CityU
香港城市大學
City University of Hong Kong
專業 創新 胸懷全球
Professional · Creative
For The World

AACSB ACCREDITED

EFMD EQUIS ACCREDITED

JS1004 Department of Information Systems (options: BBA Global Business Systems Management, BBA Information Management)

資訊系統學系［選項：工商管理學士(環球商業系統管理)、工商管理學士(資訊管理)］

Smart Business: Careers of the Future

Connect People to Do Smart Business

Smart People

Smart Business

Your Career Choice for the Future

- **Smart Global TechBiz Investors**
- **Smart FinTech Experts**
- **Smart IS Auditors**
- **Smart O2O Service Managers**

Centre of **Internet + Business Innovation** Education

Relevant and Interesting Courses

Courses are aligned with business trends (e.g. big data, cloud services, social networks, mobile apps)

Caring Lecturers

The highest number of Teaching Excellence Award winners at the City University of Hong Kong

Rich Resources

The Department provides rich resources to support student development, such as study tours, scholarships, business case competitions, professional exams, exchange programmes and many more.

You can reach higher than you imagine

To be Smart Global TechBiz Investors
成為精明的環球科企投資者

Global experience enables you to join multinational corporations easily

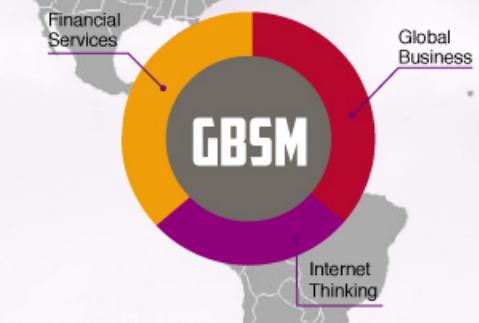
BBA - Global Business Systems Management
環球商業系統管理

Gargi SHARMA

JP Morgan Chase, Hong Kong
Hong Kong Finance - Investment Bank
Financial Analyst (Jun 2011 - Jun 2015)

I work as a Financial Analyst. I use the knowledge gained in my studies to work on various projects. The analytical skills I gained in the major enable me to complete these projects efficiently. For example, when I handled a project to calculate JP Morgan Hong Kong-based ratios, I streamlined the process by obtaining data from multiple sources and automating the process, which greatly reduced the completion time.

Students wishing to pursue a job in the financial sector should take big data management and mobile apps courses. Global business systems management knowledge increases the efficiency of projects, and the combination of systems management and global business management skills are the key to getting hired and to delivering messages and completing tasks in the global team once you are hired.



Smart Global Technology Business

The two exchange programmes helped me understand world cultures.

Understanding the cultural differences between China and other countries.

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You can be richer than you believe

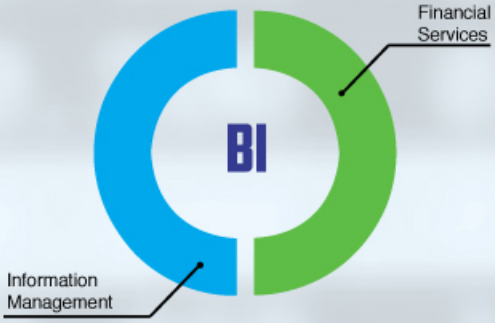
To be Smart FinTech Experts
成為精明的金融科技專才

Leading business with BI and big data analytics

BBA - Information Management
Business Intelligence (BI) Stream
商務智能

Dick LAI
Leading International Bank
Security and Fraud Risk Manager,
Fraud Business Advisory, Asia Pacific

My work in the Asia-Pacific Regional office has three parts: project management, business intelligence analysis and risk data analysis. A huge amount of data are created every minute in the banking industry, so business intelligence is definitely a prerequisite for creating new insights and business opportunities by analyzing the data. Business intelligence allows me to work effectively and wisely. Besides increasing my competitive edge, business intelligence is the key factor in the banking industry for enhancing the customer's experience with banking services. Two decades ago, the idea of stock trading from home was unimaginable; breakthroughs such as this can be attributed to business technology. Business intelligence facilitates banking services, making them faster, safer and better. It also changes the way banks provide financial services and compete with one another.



Smart Financial Services

BI and big data analytics skills enable me to join banks and financial services companies.

Michelle YU

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Stream Advisor
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You can do better than you think

To be Smart IS Auditors
成為精明的信息系統審計專才

Industry recognition with professional certifications

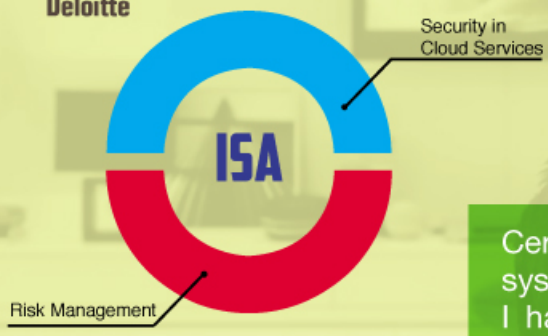
BBA - Information Management
Information Systems Auditing (ISA) Stream
信息系統審計

Minter CHEUNG
Analyst, Enterprise Risk Services (ERS)
Deloitte

Working as an analyst in Deloitte Enterprise Risk Services, equipped with information systems auditing skills are very critical in this new era of rapid technology advances.

My major was in IFMG. It definitely facilitates me in gaining the certificate of a Certified Information Systems Auditor (CISA), which is authorized by the Information Systems Audit and Control Association (ISACA). CISA equipped me with far better career prospects and enhanced me with strong analytical skills to provide quality client service.

