BBA Information Management

Direct Intake JS1019
Indirect Intake JS1017
What is Information Management (IFMG)?

Business + Tech = IFMG

Smart Business Professionals
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
BBA IFMG Admission Overview (JUPAS 2020)

Year 1
- BBA Common Courses

Year 2
- Global Business Systems Management

Year 3
- Double Exchange from 3 Choices
  - American University
  - European University
  - Asia-Pacific University

Year 4
- Smart Business Managers

BBA Common Courses

Information Management
- BI
- ISA
- ISSN
- DI

Four Streams
Second BBA Major
Stream and Second Major

Smart Business Professionals
BBA IFMG Double Major Flexibilities

BBA Information Management and Accountancy
- Information Systems Auditing

Accountancy

Management Sciences
- Business Intelligence
BBA Information Management and Business Analysis

Economics & Finance
- Business Intelligence

Marketing
- Internet Services and Social Networks
BBA Information Management and Marketing

Double Major Synergies
BBA IFMG BI Course Highlights

Business Intelligence Stream

- Techniques for Big Data
  IS3100

- Data Visualization
  IS4335

- Business Intelligence and Analytics
  IS4834

Double Major Option: BBA Information Management and Finance, or BBA Information Management and Business Analysis
BBA IFMG ISA Course Highlights

Information Systems Auditing Stream

- Cybersecurity for Business
  IS3501

- Information Systems Audit
  IS4537

- Risk Management and Information Systems Control
  IS4543

Double Major Option: BBA Information Management and Accounting
Internet Services and Social Networks Stream

- Social Media and Social Networks
  IS2502

- Digital Marketing and Customer Relationship Management
  IS4246

- Search Engine Optimization
  IS4340

Double Major Option: BBA Information Management and Marketing
BBA IFMG Smart Career

- **IFMG Past Graduates** work in the following companies:
  (IS Dept. Survey 2019, selected companies only in no specific order)
  - Application Consultant
  - Associate Risk Assurance
  - Client Solution Manager

- **IFMG Graduates** are well-equipped with adequate knowledge and skills in advanced information technologies of social media and social networks, mobile apps and 5G, big data analytics, artificial intelligence and cloud services

- **Average Fresh-Graduate Salary**
  - IFMG 2018 Graduates
  (CityU Graduate Employment Survey 2018)
  - HKD 18,400/m
# BBA IFMG Admission Requirements

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<thead>
<tr>
<th>Subject (No Weighting)</th>
<th>DSE Requirements</th>
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<tbody>
<tr>
<td>English</td>
<td>Level 3</td>
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<td>Chinese</td>
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<td>Maths</td>
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<td>LS</td>
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<td>+ Any 2 Electives</td>
<td>Level 3</td>
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**Interview**

Early-June

- **JS1019** (Intake: 33)
- **JS1017** (Intake: 41)
BBA Information Management 資訊管理
JS1019 工商管理學士
Smart Business: Careers of the Future

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