SMART PEOPLE FOR SMART BUSINESS

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

JS1004
Established in 1992, the Department of Information Systems (IS) is one of the six departments in the College of Business, City University of Hong Kong (CityU).

The Department undertakes research in the areas of social media and social networks, mobile commerce and electronic commerce, big data and business intelligence, artificial intelligence for business, management of cloud services, IT-based innovation and management, information privacy and security, and FinTech.

Our students apply innovative technologies for business innovation. They change the way of doing business.

Worldwide Recognition

City University of Hong Kong
49th in the WORLD
QS World University Rankings 2018

College of Business
32nd in the WORLD
UTD Top 100 Business School Research Rankings 2013-2017

Department of Information Systems
4th in the WORLD
UTD Top 100 Business School Information Systems Research Rankings 2015-2018
To maintain its status as a world class smart city, the Hong Kong SAR Government published the Smart City Blueprint for the future of Hong Kong in December 2017. The vision of the blueprint is to embrace innovation and technology to build a world-famed Smart Hong Kong characterised by a strong economy and high quality of living. Its mission is to make the business, people and government more digitally enabled and technology savvy, and to enable the business to capitalise on Hong Kong’s renowned business-friendly environment to foster innovation. 

https://www.smartcity.gov.hk
Smart Mobility
Intelligent transportation systems and traffic management, public transportation interchanges/bus stops and parking, environmental friendliness in transport, and smart airport.

Smart People
Nurturing young talent with enhanced information technology skills, research and development (R&D) capabilities, innovation and entrepreneurial culture.

Smart Government
Open up more public and private sector data in digital forms to facilitate research and innovation via the government one-stop Public Sector Information Portal (data.gov.hk), and promote using open data for smart city innovations.

Smart Living
Wi-fi connected city, digital payment, eID, support for the elderly and persons with disabilities, and support for healthcare.

Smart Environment
Climate action plan 2030+, green and intelligent buildings, and energy efficiency, waste management, and pollution monitoring.

Smart Economy
Strengthen the current pillar industries (i.e., financial services, professional services, trading and logistics and tourism) by leveraging innovation and technology strategy and initiatives, promote sharing economy, and develop new economic pillars.
Department of Information Systems (IS) at CityU is committed to nurture smart people for smart business with careers of the future. To support the Government’s Smart City Blueprint for the better future of Hong Kong, our two majors, BBA Global Business Systems Management (GBSM) and BBA Information Management (IFMG), are designed to equip students with adequate knowledge and skills in managing and developing smart business solutions. Our graduates are competent to apply innovative technologies (e.g., social, mobile, big data/artificial intelligence, and cloud technologies) for business innovations.
Executives of large companies use big data analytics for decision making.

Businesses are satisfied with their cloud-based services.

Enterprises use smart mobile devices to improve productivities.

Businesses use social media for business objectives.
BBA Global Business Systems Management (GBSM)
— nurtures future smart business managers

Start Your Career Here
An increasing number of new economic companies like AAAF (Amazon, Apple, Alphabet, Facebook) and BAT (Baidu, Alibaba, Tencent) are using Hong Kong as a platform to support their online business services in China and the Asia-Pacific region. This has created a great demand for smart business managers trained in Hong Kong to work in those new economic companies.
What You Will Be Studying

- Business Knowledge
- Language and Culture Knowledge
- Innovation, Business Model, and IS Strategy
- Cutting-edge Technology and Analytics Knowledge
- Consulting, Project Management, and Entrepreneurship

Aims of the Major

- BBA Global Business Systems Management (GBSM) aims to prepare students to become smart business managers with combined knowledge and skills of global business, Internet technology and finance
- Our students are required to complete two semester-long overseas exchange studies in recognized universities in Europe, North America or Asia. Various scholarships and financial aids are available for the qualified students
- Our graduates are well equipped with soft skills of communication, problem-solving and data analytics, they are in high demand in new economic companies
BBA Information Management (IFMG)
— nurtures future smart business professionals

Start Your Career Here
To support the Government’s Smart City Blueprint for the better future of Hong Kong, the BBA Information Management aims to equip students with competent knowledge and skills of applying innovative technologies for business innovation, our students change the way of doing business in Hong Kong and the region.
What You Will Be Studying

There are three streams in BBA IFMG:

- **Business Intelligence (BI)**
  - Database management, business programming, big data and data visualization, business intelligence and analytics, systems analysis and design, and project management