With the courses I learnt, I have been working as an intern in Internal Auditing and have been to Indonesia to perform a variety of tasks within the stages of planning, and risk assessment. It enriched my practical knowledge in auditing. Being an analyst of Enterprise Risk Services, I also need to travel all across the globe to solve clients' business problems for improvement or remediation. The internship experience broadens my horizons. I am now very confident of my future.



Smart IS Auditing

Certified with information systems auditing qualifications, I have an excellent chance of developing my career in risk management areas in banks and IS auditing firms.

Rebecca LI

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You can be happier than you can dream of

To be Smart O2O Service Managers
成為精明的線上與線下服務管理專才

Equipped with advanced knowledge and skills in social, mobile, big data and cloud services

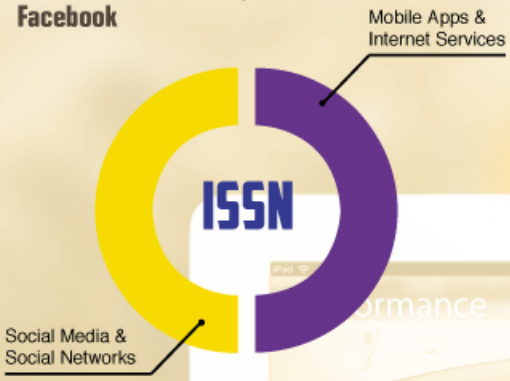
BBA - Information Management
Internet Services and Social Networks (ISSN) Stream
互聯網服務及社交網路

Jerry ZHANG
Client Solutions Analyst
Facebook

Being able to stand out from 3000 job applicants of a Multi-national Corporation is not easy.

The courses I studied helped me in building a solid foundation in areas like search engine optimisation (SEO), keyword search, cost per click, cost per thousand impressions, etc. The courses are very up-to-date with business trends. For example, the skills I learnt from Digital Marketing and Customer Relationship Management and Accelerating Professional Growth on the Web, enabled me to impress interviewers from Facebook for my graduate job as Client Solutions Analyst.

To join a Multi-national Corporation, global vision is essential. The IS Department supports students to explore globally by providing unique internship opportunities and scholarships. I have been to USA and South Africa for cultural exchange, which has improved my global soft skills and made me become more independent.



Smart 020 Services

Equipped me with skills of using the Internet services and social networks to innovate business.

Dickson HONG

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‘Big 4’ in ISmart Family

ISmart Family Enables You to be Successful

Student Exchange Programme

Learning Through Cultural Exchange

Student exchange programmes help you to communicate and interact with colleagues from different cultural backgrounds.

Financial support is available from the Department for eligible students participating in the student exchange programme with 150 renowned institutions across 6 continents.

Selected Institutions for You to Select from

Europe:	University Paris 1 Pantheon-Sorbonne, France University of Liverpool, United Kingdom
North America:	McGill University, Canada Carnegie Mellon University, USA
Australia:	University of New South Wales, Australia Monash University, Australia
Asia:	Tsinghua University, PRC National University of Singapore, Singapore

For more information, please visit :
http://www.cb.cityu.edu.hk/exchange

2 Professional Experience

Elton LAU
Alibaba Group
Intern

This internship not only broadened my horizons but also inspired me to find more courage and determination to pursue my dream, starting my own business in the future.

星展銀行 DBS

Cyrus CHENG
DBS Bank (Hong Kong) Limited
Business Planning & Analytics
(Project and Sales Tools Automation),
Internship

Business Intelligence and Project Management are the essential skills for a business analyst in the banking industry.

Facebook Headquarters (USA)

IS Department gave me the opportunity to visit Facebook's Headquarters to learn from this social media TechBiz giant.

Terrence LEUNG

Nomura – Investment Bank
Analyst

One of my biggest achievements was centralizing information from different databases, facilitating the work of hundreds of traders and investment bankers in 6 regional offices that helped me gain a better understanding of various financial systems.

Nikki CHAN

PricewaterhouseCoopers (PwC) Limited
Online Service, Internship

It has been a great honour working with the teams in PwC, which is one of the largest international accounting and consulting firms. I have gained precious, challenging yet valuable experiences.

We visited Hong Kong Exchanges and Clearing Limited to understand more about how IS is being used in stock trading and risk management.

3 ISmart Scholarships

Where there's a will, there's a way

The Department of Information Systems offers you not only abundant learning resources but also financial support for your academic and personal development.

- Departmental scholarships
  - IS Smart Top Entrance Scholarships
  - IS Smart Entrance Scholarships
  - IS Smart Admissions Scholarships
  - IS Smart Professional Development Awards
  - IS Smart Business Scholarships
  - IS Smart Student Exchange Awards
- Industrial scholarships

4 ISmart Family

Internship

Placement

World Asian Case Competition
(2nd Best Winner)

Study Tour

Business Leader Sharing: Baidu

Fun Night

Orientation Night

We nurture Smart People for Smart Business

Admission Requirements for JUPAS Applicants

Department of Information Systems (options: BBA Global Business Systems Management, BBA Information Management)

資訊系統學系 [選項：工商管理學士(環球商業系統管理)、工商管理學士(資訊管理)]

Year of Entry	2017
Mode of Funding	Government funded
Admission Code	**JS1004**
Mode of Study	Full time
First Year Intake*	97
Programme Website	www.cityu.edu.hk/is/BBAIS
JUPAS Website	www.jupas.edu.hk/en/programme/cityu/JS1004
Facebook	www.facebook.com/isbbacityu
Linkedin	hk.linkedin.com/in/bbais
Tuition Fee	wikisites.cityu.edu.hk/sites/tuitionfee/prog/gf_JS1004.htm
Admissions Tutor	Miss Tania LAU *MBusSys, BBusSys* tania.lau@cityu.edu.hk (852) 3442-8522
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* *Subject to change*

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Mar 2017