The Hong Kong SAR Government published the Smart City Blueprint for the future of Hong Kong in December 2017. The vision of the blueprint is to embrace innovation and technology to build a world-famed Smart Hong Kong characterised by a strong economy and high quality of living. Its mission is to make the business, people and government more digitally enabled and technology savvy, and to enable the business to capitalise on Hong Kong’s renowned business-friendly environment to foster innovation.
Department of Information Systems (IS) at CityU is committed to nurture smart people for smart business with careers of the future. To support the Government’s Smart City Blueprint for the better future of Hong Kong, our two majors, BBA Global Business Systems Management (GBSM) and BBA Information Management (IFMG), are designed to equip students with adequate knowledge and skills in managing and developing smart business solutions.
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 online business services 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.

JS1004
BBA Global Business Systems Management (GBSM) — nurtures future smart business managers

Start Your Career Here

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
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.

What You Will Be Studying

There are three streams in BBA IFMG:
- Business Intelligence (BI)
- Information Systems Auditing (ISA)
- Internet Services and Social Networks (ISSN)