Smart IS MyCareer

Second Major in
Information Management

BBA Cohort 2019

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

Department of
Information Systems

CityU
香港城市大學
City University of Hong Kong

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

Business

Tech

Information
Management
IS
Smart Career

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Our BBA Majors

SMART PEOPLE for SMART BUSINESS

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From **Industrial Revolution** to **Coronavirus**
Technologies enable **Disruption**

Artificial intelligence

Big Data

Cloud Services

SMART Technologies ABC

Automation
IS
Killing Jobs
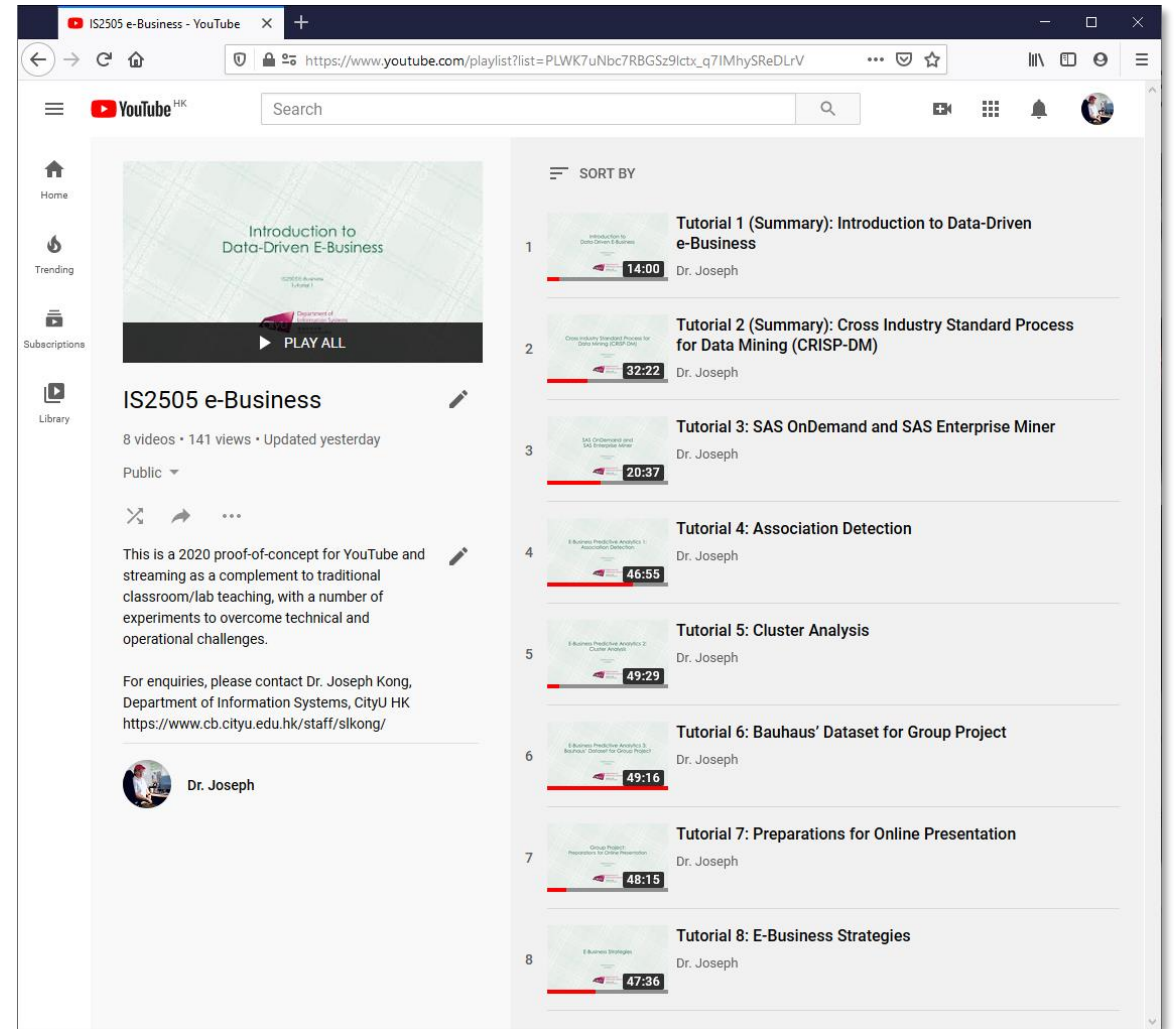
Education from **Campus Driven**
to **Student Driven**

