




# BBA (Hons) – Information Systems and e-Business Management Concentration ISEM

The **Information Systems and e-Business Management (ISEM)** concentration of the BBA (Hons) Programme meets the needs of e-business revolution taken place in Hong Kong and the threats imposed by the ever-changing technology.

Our concentration nurtures students with a broad knowledge of information systems auditing, digital business management, as well as applications of cutting-edge technologies and innovations. Graduates will have the life-long learning ability to meet the changing needs of a society which is rapidly transforming into a services-led and knowledge-based economy.

## State-of-the-art Curriculum





Wide range of courses covering different areas of ISEM study and other trending domains:

- IS auditing and control 
- Innovation and digital business 
- Fintech and business analytics 
- Big data, analytics and mobile apps



## Practical Learning



Hands-on experience with:

- E-marketing tool 
- Data analysis technique  
- Systems modelling process 



## Professional Recognition

Aligned with the ISACA Model Curriculum:

- Students will be well-equipped for the CISA examination 
- Graduates benefit from reduced work experience requirement (from 5 years to 2 years) to become certified IS auditors 



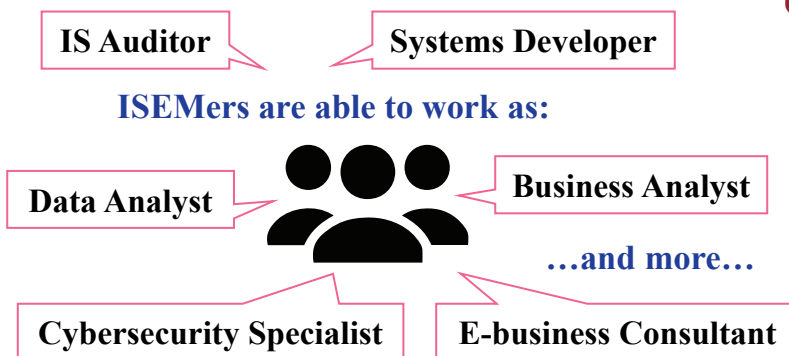
## Networking and Development Activity

- ISACA Student Group
- Case competition
- Mentorship program
- Firm visit



## Internship and Career Opportunity

- Exposure to diverse industries
- Promising paths and remuneration



**IS Auditing** Deloitte 德勤 pwc EY KPMG

**Telecommunication, Risk & Compliance Control**

HSBC 恒生銀行 HANG SENG BANK DBS 星展銀行 BEA 東亞銀行

**System Development & IT Support**

MTR 港鐵 CLP 中電 FUJITSU ONEPLACE

**Innovation & Digital Business**

和利鋼鐵有限公司 WO LEE STEEL CO LTD MEDIACOM 西九文化區管理局 West Kowloon Cultural District Authority

FIRSTPAGE Fletrix KASHOW YOUNI VIRTUE HONG KONG

**Consulting, FinTech & Analytics**

GMD 智易 LI & FUNG 众安保險 One Arrow Consulting Johnson & Johnson gini PRINT-RITE

We offer a wide range of **courses in different areas of ISEM study** that students can freely choose based on their interests, for example:

- Courses in **Information Systems Auditing and Control** prepare students for the CISA examination and the career of IS auditors. Our curriculum is aligned with the ISACA Model Curriculum for IS Audit and Control. Because of the curriculum alignment, the work experience requirement of becoming a certified IS auditor will be reduced from 5 years to 2 years for our graduates.
- Courses in **Innovation and Digital Business** prepare students to utilize the latest digital technologies to drive innovations both inside and outside organizations or to start up new ventures. Students will learn not only the ways to enable digital transformation of existing businesses and create new digital businesses but also the hands-on technologies involved, such as apps development, mobile user experience design, machine learning for data analysis, cybersecurity solutions, etc.
- Courses in **Fintech and Business Analytics** prepare students to face the challenges in the rapidly changing financial industry. Besides learning new ways to do business in different domains of the financial industry, students will understand the technical mechanisms, such as blockchain and machine learning behind the new business models. Our courses will also discuss the policy and regulatory implications of disruptive technologies and new business models.

**LAM Yu Chun Chris**

Position: Industrial Placement Trainee  
Department: HSBC Technology & Services, Asia Pacific  
Company: The Hongkong and Shanghai Banking Corporation Limited (HSBC)



Overall speaking, it was a fruitful and meaningful year for me working in this multi-national giant. I have learned what I expected to gain here, including the IT procedures in banks as well as the technical skills and knowledge in IT networking areas. Besides performing business as usual tasks, I also got a chance to participate in telecommunication related projects.

Taking a gap year internship is a big decision. It took me some time to think about whether I should go ahead with it or not. I believe the working experience a gap year internship could offer would be more solid and remarkable compared to that of a summer internship. When you start to see that there are 30 to 40 years of work ahead of you, spending one year to try and experience a profession is indeed a very attractive option.



**MO Tsz Lok Rosella**

Position: Associate Consultant for IT & FinTech Industry  
Department: Corporate Services  
Company: One Arrow Consulting Asia Limited (OAC)

It was my honor serving as the Associate Consultant at OAC, where I was given rich opportunities to explore the Corporate Services field, so that I could integrate the skills and knowledge learnt from my major of study - Information Systems and e-Business Management with my interest - Human Resources.

I have taken part in the recruitment and selection process of many client companies and assisted them in sourcing talents for junior to senior positions. Not only have I advanced my skills in utilizing different software like Customer

Relationship Management Systems and Microsoft Excel but also my ability to troubleshoot technical problems on electronic devices.

With this internship opportunity, I have identified my career aspiration to devote myself to the Human Resources field involving Information Systems. This should be a good start to further my prior learning and experience, keep my interest going, and realize my strength to handle people- and task-oriented duties.

# Information Systems and e-Business Management

## >> Internship >> Student Sharing



### **CHENG Wing Hei Wing**

Position: Project Coordinator

Department: Marketing and Customer Experience Department

Company: Oneplace Limited

As a Project Coordinator in Oneplace Limited, I had to handle multiple projects on systems development, e-commerce, and website design. My responsibilities included website content updating, quality control, research, executing user acceptance test, and liaising with interested parties of the projects such as end users and technical teams.

For successful completion of these tasks, several project management skills are needed, for example, communication, leadership, and personal organization.

Moreover, it is important to have a strong business mind.

During the internship period, I discovered that my greatest strength is project management and I was passionate about every duty in this area - from narrowing down the gap between users and technical teams to learning the different business models. I am grateful that my workplace supervisor has commended me for my high level of communication skills and pro-active attitude which are the essential attributes of project management.

### **CHAN Ka Kit Billy**

Position: Summer Intern - AML Compliance

Department: Retail Risk and Compliance Control Department

Company: The Bank of East Asia Limited (BEA)



The days I worked at BEA were valuable and enjoyable. I was not only learning about anti-money laundering (AML) skills but also meeting friends from various universities and banks. Indeed, this was my first internship in my university life. I tried to apply the logical skills learnt from Information Systems and e-Business Management to my work, and it made me understand the job nature and duties in an easy way.

Through this internship, I developed a clear mindset about the banking industry and got a real-life work practice to enrich my professional experience. The best part of my internship is to meet friends and my very nice supervisor. They brought me not only the knowledge of AML but also the interpersonal communication skills. This helps me to equip myself with a competitive edge. All in all, this internship is an unforgettable experience. I truly enjoy it!