Department of Information Systems
香港城市大學
City University of Hong Kong

Smart People for
Smart Business
@CityU Dept. of Information Systems

IS **JUPAS 2021**
Admission Information
#JS1017 #JS1018 #JS1019

Department of
Information Systems

香港城市大學
City University of Hong Kong

Largest
IS Dept
in Hong Kong

Both No. of UG Students and No. of Full-Time Staff, 2020

Top 3
Research Output
in the World

Association for Information Systems 2020

Business

Info Tech

Information Management

IS Smart Business

Department of
Information Systems
香港城市大學
City University of Hong Kong

Artificial
Intelligence

Predicting future with **AI Tools** for decision making and **automation**

Big
Data

Big Data from 24x7 connected lifestyle with **Apps, Wearable and Smart Mobile Devices**

Cloud
Services

Reduce infrastructure and technical prerequisites with **Cloud Services**

SMART Technologies

Building Blocks of Smart Business

5

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From **Industrial Revolution** to **Coronavirus**
Technologies enable **Disruption**

Artificial **intelligence**

Big **Data**

Cloud **Services**

SMART Technologies ABC

Automation
IS Future
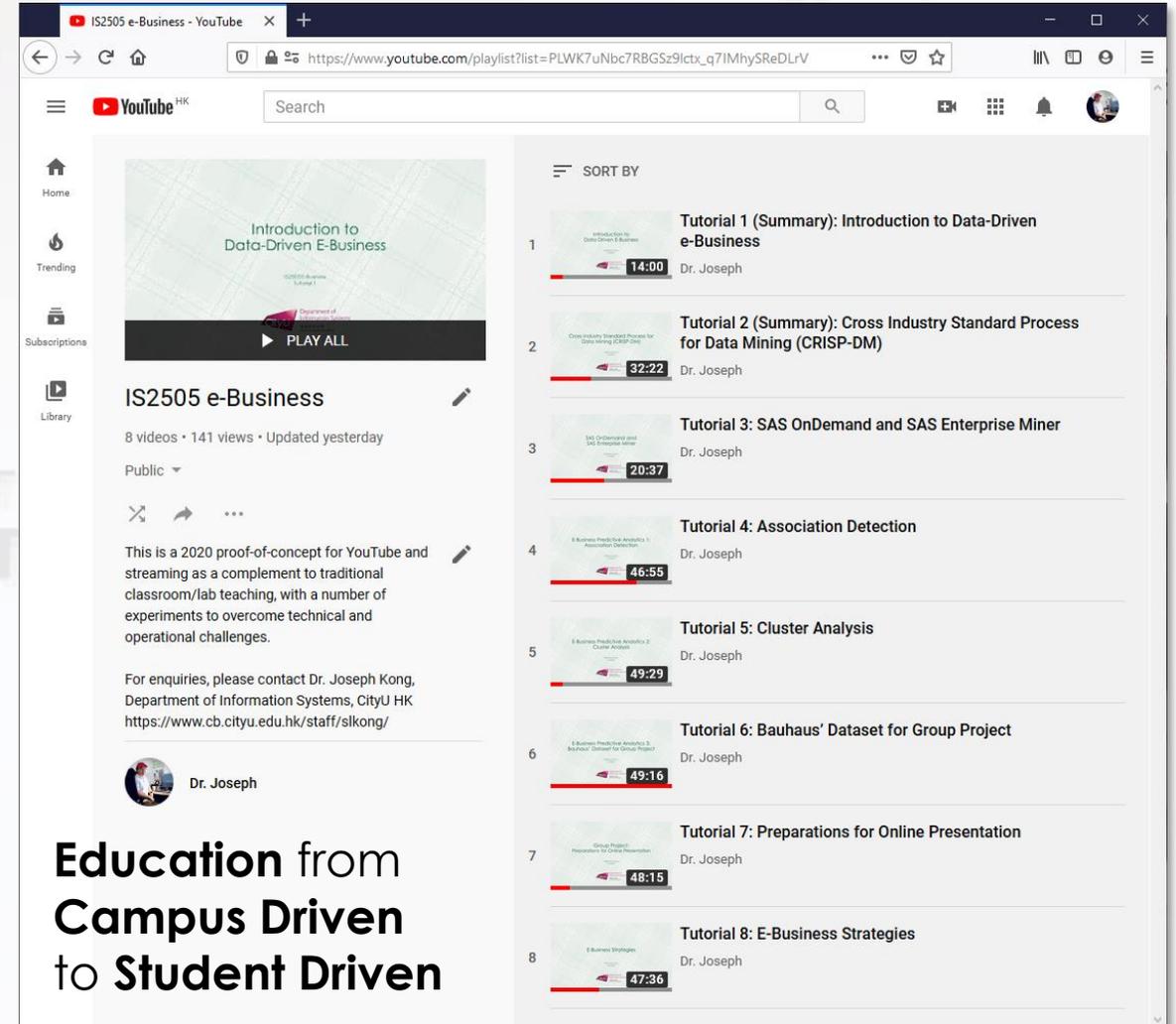
IS2505 e-Business - YouTube

