



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



SMART BUSIN

– Careers of the Fut

About Us

www.cityu.edu.hk/is

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 innovative technologies for business innovations. They change the way of doing business.

Worldwide Recognition

City University of
Hong Kong

52nd in the
WORLD

QS World University
Rankings
2020

College of
Business

38th in the
WORLD

UTD Top 100 Business School
Research Rankings
2014–2018

Department of
Information Systems

3rd in the
WORLD

UTD Top 100 Business School
Information Systems
Research Rankings
2015–2019

ESS
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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 social media and social networks, mobile applications and 5G, big data analytics, artificial intelligence 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 advanced information systems/ information technologies for business innovations.





Social Networks



76%

Businesses use social media for business objectives

Mobile Apps and 5G



72%

Enterprises use smart mobile devices to improve productivities

Analytics (Big Data / AI)



75%

Executives of large companies use big data analytics for decision making

Cloud Services



92%

Businesses are satisfied with their cloud-based services

A young man with short brown hair, wearing a blue button-down shirt, is smiling and looking at a laptop screen. He is sitting at a wooden desk in a classroom or office environment. In the background, other students are blurred, suggesting a busy, collaborative learning space. The overall lighting is bright and modern.

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 social media and social networks, mobile applications and 5G, big data analytics, artificial intelligence and cloud services. They apply advanced information systems/ 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).



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 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

- Introduction to Financial Accounting, Introduction to Managerial Accounting, Business Statistics.
- Operations Management, Management, Information Management, Marketing.
- Microeconomics, Macroeconomics, Financial Management, Strategy and Policy.
- Major courses in GBSM or IFMG.



JS1018

BBA Global Business Systems Management (GBSM)

— nurtures smart business managers

Start Your Career Here

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 skill. They are in high demand in new economic companies and the pillar financial and consulting companies in Hong Kong.

What You Will Be Studying

- Business Knowledge.
- Language and Culture Knowledge.
- Innovation, Business Model, and IS Strategy.
- Cutting-edge Technology and Analytics Knowledge.
- Consulting, Project Management, and Entrepreneurship.

A person with dark hair is seen from behind, sitting at a desk and working on a computer. The background is a bright, out-of-focus window showing green foliage. The text is overlaid on a yellow-green semi-transparent shape on the left side of the image.

JS1019

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.



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, big data analytics, artificial intelligence, 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.

What You Will Be Studying

There are four streams in BBA IFMG:

- Business Intelligence (BI)
 - Database management, business programming, big data and data visualization, business intelligence and analytics.
- 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, predictive analytics and forecasting.



**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 in smart city related work experience, undergraduate research training, 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

Alumni Sharing



Elton LAU

Intern, Alibaba Group

The internship experience at Alibaba not only broadened my horizons, but also inspired me to find the courage and determination to pursue my dream and start my own business.



Queena QIU

Partner/Alliance Spec in Business Development, Apple

I love exploring different innovative technologies and love communicating with people from diverse backgrounds. GBSM gave me a global horizon and experience towards work. I really appreciate on what I learned from GBSM and IS family, where I made the most amazing 4 years in my life!



Bruce WAN

Global Corporate Banking Relationship Manager, Bank of China (Hong Kong)

The GBSM courses have greatly enriched my knowledge in the new economic business and improved my analytical and project management skills. The two overseas exchange experience also enabled myself to have global thinking and developed my networking at the banking industry.



Jerry ZHANG

Client Solutions Analyst, Facebook

IFMG Major equipped me with skills of using the Internet services and social networks to change the business with innovation and technologies. The Department also provides various scholarships and financial supports for students to get internship opportunities locally and globally. My overseas exchange experience in USA and South Africa helped me to gain soft skills and global vision, which are important for working in a global new economic company.



Minter CHEUNG

Analyst, Enterprise Risk Services (ERS), Deloitte

IFMG major courses helped me to get certifications with information systems auditing and risk management. These knowledge and skills enabled me to have choices to work as an analyst in Deloitte Enterprise Risk Services.



Terrence LEUNG

Analyst, Nomura – Investment Bank

One of my major achievements was to collect, organize and process information from different databases, using big data and business intelligence techniques to facilitate the work of hundreds of traders and investment bankers in 6 regional offices.



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 recognised competitions for innovation.

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Admission Requirements for JUPAS Applicants

Year of Entry	2020
Mode of Funding	Government funded
Minimum Entrance Requirements	4 Core , i.e. Eng (Lv 3), Chin (Lv 3), Maths (Lv 3), LS (Lv 2), + Best 2 Elective Subjects (Lv 3)
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) 5643 8169 ☎ BBAIS_CityU 🗣 BBAIS_CityU

