

ORBS 7010 Operational Research I (3,3,0)

This course introduces the fundamental theory, techniques and algorithms for linear programming, nonlinear programming and statistical computation problems.

ORBS 7020 Techniques of Production Operations Management (2,2,0)

This course introduces students systematically to the range of activities involved in production and operations management, mainly adopting quantitative approaches.

ORBS 7030 Statistical Software in Business and Management (3,3,0)

This course introduces elementary statistical concepts and methods and how to use SPSS, a friendly statistical software, as a computational aid to carry out the statistical computation.

ORBS 7040 Computer Tools for Simulation (3,3,0)

This course introduces how to use computers to analyse real-life managerial problems, understand the theoretical basis of discrete-event simulation models and communicate technical results effectively to non-specialist managers.

ORBS 7070 Business Statistics and Modelling (3,3,0)

This course introduces statistical methods for analysing categorical data arisen from qualitative response variables which cannot be handled by methods dealing with quantitative response, such as regression and ANOVA.

ORBS 7080 Operational Research II (3,3,0)

This course introduces the basic techniques and algorithms for dynamic programming, inventory control and queuing theory.

ORBS 7090 Performance Management (2,2,0)

This course introduces students systematically to the range of activities in performance evaluation, mainly adopting quantitative approaches; and enables students to gain an understanding of the suitable quantitative approaches used in performance evaluations (and related areas).

ORBS 7100 Managing Complexity: The Systems Approach (3,3,0)

This course introduces a range of soft OR/systems methods in a practical and yet critical way.

ORBS 7110 Quantitative Models for Marketing (3,3,0)

This course aims to study market response models that capture the factors that drive a market and market segmentation models for conducting segmentation studies.

ORBS 7120 Knowledge Discovery and Business Intelligence (3,3,0)

This course introduces the concepts of knowledge discovery and also business intelligence and the various related techniques including data warehousing, data mining and online transaction processing (OLTP). This course explores the process, contents and context of managerial decision making. This course looks at how business intelligence can help in improving management decision-support effectiveness.

ORBS 7130 Survey Sampling and Experimental Design (3,3,0)

This course introduces the overall planning of the survey operation and design and selection of samples and the design of questionnaires; the various survey sampling methods and the corresponding data analyses, especially the estimation methods of population mean and proportion. This course introduces various kinds of experimental designs involving factorial and uniform designs as well as design for computer experiments.

ORBS 7140 Actuarial Statistics (3,3,0)

This course introduces the mathematics of risk and insurance, life contingencies as applied to models including expenses, non-

forfeiture benefits, dividends, and valuation theory for pension plans.

ORBS 7160 Network and Project Management (3,3,0)

This course introduces the fundamental idea, techniques and algorithms for network, transportation, and assignment models, as well as project management.

ORBS 7180 Heuristic and Structured Problems in Operational Research (3,3,0)

This course introduces model building and solution techniques for practical problems in mathematical programming, and the methods in the design and analysis of algorithms for solution to large size practical real-life problems.

ORBS 7200 Derivatives (3,3,0)

This course introduces computational methods for problems of finance, including mainly the computation of market indicators and option price.

ORBS 7210 Work-based Learning (3,0,3)

This course gives an opportunity for students to apply the skills and knowledge from the MSc programme to local (Hong Kong) companies/industries.

ORBS 7220 Risk and Portfolio Management (3,3,0)

This course introduces the fundamental concepts of financial derivatives and portfolio risk measurement and management. Students will learn why both firms and individual investors should learn how to measure and manage risk.

ORBS 7231-2 Dissertation I & II (6,0,9)

This is an individual dissertation which usually relates to the operational research and business statistics, and requires knowledge and skill acquired in the course. A thesis and an oral presentation are required upon completion of the project.

ORBS 7240 Forecasting and Demand Management (3,3,0)

To learn the theory of business forecasting, apply forecasting methods in practice using computer tools and real-world data, understand how firms should set and update pricing and product availability decisions across their various selling channels in order to maximize profitability.

ORBS 7250 Applied Multivariate Analysis (3,3,0)

This course introduces classical multivariate analysis and techniques which are useful for analysing both designed experiments and observational studies.

ORBS 7260 Applied Time Series (3,3,0)

This course introduces sophisticated statistical techniques and models for analysing time series data.

ORGC 1240 Public Speaking (3,1,2)

This course presents the principles and techniques of public speaking and introduces the students to effective uses of presentational software. Students practise analysis, formulation, organization, development and delivery of ideas and are provided with the instruction and practice in the utilization of common presentational software to support the effective communication of their ideas to the audience.

ORGC 1310 Interpersonal Communication (3,2,1)

This course introduces the theories and principles of effective communication as they apply to interpersonal and relational contexts of interaction. It aims to increase students' ability to note communication patterns and processes, and to make active and constructive choices during their interaction with other people. Analysis of the major variables in face-to-face communication include topics on verbal and nonverbal behaviors, self-awareness and disclosure, interpersonal perceptions and communication competence, and types of relationship.