



Bachelor of Science in
Information Management
A201

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BSc(IM)
Programme Director





WELCOME!!



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Why Faculty of Education, HKU?



PROFESSIONAL JOBS SUMMITS RANKINGS

Rank	Name	No. of FTE Students	No. of students per staff	International Students	Female:Male Ratio
1	Stanford University United States Explore	15,845	7.5	22%	42 : 58
2	Harvard University United States Explore	20,326	8.9	26%	n/a
3	University of Oxford United Kingdom Explore	20,409	11.2	38%	46 : 54
4	University of Hong Kong Hong Kong Explore	18,364	18.0	42%	54 : 46

Ranked 4th in education in
**THE World University Rankings
2018**



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Why BSc(IM)?

- a UGC-funded programme which targets the fastest growing sector of the modern economy, namely the “information sector”;
- accredited by CILIP, an organization for the information, knowledge management and library profession;
- teaching staff with years of local & international teaching & industry experience in information studies;
- opportunities to interact with expert practitioners as well as alumni;
- academic exchange opportunities;
- scholarship & bursaries available.



Why BSc(IM) so special?

- First such degree programme offered by a local university
- Programme tailored to unique needs of HK information industry
- Acts both as a first professional qualification & a stepping-stone to further education



What did students/ graduates say?

Betty Cheuk, current student

It was an amazing experience to study in this two-year BSc(IM) programme. The programme provides both theoretical and practical knowledge. The teachers are responsive and experts in different fields. Their valuable experiences helped a lot in my summer internship. We were given chances to work in different organizations to equip us with soft skills for working in a real-life situation. The summer internship has played a crucial role in paving my career path.



What did students/ graduates say?



Marcus Lung, current student

I chose BSc(IM) primarily because I have had a strong interest in pursuing my career in the IT industry. This programme not only equips me with a solid foundation of knowledge in the field of information management, but also helps me redefine and better pursue my career objectives.



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What did students/ graduates say?

Kary Hui, graduate

The BSc(IM) programme makes me who I am today. It not only developed my professional knowledge in the field of information management, but also gave me the opportunity to explore the workplace as well as the world through internship and exchange studies. I am grateful for being one of the BSc(IM) graduates!



More sharing can be found at

<http://web.edu.hku.hk/programme/bsim/share>



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Aims

Designed to prepare graduates to:

- be informed, reflective practitioners in the information age
- develop information leadership capacities that can be used in a wide variety of professional environments



Programme features

- Extends over 2 academic years of FT study
- Face-to-face coursework, combined with flexible online delivery
- Interaction with IM industry through professional experience (internship)
- Opportunity for in-depth research in final year project



Eligibility and intake quota

Candidates holding a recognized full-time Higher Diploma or Associate Degree programme in any disciplines of at least two years duration in Hong Kong are eligible.

Since 2005, more than 300 students have graduated. The intake quota for 2018-19 is 50.



Programme Structure

	1st Year (in credits)	2nd Year (in credits)	Total (in credits)
IM Core Courses	30 (includes Internship in the summer)	18 (includes Final Year Project)	48
IM Elective Courses	12	12	24
Lang. Enhancement	6	--	6
Common Core Courses	12 (in 2 different areas of inquiry)	--	12
Free Electives	--	30	30
Total	60	60	120



Programme Structure (cont)

	Year 3		
	1 st Semester	2 nd Semester	
IM Core Courses	BSIM3001 BSIM3004	BSIM3017 BSIM3023	BSIM3003 (arranged in summer)
IM Elective Courses	--	<u>Select 2 out of 5</u>	
		BSIM3006 BSIM3010	BSIM3014 BSIM3021 BSIM3035
Common Core Courses	1 CCC	1 CCC	
Lang. Enhancement	--	CAES9420	
	30 credits	30 credits	

- Students can take not more than 36 credits in one semester
- Students who wish to opt for a minor may be required to take additional study load so as to fulfil the minor requirement.



