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
SMART BUSINESS
– Careers of the Future
Established in 1990, the Department of Information Systems (IS) is one of the six departments in the College of Business, City University of Hong Kong (CityU).

The Department undertakes 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 (AI), big data and cloud services technologies for business innovations. They change the way of doing business.

Worldwide Recognition

City University of Hong Kong
48th in the WORLD
QS World University Rankings 2021

College of Business
36th in the WORLD
UTD Top 100 Business School Research Rankings 2015–2019

Department of Information Systems
3rd in the WORLD
UTD Top 100 Business School Information Systems Research Rankings 2015–2020
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 social media and social networks, mobile applications and 5G, artificial intelligence, big data analytics and cloud services have created major impacts on every business sectors in Hong Kong.

At Department of Information Systems, our graduates are competent to apply modern information technologies for business innovations.
Artificial Intelligence

- 92% Companies are using AI to automate routine tasks

Cloud Services

- 76% Businesses are satisfied with their cloud-based services

Blockchain

- 72% B2B transactions use Blockchain to improve trust

Data Analytics

- 75% Executives of large companies use big data analytics for decision making
Our students are competent in technology areas of social media and social networks, mobile applications and 5G, artificial intelligence, big data analytics and cloud services. They apply modern information 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).
Aims of the Programme

- Department of Information Systems aims to prepare students with the knowledge and skills in both information technologies and business areas, e.g., accounting, economics and finance, marketing, management and management sciences.
- 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 or BBA Information Management and Business Analysis.

What You Will Be Studying

- Operations Management, Management, Information Management, Marketing.
- Major courses in GBSM or IFMG.
An increasing number of new economic companies like AAAF (Amazon, Apple, Alphabet, Facebook) and BAT (Baidu, Alibaba, Tencent) are using Hong Kong as a platform to support their business in 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 the pillar financial and consulting companies 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, Internet 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 the pillar financial and consulting companies in Hong Kong.

What You Will Be Studying

- Global Business Knowledge.
- Language and Culture Knowledge.
- Innovation, Business Model, and IS Strategy.
- AI, Big Data and Cloud Services.
- Consulting, Project Management, and Entrepreneurship.
BBA Information Management (IFMG) — nurtures smart business professionals

Start Your Career Here
To support the Government’s Smart City Blueprint for the better future of Hong Kong, the BBA Information Management aims to equip students with competent knowledge and skills of applying innovative technologies for business innovations, our students change the way of doing business in Hong Kong and the region.

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 or BBA Information Management and Business Analysis.
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.

Aims of the Major

- BBA Information Management (IFMG) aims to nurture smart business professionals.
- Our students have flexibilities of choosing streams from Business Intelligence (BI), Information Systems Auditing (ISA), Internet Services and Social Networks (ISSN), and Data Informatics (DI).
- 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, and cloud services, 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.
VALUABLE EXPERIENCE
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.

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 in smart city related work experience, undergraduate research training, and recognized competitions for innovation.

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

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<thead>
<tr>
<th>Name</th>
<th>Company/Role</th>
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<tbody>
<tr>
<td>Valent CHEUNG</td>
<td>JPMorgan Chase &amp; Co. Corporate Analyst</td>
</tr>
<tr>
<td>Julia CHOI</td>
<td>Ernst &amp; Young Design Strategist</td>
</tr>
<tr>
<td>Queena QIU</td>
<td>Apple Partner/Alliance Spec in Business Development</td>
</tr>
<tr>
<td>Bruce WAN</td>
<td>Bank of China (Hong Kong) Ltd Corporate Banking Manager</td>
</tr>
<tr>
<td>Elton LAU</td>
<td>Accenture Business &amp; Integration Architecture Specialist</td>
</tr>
<tr>
<td>Christy ZENG</td>
<td>Bloomberg LP Equity Advance Specialist</td>
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### IFMG Graduates

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<th>Name</th>
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<tbody>
<tr>
<td>Christy LAM</td>
<td>IBM Application Consultant</td>
</tr>
<tr>
<td>Jerry ZHANG</td>
<td>Facebook Business Director, Greater China</td>
</tr>
<tr>
<td>Jeremy LEUNG</td>
<td>BNP Paribas Securities Services Graduate Analyst</td>
</tr>
<tr>
<td>Evena LAU</td>
<td>JPMorgan Asset Management Associate</td>
</tr>
<tr>
<td>Rebecca LI</td>
<td>Ernst &amp; Young Senior, Technology Risk Advisory</td>
</tr>
<tr>
<td>Tommy LEUNG</td>
<td>Goldman Sachs Associate, Internal Audit</td>
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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 related to the Smart City Blueprint, undergraduate research, and recognized competitions for innovation.
Admission Requirements for JUPAS Applicants

Year of Entry: 2021
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
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General Enquiries: BBAIS@cityu.edu.hk (852) 3442 8521
BBAIS_CityU