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

IFMG

BBA Information Management and Finance

- Business Intelligence

Economics & 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**	**+**	**4** **Stream** **Cores**	**+**	**1** **Required** **Elective***

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 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 Second Major students are required to complete a specific course in their First Major

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Business Intelligence

BI Stream for
BBA Business Analysis (BANL)
BBA Finance (FIN)

IFMG-BI Stream Cores

IS2240 Python Programming for Business

IS3100 Techniques for Big Data

IS4335 Data Visualization

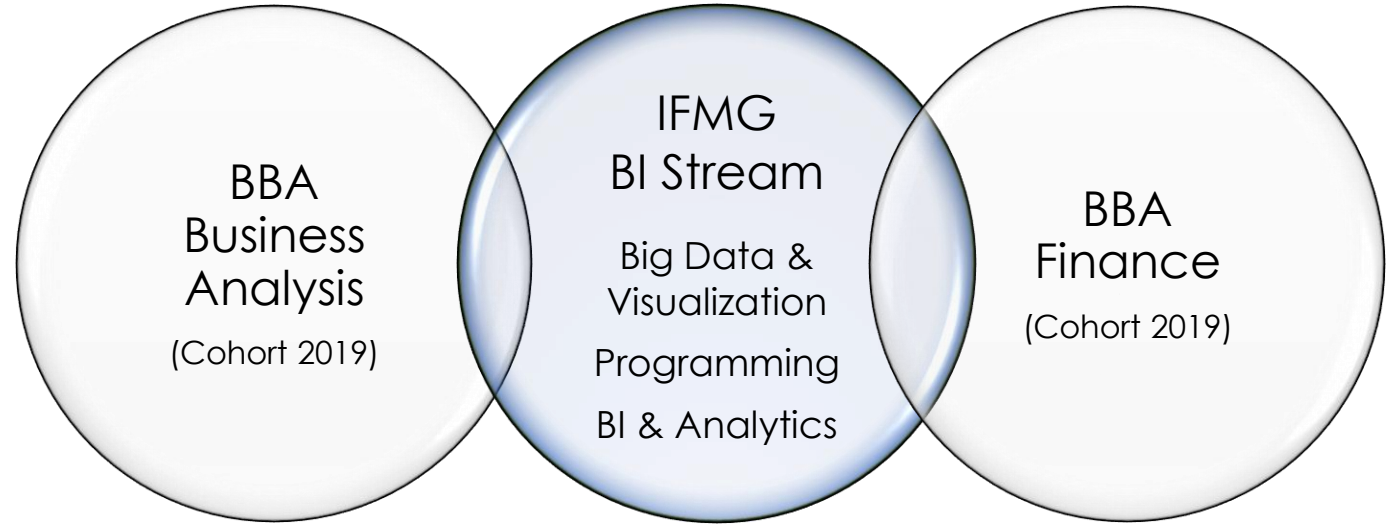IS4834 Business Intelligence and Analytics

Required Elective*

for Business Analysis First Major (BANL-IFMG-BI)

MS3111 Quantitative Business Analysis with VBA

for Finance First Major (FIN-IFMG-BI)

EF4313 Corporate Finance

BBA
Business
Analysis
(Cohort 2019)

IFMG
BI Stream
Big Data &
Visualization
Programming
BI & Analytics

BBA
Finance
(Cohort 2019)

" 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

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Information Systems Auditing

ISA Stream for
BBA Accountancy (AC)

**IFMG-ISA Stream Cores**

IS3501   Cybersecurity for Business

IS4435   Governance & Regulatory Compliance
         for Financial Information Systems

IS4537   Information Systems Audit

IS4543   Risk Management and Information
         Systems Control

Required Elective*

for Accountancy First Major (AC-IFMG-BI)

AC4251   Taxation and Tax Planning

BBA Accountancy (Cohort 2019)

