Department of Industrial Engineering and Decision Analytics**

**Tel: (852) 2358-7100 Email: [ieug@ust.hk](mailto:ieug@ust.hk) Website: [ieda.ust.hk](http://ieda.ust.hk)**

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

Hong Kong is rapidly transforming into a knowledge-based economy. As one of the leading centers for world-class tertiary education, the department of IEDA is actively revamping its undergraduate program by adopting a modern, **Decision Analytics** approach. 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 revamped program.

## BEng in Industrial Engineering and Engineering Management

Our new curriculum adds **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 of **Engineering Management** or **Logistics Management**, ranging from operations planning and scheduling to transportation systems and policies, from supply chain management to quality control, and from product design to management of technology and innovation.

## Financial Engineering Option

In addition to the major program, you could broaden your knowledge in the multidisciplinary field of financial engineering where engineering methodologies and quantitative tools are applied to solve various financial problems arising in practice. By declaring the **Financial Engineering Option**, you will be equipped with foundational knowledge including derivatives pricing, portfolio management, financial data analysis, and risk management in various financial markets, preparing for your career in finance-related areas in industry or pursuing a further degree in this field.

## Bright Career Prospects

Our graduates will possess strong analytical skills as well as the ability to develop algorithms and simulation models for decision-making in designing, managing and improving operations of modern enterprises, and to provide optimal solutions to decision problems in logistics, production, and service operations, driven by real-world data. The transferable skills they have acquired enable them to find positions in the logistics and manufacturing sectors, especially focusing on careers related to scheduling, systems design, operations planning, quality management and performance analysis.

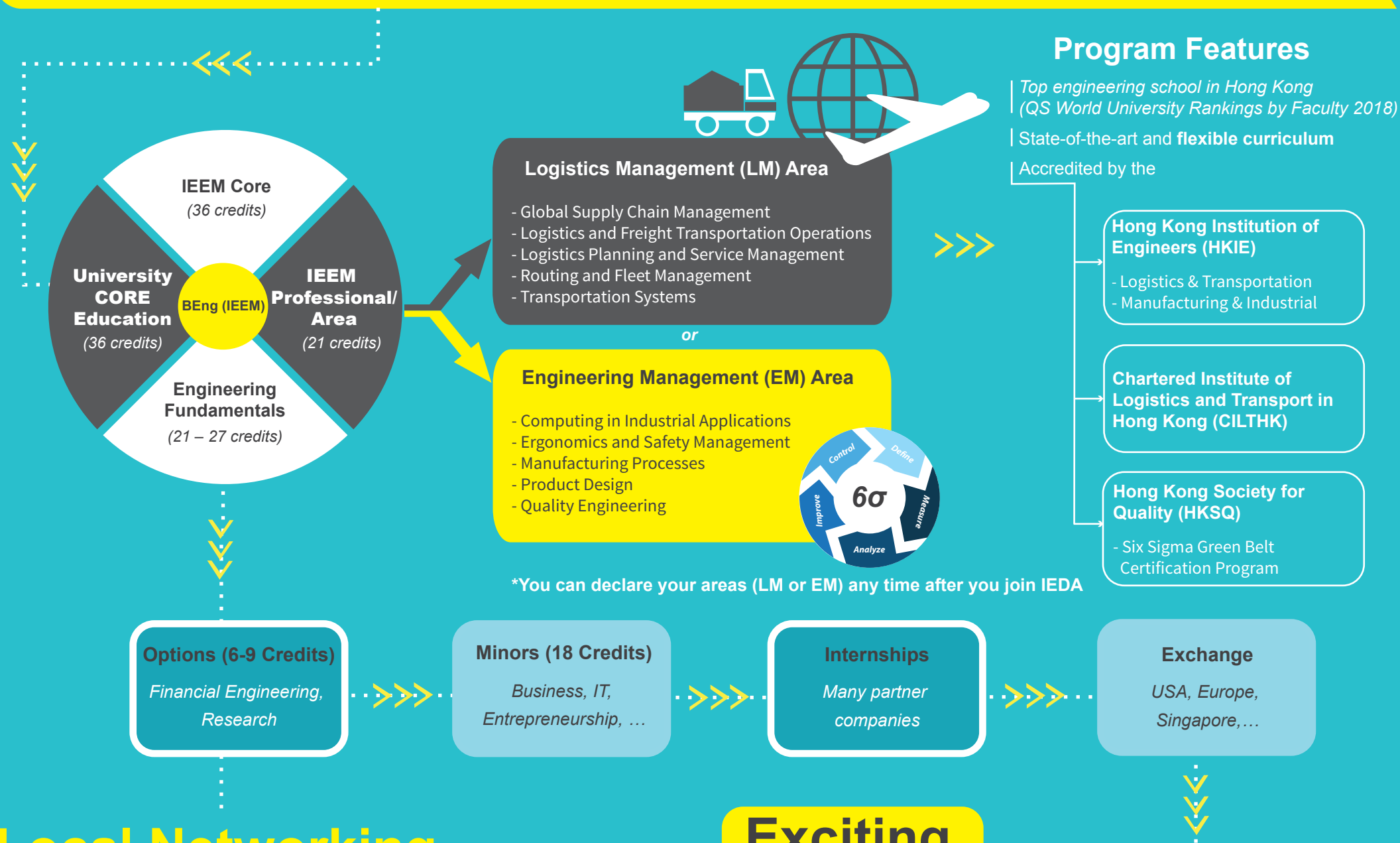
# Making Smart Decisions



# Industrial Engineers - Making Smart Decisions



## BEng in Industrial Engineering and Engineering Management (IEEM)



## Local Networking, Global Exposure

## Exciting Career Opportunities

### Mentorship Program

Keep abreast of the industry trends and expand your professional network by getting in touch with successful industry leaders and IEDA alumni!

### International Exchange Program

Gain international exposure and broaden your horizons by taking part in the School of Engineering Exchange Program where you have chance to study in one of the top-notch engineering institutes across the globe.

### Internship Program

Earn practical working experience and better pave your career path by working as a summer intern or one-year placement in sizable companies.

### Competitions

Sign up for industry-sponsored contests to challenge yourself in applying theoretical knowledge into real-life business problems.

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, ...

#### Container & air cargo terminals

Cathay Pacific, HACTL, HIT, ...

#### Global logistics

Damco, DHL, Kerry Logistics, Li & Fung, P&G, ...

#### Consulting firms

Accenture, McKinsey, TQM Consultants, ...

#### Engineering and technical services

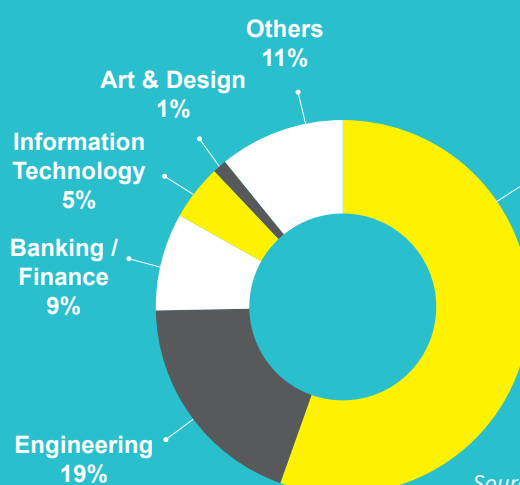
MTR, Towngas, ...

#### Global manufacturers

Avery Dennison, Esquel, Hilti, ...

#### Information technology

Cisco, IBM, ...



Source: Graduate Employment Survey 2016, Career Center, HKUST