BBA Information Management

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

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
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<tbody>
<tr>
<td>BBA Common Courses</td>
<td>Global Business Systems Management</td>
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<tr>
<td>JS1018 (Intake: 15)</td>
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<td>JS1017 (Intake: 41)</td>
<td>JS1019 (Intake: 33)</td>
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<td>JS1019</td>
<td>JS1017</td>
<td>JS1019</td>
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**BBA Common Courses**

**Global Business Systems Management**

- American University
- European University
- Asia-Pacific University

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

**Smart Business Managers**

**Information Management**

- BI
- ISA
- ISSN
- DI
- 2MAJ

**Four Streams**

- Second BBA Major

**Stream and Second BBA Major**

**Smart Business Professionals**
BBA IFMG Double Major Flexibilities

BBA Information Management and Accountancy
- Information Systems Auditing

Accountancy
- Business Intelligence

Management Sciences
- Business Intelligence

BBA Information Management and Business Analysis

Economics & Finance
- Business Intelligence

BBA Information Management and 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
BBA IFMG ISSN Course Highlights

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.

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

<table>
<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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<tr>
<td>Chinese</td>
<td>Level 3</td>
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<tr>
<td>Maths</td>
<td>Level 3</td>
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<td>LS</td>
<td>Level 2</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

JS1019

Smart Business: Careers of the Future

Admission Enquiries:
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