BBA
- Global Business Systems Management
- Information Management
- Marketing Information Management

Connect People to Do Business Smarter!
Smart Business

- Smart Global Business
- Smart Banking
- Smart E-Services
- Smart IS Auditing
- Smart Marketing

One of the Top 6 Information Systems Departments Worldwide

Relevant and Interesting Courses
Courses are aligned with business trends (e.g. business intelligence, social networking and mobile commerce)

Caring Lecturers
The highest number of Teaching Excellence Award winners (12) at the City University of Hong Kong

Rich Resources
IS Department provides rich resources to support student activities, such as study tours, scholarships, competitions, professional exams and more.
You can reach higher than you imagine

To be Smart Global TechBiz Investors

Global experience enables you to join multinational corporations easily
I work as a Financial Analyst. I use the IS knowledge gained in my studies to work on various projects. The analytical skills I gained in the major enable me and my team to deliver on these projects efficiently. Overall, IS simplifies my work. 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 Data Management courses. IS knowledge increases the efficiency of projects, and the combination of IS knowledge and soft skills is key to getting hired and to delivering messages and completing tasks in the global team once you are hired.
You can be richer than you believe

To be Smart Financial Information Management Professionals

Leading business with BI and big data analytics
BBA - Information Management
Business Intelligence Stream

My work in the Asia-Pacific Regional office has three parts: project management, business intelligence analysis and risk data analysis. Millions 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, IS is the key factor in the banking industry for enhancing the customer’s experience with banking services. A decade ago, the idea of stock trading from home was unimaginable; breakthroughs such as this can be attributed to IS. IS facilitates banking services, making them faster, safer and better. It changes the way banks provide financial services and compete with one another.

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

Financial Services

BI

Information Management

Smart Banking

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

Michelle YU (Current Student)

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You can be happier than you dream of

To be Smart
Internet Service Experts

Equipped with advanced knowledge and skills in social, mobile, big data and cloud services
BBA - Information Management
Internet Services and Social Networks Stream

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

Courses offered by IS Department helped me in building a solid foundation in areas like search engine optimisation (SEO), keyword search, cost per click, cost per thousand impressions and etc. The courses are very up-to-date with business trends. For example, the skills I learnt from IS4246 Digital Marketing and Customer Relationship Management and GE1206 Accelerating Professional Growth on the Web, enabled me to impress interviewers from Facebook for my graduate job as Client Solutions Analyst.

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

Jerry ZHANG (Graduate)
Client Solutions Analyst
Facebook

Dickson HONG (Current Student)

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

Smart E-Services

Social Media & Social Networks

Mobile Apps & Internet Services

ISSN

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You can do better than you think

To be Smart Information Systems Auditors

Industry recognition with professional certifications
BBA - Information Management
Information Systems Auditing Stream

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

With the courses learnt in IFMG, 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 currently, I do also need to travel all across the globe to solve clients’ business problems for improvement or remediation. The interns and exposure gained before broaden my horizon and global vision, which provides me with sufficient skills and experience in current career path.

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.

Major Leader:
Dr. Terence CHEUNG

Stream Advisor:
Ms. Janet YU

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

Rebecca U (Current Student)

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Value good intelligence

Embrace smart innovation and interactions

Cutting-edge WEB Intelligence and Analytics for Marketers
Innovative Techniques for Successful E-marketing Campaigns
Interactive Multi-channel Information Management that Translates into Business Values
BBA - Marketing Information Management
IT Marketers with Double-Expertise will be the New Stars of the E-Generation

I am currently working as an Advertising Executive in New Media Group. My responsibilities included media planning, proposing promotional events, coordinating events and projects, and maintaining good relationship with clients.

Nowadays, all companies are focussed on digital marketing, my integrated marketing skills including traditional and digital marketing such as video marketing, SEO, social media campaign which I learnt from MIM makes me more outstanding. Hence, I could easily get into the media and advertising industry.

I appreciate that my company gave me opportunity to handle important projects even if I am just a fresh graduate. Thanks to MIM, I learnt lots of online and offline marketing knowledge which facilitated me to pick up my job. In my role always need to coordinate with the marketing team from large organizations, knowledge and experience of planning and execution of marketing campaigns and projects are very important. Working in media and advertising industry is very interesting and it could train you in very short time. It is a great start for fresh graduates to develop their career.

Combining knowledge in marketing and information management, this is the smart way to do marketing successfully nowadays.

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4' in IS Family Enables You to be Successful
Learning Through Cultural Exchange

Student exchange programme helps you to communicate and interact with colleagues from different cultural backgrounds. Financial aid is available from the Department for eligible students participating in the student exchange programme with 150 renowned institutes across 6 continents.

Part of the Institution List for You to Select

Europe: University Paris 1 Pantheon
Sorbonne, France
University of Liverpool,
United Kingdom

North: McGill University, Canada
America: Carnegie Mellon University, USA

Australia: University of New South Wales
Monash University

Asia: Tsinghua University
National University of Singapore

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

Elton LAU (BBA-GBSM)
Alibaba Group
Intern

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

John CHAN (BBA-MIM)
Crystal McKenzie, Inc.
Marketing Internship

The internship is my first checkpoint in my career and it helps me in developing as a more mature, independent, and outgoing person.

Facebook Headquarter (USA)

IS Department gives me chance to visit Facebook Headquarter to learn the new knowledge from this social media techbiz giant.
Terrence LEUNG (BBA-IFMG)
Nomura – Investment Bank
Summer 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 (BBA-IFMG)
PricewaterhouseCoopers Limited
(PwC Limited)
Online Service, Internship

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

Visit to Hong Kong
Exchanges and Clearing Limited

We visited Hong Kong Exchanges and Clearing Limited to understand more about how IS is being used in stock trading and risk management.
Where there’s a will, there is 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
  (e.g. The Academic and Professional Excellence (APEX) Awards Scheme of over $400,000 every year)

- Industrial scholarships

For more information, please visit:
http://www.cb.cityu.edu.hk/sr/
4 IS Family

IS Fun Night

Orientation Camp

Orientation Night

Sports Competition

IS Industrial Mentorship Programme

Study Tour

Business Leader Sharing: Baidu

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Smart People for Smarter Business