- **Information Systems Auditing (ISA)**
  - Information security and privacy, cybersecurity for business, governance and regulatory compliance for financial information systems, information systems audit, and risk management

- **Internet Services and Social Networks (ISSN)**
  - Social media and social networks, O2O services, Search Engine Optimization (SEO), digital marketing and customer relationship management, project management

Aims of the Major

- BBA Information Management (IFMG) aims to prepare students to become smart business professionals for financial services, auditing and Internet services
- Our students have flexibilities of choosing streams from Business Intelligence (BI), Information Systems Auditing (ISA), Internet Services and Social Networks (ISSN)
- Our graduates are equipped with adequate knowledge and skills in social media, mobile apps, big data/artificial intelligence, and cloud services for business innovation
- They are in high demand in business sectors like financial and professional services (e.g., auditing, banking and FinTech), with great careers of the future
Global Exchange Experience

Student exchange programmes help you to communicate and interact with colleagues from different cultural backgrounds. Financial support is available for eligible students to participate in the programmes with 150 renowned institutions across 6 continents.

Global Exchange Partners

Europe  
- Copenhagen Business School, Denmark
- University of Warwick, United Kingdom

North America  
- Carnegie Mellon University, USA
- University of British Columbia, Canada

Australia  
- Australian National University, Australia
- University of New South Wales, Australia

Asia  
- National University of Singapore, Singapore
- Tsinghua University, PRC
Alumni Sharing

**Elton LAU**  
Intern, Alibaba Group

The internship experience at Alibaba not only broadened my horizons, but also inspired me to find the courage and determination to pursue my dream and start my own business.

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**Bruce WAN**  
Global Corporate Banking Relationship Manager, Bank of China (Hong Kong)

The GBSM courses have greatly enriched my knowledge in the new economic business and improved my analytical and project management skills. The two overseas exchange experience also enabled myself to have global thinking and developed my networking at the banking industry.

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**Minter CHEUNG**  
Analyst, Enterprise Risk Services (ERS), Deloitte

IFMG major courses helped me to get certifications with information systems auditing and risk management. These knowledge and skills enabled me to have choices to work as an analyst in Deloitte Enterprise Risk Services.

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**Queena QIU**  
Partner/Alliance Spec in Business Development, Apple

I love exploring different innovative technologies and love communicating with people from diverse backgrounds. GBSM gave me a global horizon and experience towards work. I really appreciate on what I learned from GBSM and IS family, where I made the most amazing 4 years in my life!

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**Jerry ZHANG**  
Client Solutions Analyst, Facebook

IFMG Major equipped me with skills of using the Internet services and social networks to change the business with innovation and technologies. The Department also provides various scholarships and financial supports for students to get internship opportunities locally and globally. My overseas exchange experience in USA and South Africa helped me to gain soft skills and global vision, which are important for working in a global new economic company.

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**Terrence LEUNG**  
Analyst, Nomura – Investment Bank

One of my major achievements was to collect, organize and process information from different databases, using big data and business intelligence techniques to facilitate the work of hundreds of traders and investment bankers in 6 regional offices.
Financial Aids

To support the Government’s Smart City Blueprint for the better future of Hong Kong, the Department offers the following IS Smart Business Scholarships and Assistantships to help students with their successful careers of the future.

**IS Smart Business Scholarships** for newly admitted, first year and other years students.

**IS Smart Business Assistantships** for internships related to the Smart City Blueprint, undergraduate research, and recognised competitions for innovation.
**JS1004** Department of Information Systems (options: BBA Global Business Systems Management, BBA Information Management)

### Admission Requirements for JUPAS Applicants

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<th>Requirement</th>
<th>Details</th>
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<tr>
<td>Year of Entry</td>
<td>2019</td>
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<td>Mode of Funding</td>
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<td>Admission Code</td>
<td>JS1004</td>
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<td>Minimum Entrance Requirements</td>
<td>4 Core, i.e. Eng (Lv 3), Chin (Lv 3), Maths (Lv 3), LS (Lv 2), + Best 2 Elective Subjects (Lv 3)</td>
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<tr>
<td>Admissions Tutor</td>
<td>Tania LAU <a href="mailto:tania.lau@cityu.edu.hk">tania.lau@cityu.edu.hk</a> (852) 3442 8522</td>
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<td>General Enquiries</td>
<td><a href="mailto:BBAIS@cityu.edu.hk">BBAIS@cityu.edu.hk</a> (852) 3442 8521</td>
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<td>(852) 5643 8169</td>
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**Accreditation**

AUG 2018 VERSION