https://www.youtube.com/playlist?list=PLWK7uNbc7RBGSz9lctx_q7IMhySReDLrV

YouTube HK

Search

SORT BY

Introduction to Data-Driven E-Business

IS2505 e-Business Tutorial 1

▶ PLAY ALL

IS2505 e-Business

8 videos • 141 views • Updated yesterday

Public ▾

This is a 2020 proof-of-concept for YouTube and streaming as a complement to traditional classroom/lab teaching, with a number of experiments to overcome technical and operational challenges.

For enquiries, please contact Dr. Joseph Kong, Department of Information Systems, CityU HK https://www.cb.cityu.edu.hk/staff/slkong/

Dr. Joseph

1	14:00	Tutorial 1 (Summary): Introduction to Data-Driven e-Business
		Dr. Joseph
2	32:22	Tutorial 2 (Summary): Cross Industry Standard Process for Data Mining (CRISP-DM)
		Dr. Joseph
3	20:37	Tutorial 3: SAS OnDemand and SAS Enterprise Miner
		Dr. Joseph
4	46:55	Tutorial 4: Association Detection
		Dr. Joseph
5	49:29	Tutorial 5: Cluster Analysis
		Dr. Joseph
6	49:16	Tutorial 6: Bauhaus' Dataset for Group Project
		Dr. Joseph
7	48:15	Tutorial 7: Preparations for Online Presentation
		Dr. Joseph
8	47:36	Tutorial 8: E-Business Strategies
		Dr. Joseph

Education from
Campus Driven
to **Student Driven**

6

JS1017

Department of
Information Systems
options: BBA Global Business Systems Management
BBA Information Management
資訊系統學系
BDIS

+852 3442 8521
isgo@cityu.edu.hk
www.cityu.edu.hk/is

Smart Business · Careers of the Future
資 訊 系 統 學 系

JS1018

BBA Global Business
Systems Management
環球商業系統管理
工商管理學士
GBSM

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Nurtures Smart Business Managers
資 訊 系 統 學 系

JS1019

BBA Information
Management
資訊管理
工商管理學士
IFMG

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Nurtures Smart Business Professionals
資 訊 系 統 學 系

Our JUPAS Programmes

7

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香港城市大學

JS1017 (Intake: 69)

JS1018 (Intake: 10)

Two Overseas
Exchange

**BBA
Global Business
Systems Management**

JS1019 (Intake: 10)

