



Department of
Information Systems

香港城市大學
City University of Hong Kong

SMART PEOPLE FOR SMART BUSINESS

- JS1017** Department of Information Systems
(options: BBA Global Business Systems Management,
BBA Information Management)
- JS1018** BBA Global Business Systems Management
- JS1019** BBA Information Management



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– Careers of the Fut

About Us

www.cityu.edu.hk/is

Established in 1990, the Department of Information Systems (IS) in City University of Hong Kong (CityU) is one of the largest IS department in the world.

Our faculty members undertake research in the areas of social media and social networks, mobile and electronic commerce, big data analytics and intelligence, artificial intelligence for business, management of cloud services, IT-based innovation and management, information privacy and security, and FinTech.

Our students apply artificial intelligence, big data analytics, cloud services, and digital transformation (ABCD) for business innovations. They change the way of doing business.

Worldwide Recognition

Department of
Information Systems, CityU

1st in
AISA

Association for Information
Systems (AIS)
Research Rankings
2018–2020

Department of
Information Systems, CityU

3rd in the
WORLD

UTD Top 100 Business School
Information Systems
Research Rankings
2015–2020

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SMART BUSINESS

@CityU IS

- Hong Kong is an international business centre with over 50% GDPs from the four key industries of financial services, tourism, trading and logistics, and professional and producer services.
- The advancement of information technologies in artificial intelligence, big data analytics, cloud services, and digital transformation (ABCD) have created major impacts on every business sectors in Hong Kong.
- At Department of Information Systems, our graduates are competent to apply ABCD technologies for business innovations.





Artificial Intelligence



92%

Companies are using AI to
automate routine tasks

Big Data Analytics



75%

Executives of large companies
use big data analytics for
decision making

Cloud Services



76%

Businesses are satisfied with
their cloud-based services

Digital Transformation



72%

Companies are undergoing
digital transformation



JS1017

Department of Information Systems (options: BBA Global Business Systems Management, BBA Information Management)

— nurtures smart people for smart business

Start Your Career Here

- Our students are competent in technology areas of artificial intelligence, big data analytics, cloud services, and digital transformation (ABCD). They apply ABCD technologies for business innovations.
- By the end of year one, students will choose from one of the two majors, i.e., BBA Global Business Systems Management (GBSM) and BBA Information Management (IFMG).



Year 1	JS1018	JS1017	JS1019
Year 2 Year 4	GBSM Core Courses		IFMG Stream Courses
	Two Overseas Exchange		Options For Second Major
Smart Career	Smart Business Managers		Smart Business Professionals

Aims of the Programme

- Department of Information Systems aims to prepare students with the latest knowledge and skills in modern business and information technologies, e.g., artificial intelligence, big data analytics, cloud services, and digital transformation (ABCD).
- All BBA Information Management students have flexibilities to earn a double major in BBA Information Management and Accountancy, BBA Information Management and Finance, BBA Information Management and Marketing, etc.

What You Will Be Studying

Students will complete common core courses in the College of Business. They will choose either GBSM or IFMG as their home major.



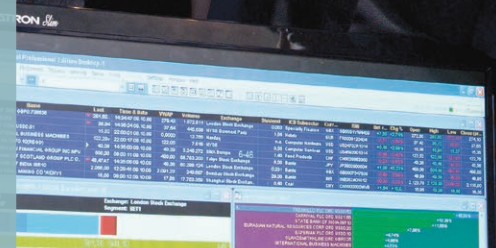
JS1018

BBA Global Business Systems Management (GBSM)

— nurtures smart business managers

Start Your Career Here

An increasing number of new economic companies like AAAP (Amazon, Apple, Alphabet, Facebook) and BAT (Baidu, Alibaba, Tencent) are using Hong Kong as a platform to support their business in the mainland China and the Asia-Pacific region. This has created a great demand for smart business managers trained in Hong Kong to work in those new economic companies and financial institutions in Hong Kong.





Aims of the Major

- BBA Global Business Systems Management (GBSM) aims to nurture smart business managers with knowledge and skills of global business, information technology and finance.
- Our students are required to complete two semester-long overseas exchange studies in recognized universities in Europe, America or Asia-Pacific regions.
- Our graduates are well-equipped with communication, problem-solving, data analytics, and other business/ technology skills. They are in high demand in new economic companies and financial institutions in Hong Kong.

What You Will Be Studying

- Global Business Knowledge.
- Communication and Presentation Skills.
- Innovation, Business Model, and IS Strategy.
- AI, Big Data Analytics, Cloud Services, and Digital Transformation (ABCD).
- Consulting, Project Management, and Entrepreneurship.
- Capital Markets, Financial Systems, Markets and Instruments.



