



**Bachelor of Science in
Information Management
A201**

**Dr Gary Wong
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	15,878	7.4	23%	43 : 57
2	Harvard University United States	20,595	9.1	26%	48 : 52
3	University of California, Berkeley United States	36,468	13.2	17%	51 : 49
4	University of Hong Kong Hong Kong Explore	18,122	18.1	43%	54 : 46

**Ranked 4th in education in
THE World University Rankings
2019**



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Retrieved on Oct 10, 2019: <https://www.timeshighereducation.com/world-university-rankings/2019/subject-ranking/education#survey-answer>

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;
- Faculty is the only member iSchools member in HK;
- 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.



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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?

Molly Cheung, current student



I have gained more than expected in the BSc(IM) programme. It equipped me with the professional knowledge in both information management and technology skills. Apart from academic knowledge, the programme provides me opportunities like internship programmes and elective courses which widen my horizons. The most joyful moment is that I and my classmates have won the Common Core X U-Vision video contest, and the University Museum and Art Gallery, HKU has exhibited our works! All these must be valuable to my personal development.



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What did students/ graduates say?

Nicole Chow, graduate

I would not say merely that these two years could make me become an expert in information management, but they have indeed brought some unexpected changes too. Thanks to the BSc(IM) programme, which developed my professional knowledge and offered me valuable opportunities to practise what I have learnt from the courses through internship, tutorials and diversified in-class activities, I have started to get to know myself as a learner and face my weaknesses. I highly recommend this programme to students who are interested in Library, Business, and Information Studies.



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What did students/ graduates say?

Joey Leung, graduate



The programme provides theoretical knowledge and practical experience. All lecturers are continually supportive. I had a wonderful time in a Taiwan academic library during my placement. It proved to be greatly beneficial to my career.

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
- Minor in interested field



Eligibility and intake quota

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

Since 2005, more than 390 students have graduated. The intake quota for 2020-2021 is 40.



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 4</u> BSIM3014 BSIM3021	BSIM3025 BSIM4024
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

Not all elective courses will necessarily be offered every year.



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Articulation

- Possible articulation to MSc(LIM): with 4 specialist strands to choose from, namely Librarianship, Information management, Knowledge 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:
 - ❖ Data science and learning analytics (Data science)
 - ❖ Information resources and services (Librarianship / IM)
 - ❖ Information behaviour (Librarianship/ IM)
 - ❖ Organisational learning (KM)



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

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



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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 (2019 intake)

From

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



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Student profile (2019 intake)

- Arts
- Business
- Communication, public relations & journalism
- Creative media
- Information Technology
- Legal Executives
- Logistics and transport
- Library and information management
- Nutrition and food management
- Sport and recreation management
- Sport coaching and sport performance



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Admissions requirements

- With good GPA
- Satisfactory language & communication skills
→ IELTS/ TOEFL preferred
- Leadership and life experience → 1-2 pages summary preferred
- Prefer applicants placing BSIM as **1st choice**
- Interview for shortlisted applicants → late Feb to early March 2020



Application information

- Apply through “**Admissions to Senior Year Places (Direct Admissions Scheme)**”.
- DAS Prog. code: **A201**
- Apply by **noon, December 4, 2019** (Main round)
- Late application is accepted before **noon, July 15, 2020**.
- Admissions details can be found at
<https://www.aal.hku.hk/admissions/international/admissions-information?page=direct-admissions-scheme>
- Programme website
<https://web.edu.hku.hk/programme/bsim>





Hope to see you soon!



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