Three Streams
Optional Double Major

**BBA
Information Management**

1st Year

Graduation

2021   2022   2025

JUPAS 2021 Roadmap
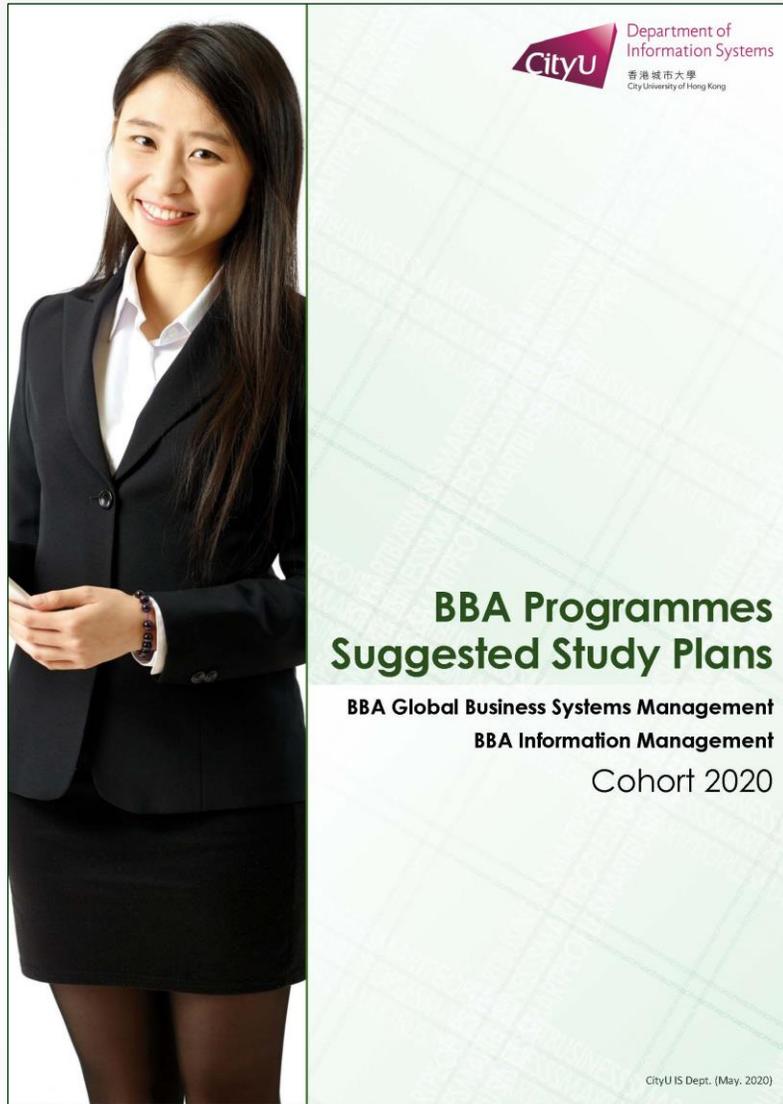
Information Systems (IS) Courses:

10 Courses

Business (BBA) Courses:

14 Courses

Minor / Electives:

6 Courses

Second Major:
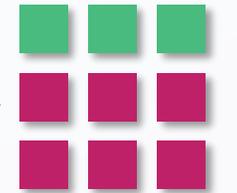
University (Bachelor) Courses:

10 Courses

Please refer to Study Plan for details

BBA Curriculum Structure (40 Courses)

9

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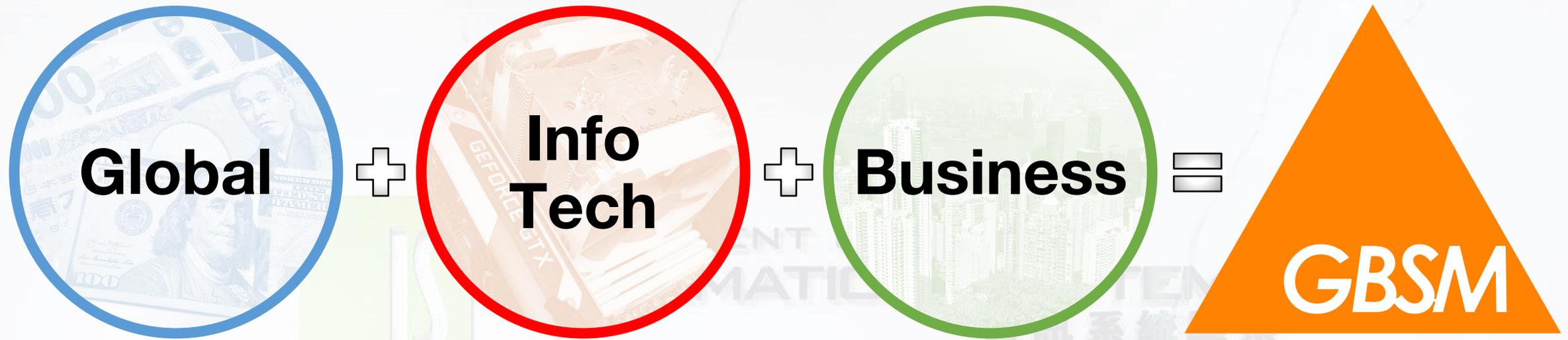City University of Hong Kong

