JS1017   Department of Information Systems
(options: BBA Global Business Systems Management,
BBA Information Management)

JS1018   BBA Global Business Systems Management

JS1019   BBA Information Management

Admission Requirements for JUPAS Applicants

Mode of Funding	Government funded
Minimum Entrance Requirements	**4 Core**, i.e. Eng (Lv3), Chin (Lv3), Maths (Lv3), CS (Attained) **+ 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
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Department of
Information Systems
香港城市大學
City University of Hong Kong

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SMART
PEOPLE
FOR
SMART
BUSINESS

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SEPTEMBER 2024 VERSION

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 (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
2019–2023

Department of
Information Systems, CityU

5th in the
WORLD

UTD Top 100 Business School
Information Systems
Research Rankings
2017–2024

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 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

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

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).

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 AAAF (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 high technology 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 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.

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 graduates 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 accelerating programs. They can complete a BBA in Information Management (3.5 years in CityU) and a Master in Computer (1 year) in National University of Singapore. Some top students can also finish a 4 year BBA+Master degrees in 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.
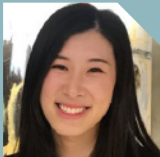

Global Exchange Partners

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

Ivan HO
Ernst & Young
Senior Consultant

Sofia WONG
HSBC
Technology Graduate Trainee

IFMG 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 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.