Smart IS MyCareer

Second Major in Information Management
BBA Cohort 2019

Information Video
https://youtu.be/08RuFcR9bSg
Largest IS Dept in Hong Kong
Both No. of UG Students and No. of Full-Time Staff, 2020

Top 3 Research Output in the World
Association for Information Systems 2020

Information Management
IS
Smart Career
From **Industrial Revolution** to **Coronavirus**

Technologies enable **Disruption**

- Artificial intelligence
- Big Data
- Cloud Services

**SMART Technologies ABC**

**Automation IS Killing Jobs**

**Education from Campus Driven to Student Driven**
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
Synergies with IFMG

BBA Information Management and Accountancy
- Information Systems Auditing

Accountancy

Management Sciences
- Business Intelligence

BBA Information Management and Business Analysis

Economics & Finance
- Business Intelligence

BBA Information Management and Finance

Marketing
- Internet Services and Social Networks

BBA Information Management and Marketing

Double Major Synergies
Second Major in Information Management IFMG

IFMG Second Major consists of 10 courses:

**IFMG Major Requirements: 10 Courses**

- **4 + 1**
  - IFMG Common Cores
  - IFMG Second Major students will be assigned to one of the following streams according to their First Major:
    - **BI** Business Intelligence
    - **ISA** Information Systems Auditing
    - **ISSN** Internet Services and Social Networks

**IFMG Common Cores**
- IS2505 e-Business
- IS3331 Database Management
- IS3430 Systems Analysis and Design
- IS4532 Global Project Management
- **One IS Major Elective**

**IFMG Second Major** students are required to complete a specific course in their First Major.
Declaring IFMG as my second major is the best choice I made. I have a deeper understanding of Business Intelligence which is very important for a FinTech career.

Tina NG
BBA Finance & Information Management Cohort 2018
I have received more internship support and more career choices. ISA courses are also helpful for CISA certification.

John HO
BBA Accountancy & Information Management
Cohort 2018
Internet Services and Social Networks

ISSN Stream for BBA Marketing (MKT)

**IFMG-ISSN Stream Cores**
- IS2502  Social Media and Social Networks
- IS4246  Digital Marketing and Customer Relationship Management
- IS4340  Search Engine Optimization
- IS4538  O2O Services

**Required Elective***
for Marketing First Major (MKT-IFMG-BI)
- MKT3602  Marketing Research

---

I feel so fulfilling. Courses covering analysis techniques and system diagrams are so practical.

Cherry KONG
BBA Marketing & Information Management
Cohort 2018
At A Glance (IFMG Second Major)

► **IFMG Common Cores (4 + 1)**
  - IS2505 e-Business
  - IS3331 Database Management
  - IS3430 Systems Analysis & Design
  - IS4532 Global Project Management
  + 1 x IS Major Elective

► **Business Intelligence**
  - IS2240 Python Programming
  - IS3100 Techniques for Big Data
  - IS4335 Data Visualization
  - IS4834 BI and Analytics

For BBA BANL & BBA FIN (Cohort 2019)

► **Information Systems Audit**
  - IS3501 Cybersecurity for Business
  - IS4435 Governance & Compliance
  - IS4537 Information Systems Audit
  - IS4543 Risk Management & Control

For BBA AC (Cohort 2019)

► **Internet Services and Social Networks**
  - IS2502 Social Media & Social Networks
  - IS4246 Digital Marketing & CRM
  - IS4340 Search Engine Optimization
  - IS4538 O2O Services

For BBA MKT (Cohort 2019)

Requirements and courses may be subject to future review
SmartISMyCareer

- IFMG Past Graduates
  work in the following companies:

- Application Consultant
- Associate Risk Assurance
- Client Solution Manager

(IS Dept. Survey 2019, selected companies only in no specific order)
Second Major in Information Management IFMG

- **Eligibility**: BBAU4 (Cohort 2019), and CGPA > 3.0 (201920 A&B)
- **Intake**: Max. 30
- **Application**: Late-Jun to Mid-Jul (CB Website) Stay tuned for CB announcement
- **Interview**: Late-Jul (if needed)

**Statistics**

<table>
<thead>
<tr>
<th>IFMG Stream</th>
<th>BI</th>
<th>ISA</th>
<th>ISSN</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBA Cohort 2018</td>
<td>11</td>
<td>18</td>
<td>12</td>
<td>41</td>
</tr>
</tbody>
</table>
Second Major in Information Management
BBA Cohort 2019

Information Video
YouTube
https://youtu.be/08RuFcR9bSg

Enquiries
Dr Joseph KONG
LAU 6-233
+852 3442 7537 (with WhatsApp)
slkong@cityu.edu.hk