BBA
Global Business Systems Management
環球商業系統管理
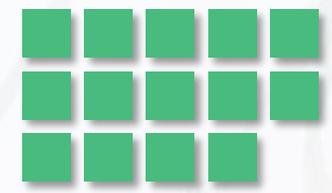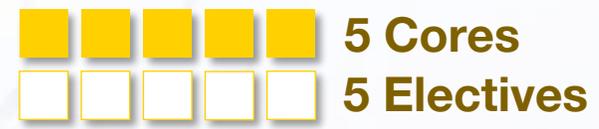工商管理學士

#JS1018 Direct Intake
#JS1017 Indirect Intake

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Global ✚ **Info Tech** ✚ **Business** ＝ GBSM

▲ **Two Overseas Exchange**

▲ **IS Courses**

5 Cores
5 Electives

▲ **BBA Courses**

# What is GBSM?

11

American University

European University

Asia-Pacific University

* Collaboration universities in no specific order and selected list only, subject to availability and specific requirements

Two Overseas Exchange

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5 IS Cores

IS3430	Systems Analysis and Design
IS4532	Global Project Management
IS4632	Global Business Systems Strategy and Tactical Management
IS4650	Global Business Technology Consulting
IS4940	Global Technology Entrepreneurship and Innovation

Global + **Info Tech**
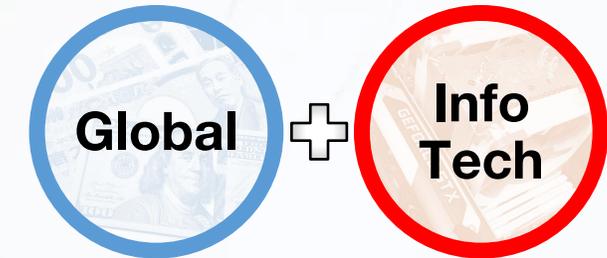
5 IS Electives

▲ **Foreign Language**

  ▲ Japanese

  ▲ Korean

  ▲ Any European Language

▲ **IS Knowledge**

  ▲ Python / Java

  ▲ Database / Big Data

  ▲ Social Media

  ▲ Cybersecurity, etc.

▲ **Business**

  ▲ Accounting

  ▲ Financial Markets

  ▲ Organizational Behavior

  ▲ Marketing, etc.

Global Mindset for Future Managers

13

BBA

Information Management

資訊管理
工商管理學士

#JS1019 Direct Intake
#JS1017 Indirect Intake

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Info Tech ✛ **Business** ═ **IFMG**

▲ **IS Courses**

▲ **BBA Courses**

3 Cores
5 Stream Courses
2 Electives

What is **IFMG**?

15

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1st Year

2021 ——————————— 2022 ——————————— Graduation — 2025

JS1017 Department of Information Systems

5 IS Stream Cores

JS1019 BBA Information Management

Business Intelligence Stream **BI**

Information Systems Auditing Stream **ISA**

Internet Services and Social Networks Stream **ISSN**

3 IS Cores

IS3331	Database Management
IS3430	Systems Analysis and Design
IS4532	Global Project Management

Future IS Professionals

16

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BI Stream Cores

Second Major Synergies
9 Courses

IS3100	Techniques for Big Data
IS3240	Advanced Business Programming in Python
IS4335	Data Visualization
IS4834	Business Intelligence and Analytics
IS4861	Machine Learning for Business

