



Department of
Information Systems

香港城市大學
City University of Hong Kong

SMART PEOPLE FOR SMART BUSINESS

- JS1017** Intelligent Information Systems
(Majors: BBA Global Business Systems Management /
BBA Artificial Intelligence in Business)
- JS1018** BBA Global Business Systems Management
- JS1019** BBA Artificial Intelligence in Business



SMART BUSINESS
– Careers of the Future



About Us

www.cityu.edu.hk/is

Established in 1990, the Department of Information Systems (IS) in City University of Hong Kong (CityUHK) 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, CityUHK

1st in
ASIA

Association for Information
Systems (AIS)
Research Rankings
2021–2025

Department of
Information Systems, CityUHK

7th in the
WORLD

UTD Top 100 Business School
Information Systems
Research Rankings
2023–2025

SMART BUSINESS

@CityUHK 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 generative AI to revolutionize the way businesses operate for better efficiency and productivity

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



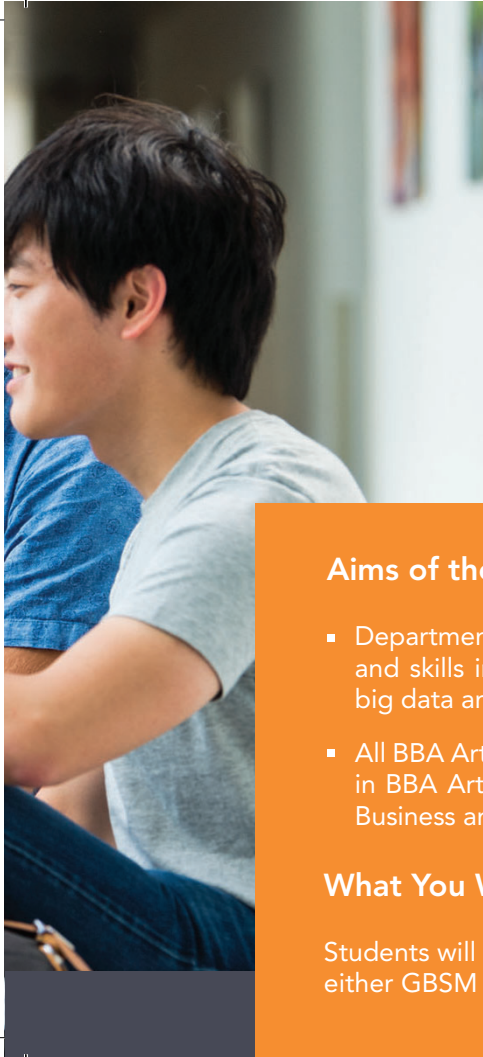
JS1017

Intelligent Information Systems (Majors: BBA Global Business Systems Management / BBA Artificial Intelligence in Business)

— 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 Artificial Intelligence in Business (AIB).



Year 1	JS1018	JS1017	JS1019
Year 2 Year 4	GBSM Core Courses		AIB 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 Artificial Intelligence in Business students have flexibilities to earn a double major in BBA Artificial Intelligence in Business and Accountancy, BBA Artificial Intelligence in Business and Finance, BBA Artificial Intelligence in Business 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 AIB as their home major.




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 will 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.

A photograph of a person with dark hair, seen from the back, sitting at a desk and working on a computer. The person is wearing a blue shirt. The background is a blurred green, suggesting an indoor setting with large windows. The image is framed by a dark grey border with small white corner markers.

JS1019

BBA Artificial Intelligence in Business (AIB)

— nurtures smart business professionals

Start Your Career Here

BBA Artificial Intelligence in Business 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 graduates change the way of doing business in Hong Kong and the region.

Our students have flexibilities to earn a double major in BBA Artificial Intelligence in Business and Accountancy, BBA Artificial Intelligence in Business and Finance, BBA Artificial Intelligence in Business and Marketing, etc.



Aims of the Major

- BBA Artificial Intelligence in Business (AIB) 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.

What You Will Be Studying

There are four streams in BBA AIB:

- **Business Intelligence (BI)**
Large language models, 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, digital marketing and customer relationship management, project management.
- **Data Informatics (DI)**
Business programming, business intelligence and analytics, analytics using SAS, probability theory in decision making.



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 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



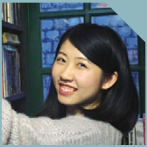
**Valent
CHEUNG**

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



**Ivan
HO**

Ernst & Young
Senior Consultant



**Sofia
WONG**

HSBC
Technology Graduate Trainee

AIB Graduates



**Christy
LAM**

IBM
Application Consultant



**Cyrus
WONG**

Amazon Web Services
Solutions Architect



**Kevin
SUEN**

HK Exchanges and Clearing Ltd
Data Scientist, AVP



**Evena
LAU**

JPMorgan Asset Management
Associate



**Rebecca
LI**

Ernst & Young
Senior, Technology Risk Advisory



**Carl
WONG**

Morgan Stanley
Project Manager



Financial Aids

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

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

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Mode of Funding	Government funded
Programme Website	www.cityu.edu.hk/is/BBAIS
Facebook	BBAIS CityU
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