IFMG ISA Stream — Cybersecurity & Audit — Governance & Compliance — Risk Management
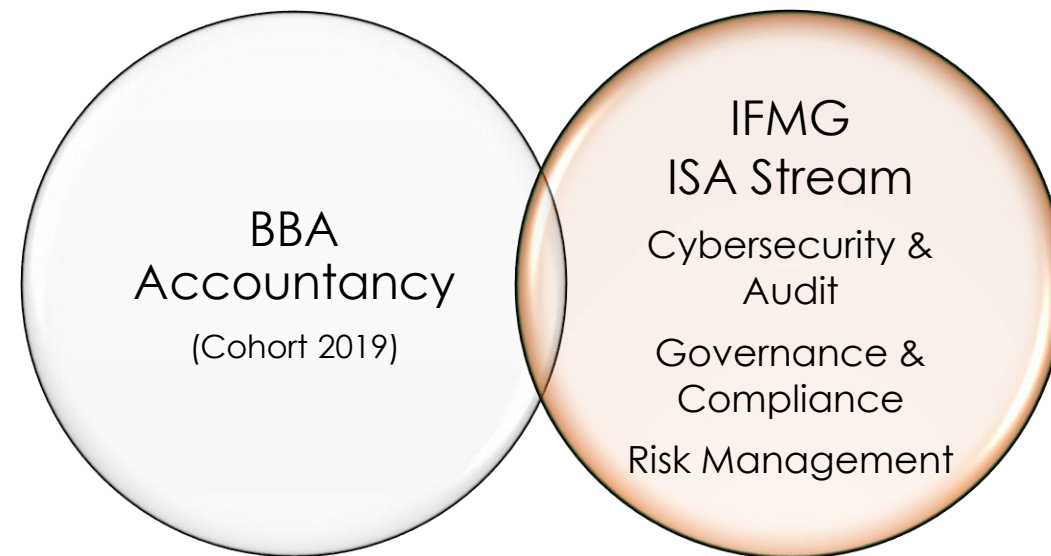
" I have received more internship support and more career choices. ISA courses are also helpful for CISA certification. "

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

BBA Marketing (Cohort 2019)

IFMG ISSN Stream

Digital Marketing & CRM

Search Engine Optimization

O2O Services
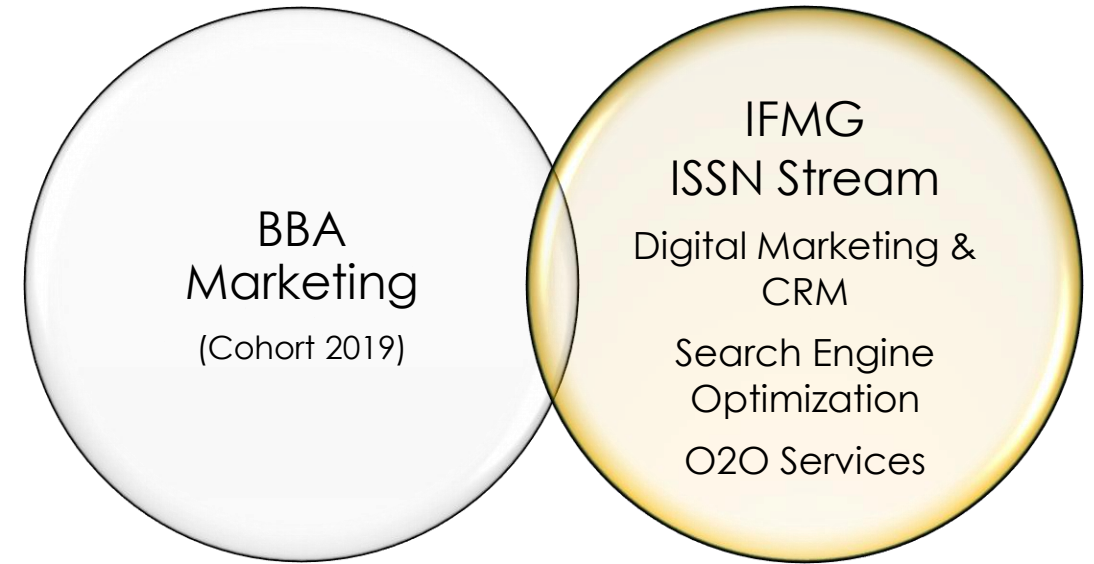
" I feel so fulfilling. Courses covering analysis techniques and system diagrams are so practical.

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

Information Systems Audit

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

For BBA AC (Cohort 2019)

Business Intelligence

- IS2240 Python Programming
- IS3100 Techniques for Big Data
- IS4335 Data Visualization
- IS4834 BI and Analytics

For BBA BANL & BBA FIN (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

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Smart**IS**MyCareer

IFMG Past Graduates
work in the following companies:

IBM
- **Application Consultant**

pwc
- **Associate Risk Assurance**

facebook.
- **Client Solution Manager**

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

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- **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**

IFMG Stream	BI	ISA	ISSN	Total
BBA Cohort 2018	11	18	12	41

College of Business
Most Popular Second Major
BBA Cohort 2018

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Information Videos and Enquiries
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