Business Intelligence Stream

BBA
Information
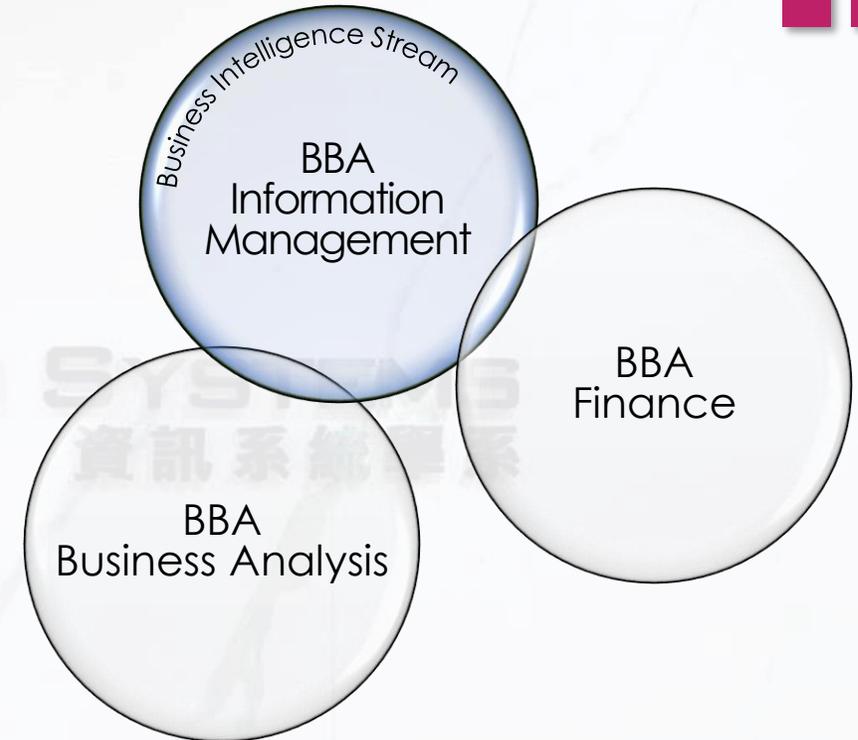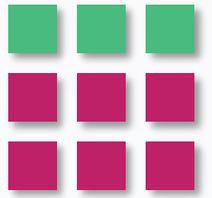Management

BBA
Finance

BBA
Business Analysis

"Declaring IFMG as my second major is the best choice I made. I have a deeper understanding of Business Intelligence which is very important for a FinTech career.

Tina NG
BBA Finance & Information Management
Cohort 2018

Business Intelligence
BI Stream

17

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ISA Stream Cores

IS3501	Cybersecurity for Business
IS4133	Cloud Computing and Services
IS4435	Governance & Regulatory Compliance for Financial Information Systems
IS4537	Information Systems Audit
IS4543	Risk Management and Information Systems Control

Second Major Synergies
9 Courses

Information Systems Auditing Stream

BBA
Information
Management

BBA
Accountancy

CISA Certified Information Systems Auditor
An ISACA Certification

CISM Certified Information Security Manager
An ISACA Certification

" I have received more internship support and more career choices. ISA courses are also helpful for CISA certification.

John HO
BBA Accountancy & Information Management
Cohort 2018 "
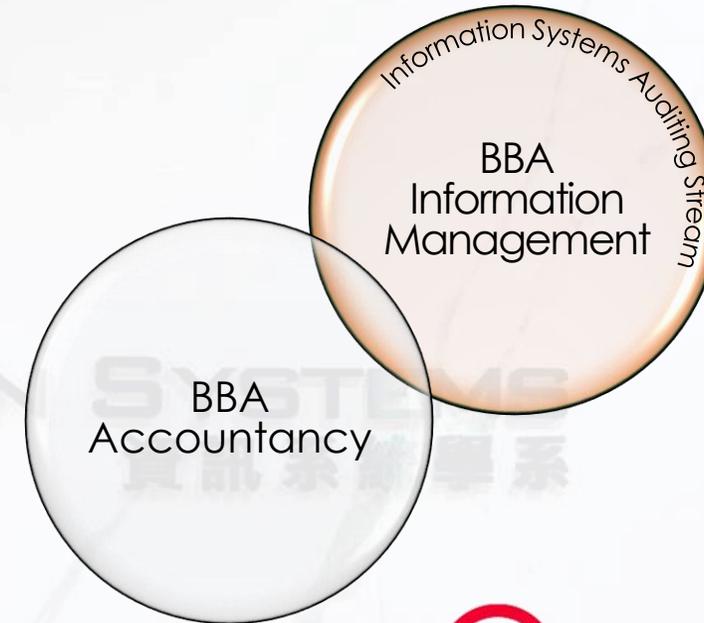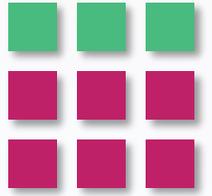
Information Systems Auditing

