Bachelor of Engineering in Decision Analytics

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

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.

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 processes 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)

Program Features

- Top engineering school in Hong Kong (QS World University Rankings by Faculty 2018)
- State-of-the-art and flexible curriculum
- Accredited by the Hong Kong Institution of Engineers (HKIE)

DA Core (36 credits)

- Engineering Foundations of FinTech
- Financial Service Operations Management
- Introduction to FE
- Numerical Methods for FE
- Quantitative Methods in FE
- Systems Risk Management

DA Professional Area (15 credits)

Minors (18 Credits)

- Business, IT, Entrepreneurship, ...

Consulting Services (CS) Area

- Data Driven Supply Chain Management
- Demand and Supply Analytics
- Dynamic Pricing and Revenue Optimization
- E-Commerce Technology and Applications
- Integrated Production Systems
- Service Engineering and Management

Internships

- Many partner companies

Industry-sponsored Projects

- With Cathay Pacific, Li & Fung, Towngas, ...

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, ...
- Healthcare
  - Johnson & Johnson, Walgreens Boots Alliance, ...

Mentorship Program

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

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.

Local Networking, Global Exposure

Internships

- Exchange USA, Europe, Singapore, ...

Industry-sponsored Projects

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