



Department of
Information Systems

香港城市大學
City University of Hong Kong

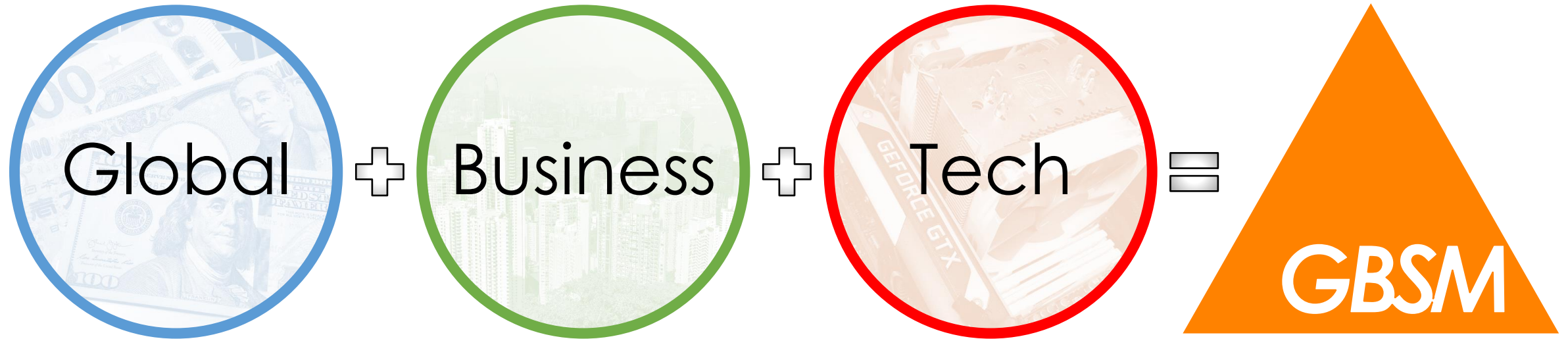
BBA **Global Business
Systems Management**
環球商業系統管理
工商管理學士



Direct Intake **JS1018**

Indirect Intake **JS1017**

What is Global Business Systems Management (**GBSM**)?



Smart Business Managers

Building Blocks of Smart Business



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

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BBA GBSM Admission Overview (JUPAS 2020)



One Year Overseas Double Exchange



Two Semesters Double Exchange

Two Universities from Three Areas



American University

Logos of American universities: Université McGill, Carnegie Mellon University, The University of Wisconsin-Madison, UBC, Case Western Reserve University, and Purdue University.



European University

Logos of European universities: University of Bristol, University of Zurich, CBS, Warwick University, and XJUE.



Asia-Pacific University

Logos of Asia-Pacific universities: Tsinghua University, NUS (National University of Singapore), Australian National University, and others.

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

BBA GBSM Course Highlights

- ▲ Global Business Systems
Strategy and Tactical Management
IS4632
- ▲ Global Business Technology Consulting
IS4650
- ▲ Global Technology Entrepreneurship and Innovation
IS4940
- ▲ **GBSM graduates** are well-equipped with smart business/technology knowledge and skills, with exotic global exposure, for managing the high growth business/technology companies, and making wise investment decisions



BBA GBSM Smart Career

▲ GBSM Past Graduates

work in the following companies:

(IS Dept. Survey 2019, selected companies only in no specific order)

Apple Inc. 

▲ Analyst

HSBC 

▲ Management Trainee

Bloomberg

▲ Financial Analyst

HKD **24,000**/m

▲ Average Fresh-Graduate Salary
GBSM 2018 Graduates
(CityU Graduate Employment Survey 2018)

Smart Business Managers

BBA GBSM Admission Requirements



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

Interview
Early-June

 **JS1018** (Intake: 15)

 **JS1017** (Intake: 41)



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Smart Business: Careers of the Future



Admission Enquiries:

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