ISA Stream

18

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ISSN Stream Cores

IS2502	Social Media and Social Networks
IS2505	E-Business
IS4246	Digital Marketing and Customer Relationship Management
IS4340	Search Engine Optimization
IS4538	O2O Services

Second Major Synergies
9 Courses

BBA Marketing

BBA Information Management

Internet Services and Social Networks Stream
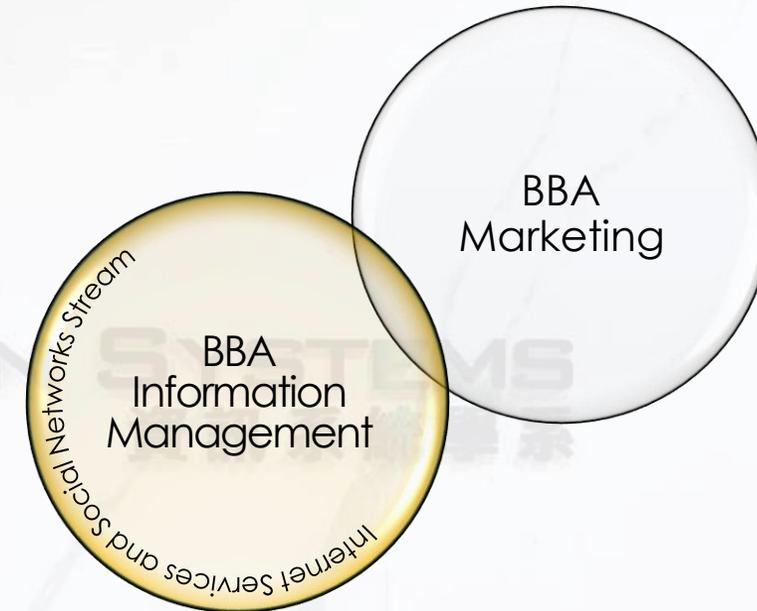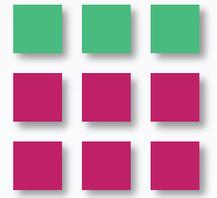
" I feel so fulfilling. Courses covering analysis techniques and system diagrams are so practical.

Cherry KONG
BBA Marketing & Information Management
Cohort 2018
"

Internet Services and Social Networks
ISSN Stream

19

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2025

BDIS **JS1017** (Intake: 69)

GBSM **JS1018** (Intake: 10) GBSM

IFMG **JS1019** (Intake: 10)

Business Intelligence Stream **BI** IFMG

Information Systems Auditing Stream **ISA** IFMG

Internet Services and Social Networks Stream **ISSN** IFMG

Subject (No Weighting)	DSE Requirements
English	Level 3
Chinese	Level 3
Maths	Level 3
LS	Level 2
+ Any 2 Electives	Level 3

Curriculum Summary

20

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Tech

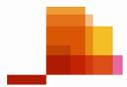Apple Inc. 🍎 ▲ **Analyst**

IBM ▪ **Application Consultant**

Financial

HSBC ▲ **Management Trainee**

Bloomberg ▲ **Financial Analyst**

Audit

pwc ▪ **Associate Risk Assurance**

Marketing

facebook ▪ **Client Solution Manager**

Smart
IS MyCareer

21

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City University of Hong Kong

IS

JUPAS 2021
Admission Information
#JS1017 #JS1018 #JS1019

Information and Enquiries
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