JS1019

BBA Information Management (IFMG)

— nurtures smart business professionals

Start Your Career Here

BBA Information Management aims to equip students with competent knowledge and skills of applying artificial intelligence, big data analytics, cloud services, and digital transformation (ABCD) for business innovations. Our students change the way of doing business in Hong Kong and the region.

Our students have flexibilities to earn a double major in BBA Information Management and Accountancy, BBA Information Management and Finance, BBA Information Management and Marketing, etc.



Aims of the Major

- BBA Information Management (IFMG) aims to nurture smart business professionals.
- Our graduates are well-equipped with adequate knowledge and skills in advanced information technologies of social media and social networks, mobile apps and 5G, artificial intelligence, big data analytics, cloud services, and digital transformation (ABCD). They change the way of doing business.
- They are in high demand in business sectors like financial and professional services (e.g., auditing, banking and FinTech), with great careers of the future.
- Selected students can apply for the CityU Talents Programme. They will be able to earn a bachelor's degree (3-year) plus a master's degree (1-year) in four years of study at CityU.

What You Will Be Studying

There are four streams in BBA IFMG:

- Business Intelligence (BI)
 - Database management, business programming in Python, big data and data visualization, machine learning for business.
- Information Systems Auditing (ISA)
 - Information security and privacy, cybersecurity for business, information systems audit, risk management.
- Internet Services and Social Networks (ISSN)
 - Social media and social networks, O2O services, Search Engine Optimization (SEO), digital marketing and customer relationship management, project management.
- Data Informatics (DI)
 - Business programming, business intelligence and analytics, analytics using SAS, probability and applications in business.



**VALUABLE
EXPERIENCE**



The Department organizes study tours and company visits to help students gain practical experience with new economic companies and have a better understanding of the smart city initiatives. The Department also sets up IS Smart Business Scholarships and Assistantships to support students with various smart business activities, including internship opportunities, undergraduate research, consulting projects, and recognized competitions for innovation.

Student Exchange Programmes

Global Exchange Experience

Student exchange programmes help you to communicate and interact with colleagues from different cultural backgrounds.

Financial support is available for eligible students to participate in the programmes with 150 renowned institutions across 6 continents.



Global Exchange Partners

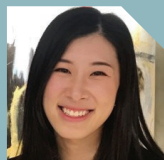
Europe	Copenhagen Business School, Denmark
	University of Warwick, United Kingdom
North America	Carnegie Mellon University, USA
	University of British Columbia, Canada
Australia	Australian National University, Australia
	University of New South Wales, Australia
Asia	National University of Singapore, Singapore
	Tsinghua University, PRC

GBSM Graduates



**Valent
CHEUNG**

JPMorgan Chase & Co.
Corporate Analyst



**Julia
CHOI**

Ernst & Young
Design Strategist



**Queena
QIU**

Apple
*Partner/Alliance Spec in
Business Development*



**Bruce
WAN**

Bank of China (Hong Kong) Ltd
Corporate Banking Manager



**Elton
LAU**

Accenture
*Business & Integration
Architecture Specialist*



**Christy
ZENG**

Bloomberg LP
Equity Advance Specialist

IFMG Graduates



**Christy
LAM**

IBM
Application Consultant



**Jerry
ZHANG**

Facebook
Business Director, Greater China



**Jeremy
LEUNG**

BNP Paribas Securities Services
Graduate Analyst



**Evena
LAU**

JPMorgan Asset Management
Associate



**Rebecca
LI**

Ernst & Young
Senior, Technology Risk Advisory



**Tommy
LEUNG**

Goldman Sachs
Associate, Internal Audit



Financial Aids

To nurture smart people for smart business, the Department offers the following IS Smart Business Scholarships and Assistantships to help students with their successful careers of the future.

IS Smart Business Scholarships for newly admitted, first year and other years students.

IS Smart Business Assistantships for internships, undergraduate research, consulting projects, and recognized competitions for innovation.

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Admission Requirements for JUPAS Applicants

Year of Entry	2022
Mode of Funding	Government funded
Minimum Entrance Requirements	4 Core , i.e. Eng (Lv3), Chin (Lv3), Maths (Lv3), LS (Lv2), + Best 2 Elective Subjects (Lv3)
Programme Website	www.cityu.edu.hk/is/BBAIS
Facebook	BBAIS CityU
LinkedIn	BBAIS CityU
Admissions Tutor	Tania LAU ✉ tania.lau@cityu.edu.hk ☎ (852) 3442 8522
General Enquiries	✉ BBAIS@cityu.edu.hk ☎ (852) 3442 8521 ☎ (852) 3442 8522 📷 BBAIS_CityU 🗣 BBAIS_CityU



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