

20TH ANNIVERSARY SPECIAL EDITION



OM @ HKUST

To celebrate the 20th anniversary of graduating the first OM student, we create this brochure to share with you a snapshot of our program's recent developments.

As managing the transformation process is the primary OM concern, we also take great pride in partnering with our students to create the best possible learning experience for them. Over the years, our students have acquired the skills and technology that are essential in managing complex business processes and supply chain operations. Many OM courses emphasizing on business case studies and company projects have provided opportunities for them to bridge the concepts with real business practices and prepare them to thrive in their professional careers.

Looking forward, our aim is to develop our students in mastering essential OM mindset and skills so as to excel in a rapidly evolving and ever-changing business environment.

"Your success is our success."

BBA-OM Program Office

MILESTONES:

2014

- 20th year anniversary since our first OM graduate

2013

- Launched new Master's program, Master of Science in Global Operations

2008

- Department of ISMT renamed to Department of ISOM (Information Systems, Business Statistics, and Operations Management)

2000

- First batch of graduates in BBA in Operations Management

1997

- ISOM 2700 (previously ISMT 161) became a core course as part of first year study plan

1995

- First group of OM students graduating from the department of ISMT

1994

- First OM graduate

1993

- Operations Management separated from Department of Management, merged with Business Information System and became ISMT (Information Systems and Management)

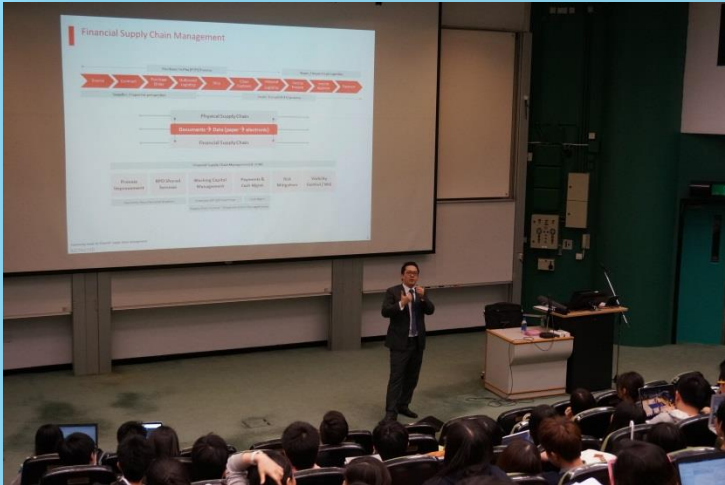
1991

- HKUST Business School established Department of Management with 3 fields:
 - Management
 - Operations Management / Management Science
 - Statistics

OM ALUMNI AWARD 2014

For the past 20 years since the first OM graduate, many of our alumni have contributed greatly to our program. During this special occasion, we would like to recognize three of them for their outstanding achievement and service to our program with the OM Alumni Service Award:

- Sean Lin (HK Police Force): being the first graduate and his significant contributions to HKUST, Business School, and our program
- Mark Li (HSBC): for his faithful service to our program whatever and whenever possible; giving numerous talks to pre-major and OM students, and being the mentor
- Benny Ng (Li & Fung): for being the mentor and introduced many OM projects to our students over the years



Mark Li delivering a seminar (OM in Action) on banking and finance sector in April 2014 to pre-major students.

SEAN LIN (1994 GRADUATE)

Sean is the first graduate in the BBA program specializing in Operations Management. As an awardee of Hong Kong's Ten Outstanding Young Persons Awardee in 2006, Sean is currently a successful public speaker, trainer and negotiator.



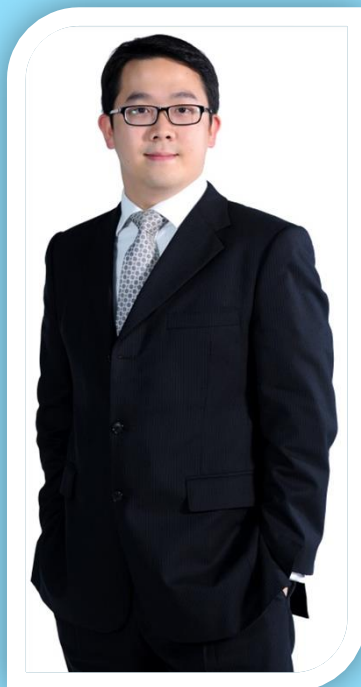
Being a graduate from 1994 (when HKUST was still establishing its reputation) aspired Sean to be the best he could be and, in due course, led to him joining the government. After a year's service as an executive officer, he became a probationary inspector of police, and later, joined the police negotiation cadre. Sean also completed his MBA at HKUST where he developed communications, interpersonal and negotiation skills, which helped foster and shape his career in public speaking.

Apart from solid contributions to society and his career in the Hong Kong Police Force, Sean is an active member in multiple communities, especially at HKUST.

MARK LI (2007 GRADUATE)

Mark Li is a Senior Global Standards Deployment Manager in the Business Risk and Control Management for Cash Management, Asia Pacific at HSBC. He is responsible for deploying a highest standard for financial crime compliance and operation risk mitigation procedures across 19 countries and territories in Asia Pacific.

Prior to this role, he was a Vice President in the Government and Public Sector for Cash Management, Asia Pacific. He was responsible for the cash management consultation for major governments, central banks and development banks, supranationals, sovereign wealth and pension funds across 19 countries and territories in Asia Pacific.



He brings to this role with more than 7 years of experience in client management and product development with HSBC cash management.

