



Department of
Information Systems

香港城市大學
City University of Hong Kong

BBA Information Management

資訊管理 工商管理學士

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**



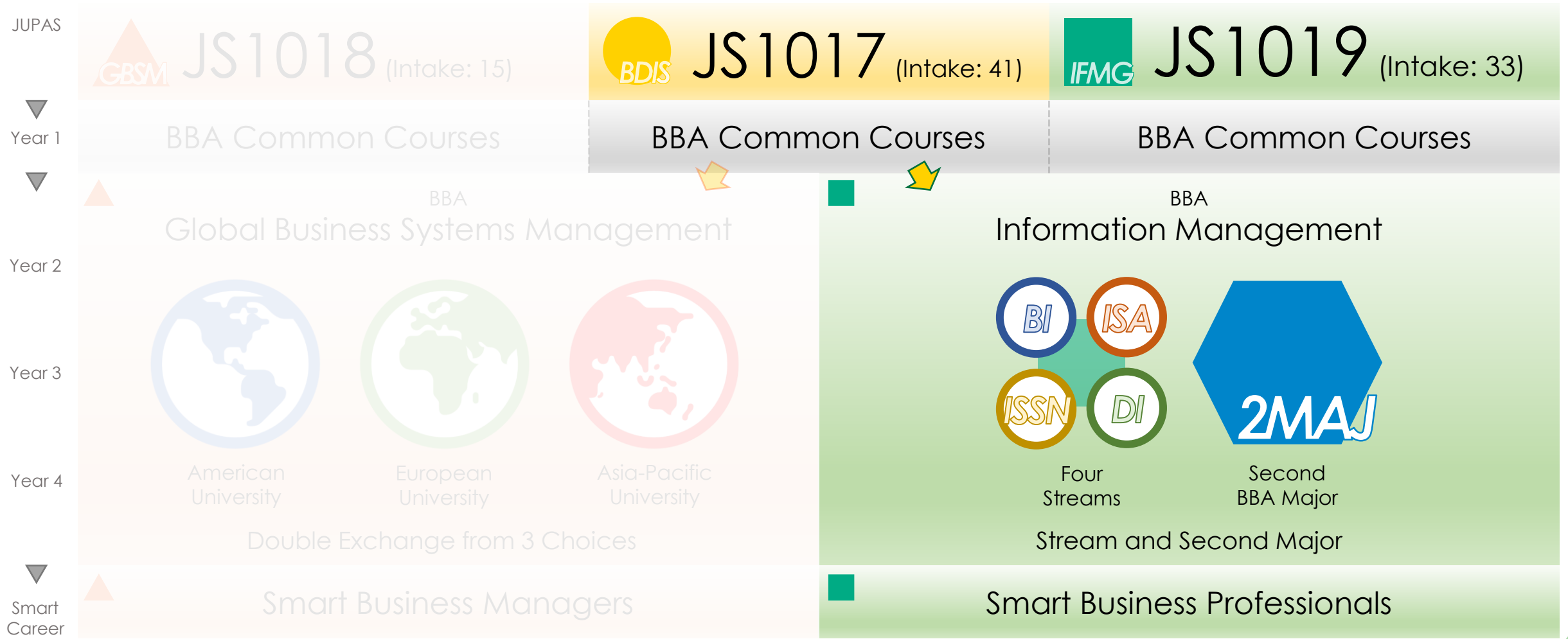
Cloud Services

Reduce infrastructure and
technical prerequisites with
Cloud Services

SMART Technologies

3

BBA IFMG Admission Overview (JUPAS 2020)



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BBA IFMG Double Major Flexibilities