Core Courses

IM Core Courses (8 Courses in total, @ 6 credits)

BSIM3001 Information management foundations

BSIM3003 Professional experience

BSIM3004 Information retrieval

BSIM3017 Database systems

BSIM3023 Information Organisation & Content Management

BSIM4011 Project management

BSIM4020 Information society issues & policy

BSIM4999 Project (capstone)



Elective Courses

IM Elective Courses (Select 4 out of 11, @ 6 credits)	Strand
BSIM3006 Knowledge management	KM
BSIM3010 Digital libraries: principles & applications	Library
BSIM3014 User-based systems analysis	IT
BSIM3021 Web development, users & management	IT
BSIM3025 Multimedia and human-computer interaction	IT/Business
BSIM4012 Records management	Library
BSIM4018 Data warehousing & data mining	KM
BSIM4019 Electronic commerce	Business
BSIM4022 Management information systems	Business
BSIM4024 Fundamentals of object-oriented programming	IT
BSIM4026 Introduction to statistics and quantitative data analysis	IT/ KM



Articulation

- Articulate to MSc(LIM): with 5 specialist strands to choose from, namely Librarianship, Information management, Knowledge management, Archives and records management, and Data science.
- Some MSc(LIM) courses are open for BSc(IM) senior students as free elective and possible advanced standing be granted for articulate to MSc(LIM), in accordance with regulations
- The MSc(LIM) courses include the following fields:
 - ❖ Information resources and services (Librarianship / IM)
 - ❖ Organisational learning (KM)
 - ❖ Information behaviour (Librarianship/ IM)
 - ❖ Archival principles and practices (Archives and records management)
 - ❖ Data curation (Data science)



BSIM3003 Professional Experience (PE)

– Purpose

- Apply knowledge into practice
- Students engage in supervised practical experience with one or more information management related tasks in an organization.

– Placement

- Placement will normally be arranged through the PE Coordinator, though students are encouraged to look for their own placement organization.

– Supervisors

- Academic supervisor
- Workplace supervisor



Sample host organizations

- Clifford Chance
- Deacons
- Deloitte Touche Tohmatsu
- Gratia Christian College
- Hong Kong Design Institute
- Hong Kong Monetary Authority
- Hospital Authority
- IKEA Hong Kong
- Latham & Watkins
- Leisure & Cultural Services Dept.
- Nanyang Technological University Library
- National Museum of China
- National Taiwan Normal University, Taiwan
- National Taiwan University, Taiwan
- PMQ Management Co. Ltd.
- Pearson Education Asia Ltd.
- The Hong Kong Police Force
- etc



Career prospects

- Analyst, Deloittes HK
- Area Sales Manager, Neutrik
- Assistant HR Manager, HSBC
- Information Research Officer, Sing Dao Daily
- Assistant Library, Leisure & Cultural Services Dept.
- Marketing Executive, Advanced Card Systems
- Management Trainee, Canon HK Co. Ltd.
- Business Development Manager, Hewlett-Packard
- Online Market Manager, Double Up Media
- KE Executive, Deacons HK
- Web Programmer, Tiebusa Ltd.
- Consultant, UBS



Student profile (2017 intake)

From

- Community College, CityU
- SCS, CUHK
- CIE, HKBU
- SPACE, HKU
- Community College, PolyU



Student profile (2017 intake)

- Business
- Journalism
- Food health
- Hotel management
- HR
- Legal studies
- Leisure & tourism management
- Library and information management
- Network & systems administration
- Sports and recreation management



Admissions requirements

- With good GPA
- Satisfactory language & communication skills
→ IELTS/ TOEFL preferred
- Leadership and life experience could be considered → 1-2 pages summary preferred
- Prefer applicants placing BSIM as **1st choice**
- Interview for shortlisted applicants → late Feb to early March 2018



Application information

- Apply through the **Direct Admissions Scheme (DAS)** only. Do not select non-JUPAS!
- DAS Prog. code: **A201**
- Apply by **noon, November 16, 2017** (Main round)
- Admissions details can be found at

<http://www.aal.hku.hk/admissions/international/admissions-information?page=direct-admissions-scheme>

- Programme website

<http://web.edu.hku.hk/programme/bsim>



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Hope to see you soon!



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