Mark graduated from HKUST with BBA majoring in Operations Management and Accounting, and is certified in International Cash Management with the Association of Corporate Treasurers. He is a frequent speaker for OM lectures and seminars. Additionally, he is active in our mentorship program, acting as a mentor to our students.

BENNY NG (2007 GRADUATE)



Benny Ng is not only a BBA graduate majoring in IS and OM, but also an MBA graduate at HKUST. Benny is currently the Senior Manager for Customer Engagement at Li & Fung, the largest publicly-traded supply chain services organization. He is responsible for enhancing customer services, managing special projects, and executing a wide range of business activities including post M&A integration, business development and strategic planning.

Before joining Li & Fung, Benny was Project Manager - Global Supply for Diageo, one of the famous, leading global alcoholic beverage companies with an outstanding collection of brands. The brands include Johnnie Walker, Smirnoff, Baileys, Guinness and many more.

Over the years, Benny acquired professional expertise in logistics, packaging, sourcing and manufacturing across the global value chain businesses.

Benny likes to engage with people. He is highly supportive of our OM program and is a frequent participant of our gatherings and sharing events. Additionally, Benny is a committed project sponsor for our current students representing Li & Fung, and an dedicated participant in our mentorship program.

2013 GRADUATE UPDATE

How Helen began her career in OM?

In 2013, Helen Tang was the recipient of the Academic Excellence Award. During her last semester, she participated in an online business game created by L'Oréal, a cosmetic and beauty company. As an international winner, she won the opportunity to travel to Paris to visit L'Oréal Headquarters and met with the management and international team of L'Oreal.



Recent career development



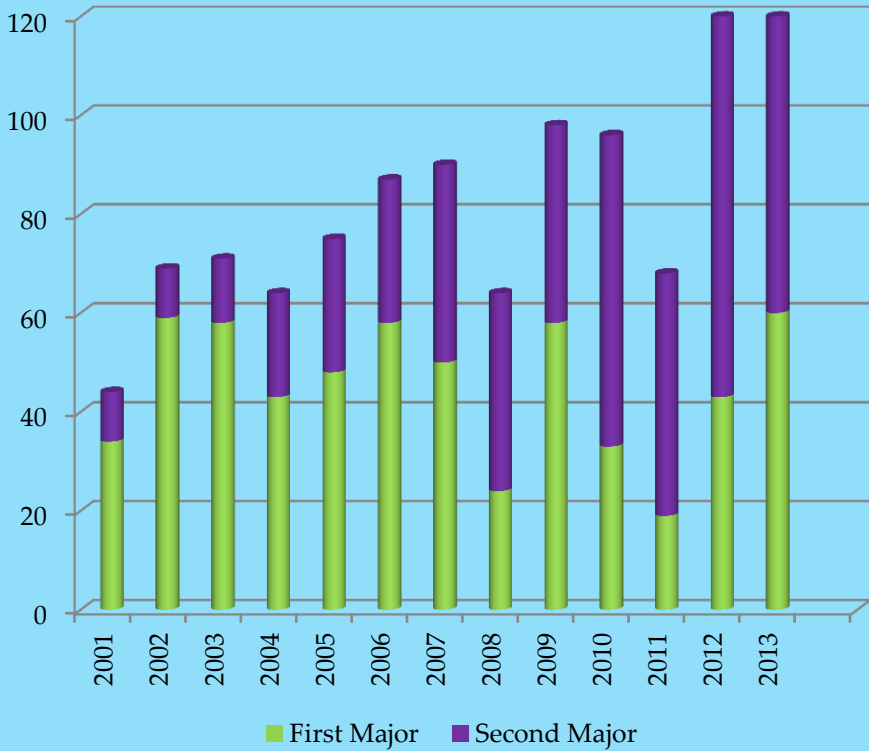
Helen joined L'Oréal for 8 months and began her career with field attachment of different brands. Recently, she has rotated to the Operations team.

"The rotations were valuable opportunities to gain in-depth understanding about the industry and company's daily operation. Working at the frontline allowed me to acquire product knowledge and consumer behavior. These experiences were useful and memorable, as they allowed me to fully comprehend how the beauty and cosmetic industry functions."

Helen Tang

GROWTH OF BBA-OM PROGRAM

Student intake from 2001 – 2013



CURRENT STUDENT PROGRAMS

OM Mentoring Program

The pilot program was launched in 2013 and has received overwhelming support from our students and alumni. Last year, 12 alumni members participated in the program to be the mentors of 23 students. By bringing together our students with experienced alumni, students will have the chance to look beyond the classroom and learn from mentors who are professionals and experts from different walks of life. In return, our alumni mentors could reconnect with HKUST by serving as role models and leaders.

The program aims to connect OM students with our alumni in order to help them develop a deeper understanding of their career goals, and gain insights into the professional world.



OM Gathering 2014

We are highly appreciative of all the effort provided by our mentors in sharing their valuable experiences in life and career with our students. If you are interested in becoming a mentor, please email bbaom@ust.hk and we will get in touch with you for details. It would be greatly appreciated if you could also help spread the word to your colleagues who might be interested.

ISOM 4880 OM Projects

In the 2013-14 academic year, 20 students were assigned to seven projects, which they can explore many different industry problems and issues. Some projects include analyzing the waiting line problem in a restaurant business, retail solution for a sourcing company, and flight plan optimization for an airline company.



From left to right: Benny Ng, one of our project sponsors from Li & Fung, also one of our mentors from our OM Mentorship program; OM students of ISOM 4880, Minju Yang and Joanna Ho; Joe Maher, Senior Vice President at Li & Fung Sourcing .