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 BUSINE
– Careers of the Futu

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About Us

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
2019–2024

Department of
Information Systems, CityUHK

5th in the **WORLD**

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

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 artifical intelligence, big data analytics, cloud services, and digital transoformation (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 *
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— 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).*

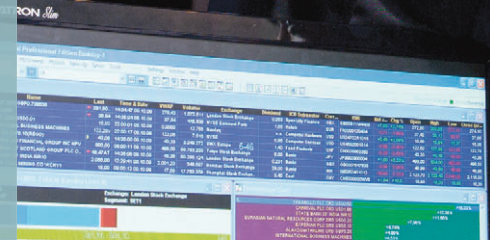| Year 1	JS1018	JS1017	JS1019
Year 2 I Year 4	GBSM Core Courses		AIB Stream Courses
	Two Overseas Exchange		Options For Second Major
Smart Career	Smart Business Managers		Smart Business Professionals

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.

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 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

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

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.

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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JS1019   BBA Artificial Intelligence in Business *

             * Revised programme names subject to University's approval

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Mode of Funding	Government funded
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