BBA Information Management and Accountancy

- Information Systems Auditing

Accountancy

Management Sciences

- Business Intelligence

BBA Information Management and Business Analysis

IFMG

BBA Information Management and Finance

- Business Intelligence

Economics & Finance

Marketing

- Internet Services and Social Networks

BBA Information Management and Marketing

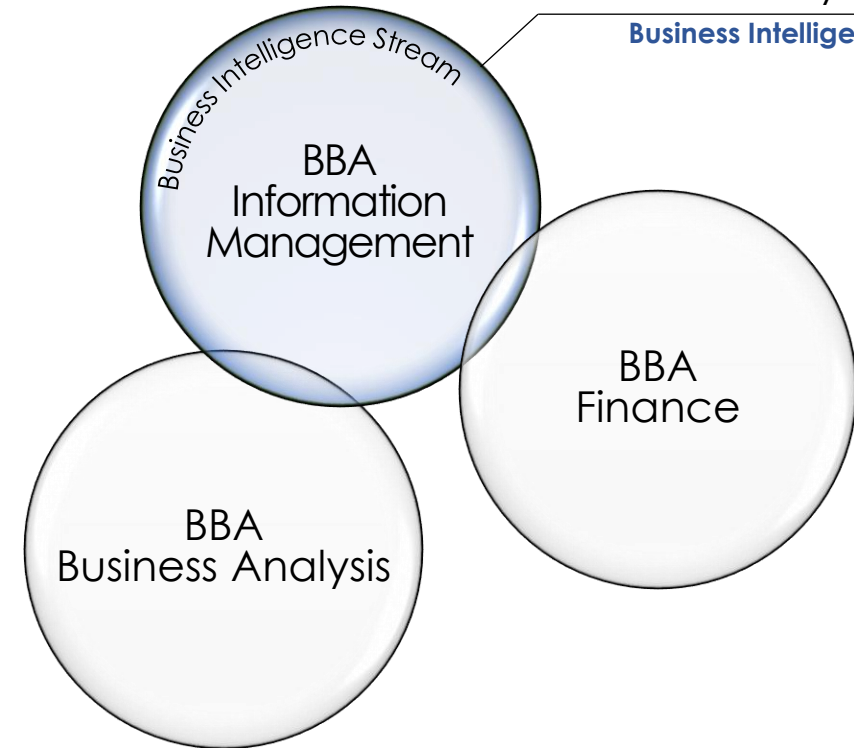
Double Major Synergies

BBA IFMG BI Course Highlights

Business Intelligence Stream

- Techniques for Big Data
IS3100
- Data Visualization
IS4335
- Business Intelligence and Analytics
IS4834

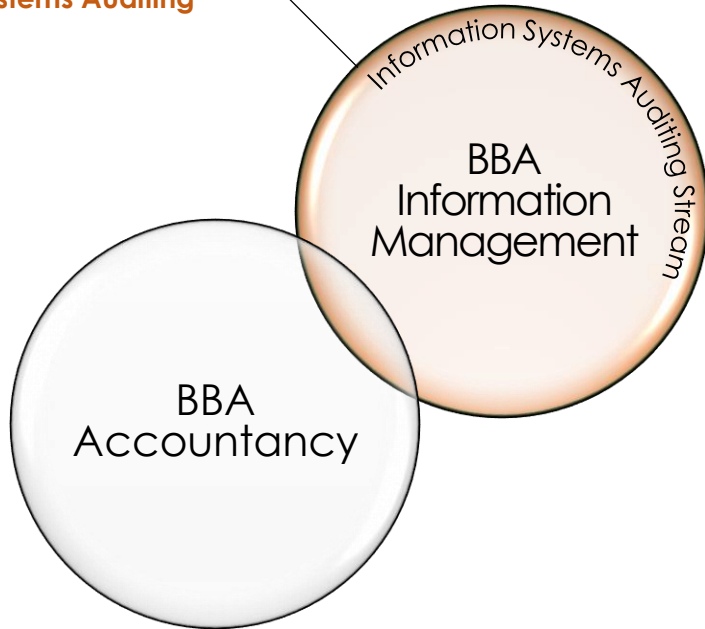
- Big Data & Visualization
 - Python
 - BI & Analytics
- Business Intelligence**



Double Major Option: BBA Information Management and Finance, or BBA Information Management and Business Analysis

BBA IFMG ISA Course Highlights

- Cybersecurity & Audit
 - Governance & Compliance
 - Risk Management
- Information Systems Auditing**



Information Systems Auditing Stream

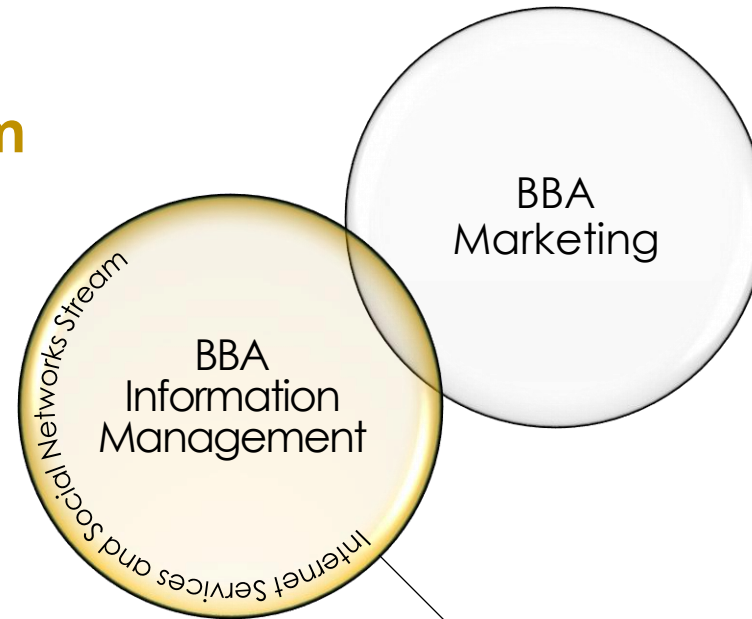
- Cybersecurity for Business
IS3501
- Information Systems Audit
IS4537
- Risk Management and Information Systems Control
IS4543

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



Internet Services and Social Networks

- Digital Marketing & CRM
- Search Engine Optimization
- O2O Services

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**



pwc

- **Associate Risk Assurance**



- **Client Solution Manager**

HKD **18,400**/m

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

Smart Business Professionals

BBA IFMG 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



JS1019 (Intake: 33)



JS1017 (Intake: 41)





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Smart Business: Careers of the Future



Admission Enquiries:

+852 3442 8521

BBAS@cityu.edu.hk

www.cityu.edu.hk/is/BBAS