Bachelor of Science in Information Management A201

Dr Gary Wong
BSc(IM)
Programme Director
WELCOME!!

Faculty of Education
The University of Hong Kong
## Why Faculty of Education, HKU?

<table>
<thead>
<tr>
<th>Rank</th>
<th>Name</th>
<th>United States</th>
<th>No. of FTE Students</th>
<th>No. of students per staff</th>
<th>International Students</th>
<th>Female:Male Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Stanford University</td>
<td>United States</td>
<td>15,878</td>
<td>7.4</td>
<td>23%</td>
<td>43 : 57</td>
</tr>
<tr>
<td>2</td>
<td>Harvard University</td>
<td>United States</td>
<td>20,595</td>
<td>9.1</td>
<td>26%</td>
<td>48 : 52</td>
</tr>
<tr>
<td>3</td>
<td>University of California, Berkeley</td>
<td>United States</td>
<td>36,468</td>
<td>13.2</td>
<td>17%</td>
<td>51 : 49</td>
</tr>
<tr>
<td>4</td>
<td>University of Hong Kong</td>
<td>Hong Kong</td>
<td>18,122</td>
<td>18.1</td>
<td>43%</td>
<td>54 : 46</td>
</tr>
</tbody>
</table>

Ranked 4th in education in THE World University Rankings 2019

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.
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.
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.
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
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
• Minoring 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

<table>
<thead>
<tr>
<th></th>
<th>1&lt;sup&gt;st&lt;/sup&gt; Year (in credits)</th>
<th>2&lt;sup&gt;nd&lt;/sup&gt; Year (in credits)</th>
<th>Total (in credits)</th>
</tr>
</thead>
<tbody>
<tr>
<td>IM Core Courses</td>
<td>30 (includes Internship in the summer)</td>
<td>18 (includes Final Year Project)</td>
<td>48</td>
</tr>
<tr>
<td>IM Elective Courses</td>
<td>12</td>
<td>12</td>
<td>24</td>
</tr>
<tr>
<td>Lang. Enhancement</td>
<td>6</td>
<td>--</td>
<td>6</td>
</tr>
<tr>
<td>Common Core Courses</td>
<td>12 (in 2 different areas of inquiry)</td>
<td>--</td>
<td>12</td>
</tr>
<tr>
<td>Free Electives</td>
<td>--</td>
<td>30</td>
<td>30</td>
</tr>
<tr>
<td>Total</td>
<td>60</td>
<td>60</td>
<td>120</td>
</tr>
</tbody>
</table>
### Programme Structure (cont)

<table>
<thead>
<tr>
<th></th>
<th>1&lt;sup&gt;st&lt;/sup&gt; Semester</th>
<th>2&lt;sup&gt;nd&lt;/sup&gt; Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>IM Core Courses</strong></td>
<td>BSIM3001 BSIM3004</td>
<td>BSIM3017 BSIM3023</td>
</tr>
<tr>
<td></td>
<td>(arranged in summer)</td>
<td>BSIM3003</td>
</tr>
<tr>
<td><strong>IM Elective Courses</strong></td>
<td>--</td>
<td>Select 2 out of 4</td>
</tr>
<tr>
<td></td>
<td></td>
<td>BSIM3014 BSIM3021 BSIM3025 BSIM4024</td>
</tr>
<tr>
<td><strong>Common Core Courses</strong></td>
<td>1 CCC</td>
<td>1 CCC</td>
</tr>
<tr>
<td><strong>Lang. Enhancement</strong></td>
<td>--</td>
<td>CAES9420</td>
</tr>
<tr>
<td></td>
<td><strong>30 credits</strong></td>
<td><strong>30 credits</strong></td>
</tr>
</tbody>
</table>

- 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)**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSIM3001</td>
<td>Information management foundations</td>
</tr>
<tr>
<td>BSIM3003</td>
<td>Professional experience</td>
</tr>
<tr>
<td>BSIM3004</td>
<td>Information retrieval</td>
</tr>
<tr>
<td>BSIM3017</td>
<td>Database systems</td>
</tr>
<tr>
<td>BSIM3023</td>
<td>Information Organisation &amp; Content Management</td>
</tr>
<tr>
<td>BSIM4011</td>
<td>Project management</td>
</tr>
<tr>
<td>BSIM4020</td>
<td>Information society issues &amp; policy</td>
</tr>
<tr>
<td>BSIM4999</td>
<td>Project (capstone)</td>
</tr>
</tbody>
</table>
## Elective Courses

**IM Elective Courses (Select 4 out of 11, @ 6 credits)**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Strand</th>
</tr>
</thead>
<tbody>
<tr>
<td>BSIM3006</td>
<td>Knowledge management</td>
<td>KM</td>
</tr>
<tr>
<td>BSIM3010</td>
<td>Digital libraries: principles &amp; applications</td>
<td>Library</td>
</tr>
<tr>
<td>BSIM3014</td>
<td>User-based systems analysis</td>
<td>IT</td>
</tr>
<tr>
<td>BSIM3021</td>
<td>Web development, users &amp; management</td>
<td>IT</td>
</tr>
<tr>
<td>BSIM3025</td>
<td>Multimedia and human-computer interaction</td>
<td>IT/Business</td>
</tr>
<tr>
<td>BSIM4012</td>
<td>Records management</td>
<td>Library</td>
</tr>
<tr>
<td>BSIM4018</td>
<td>Data warehousing &amp; data mining</td>
<td>KM</td>
</tr>
<tr>
<td>BSIM4019</td>
<td>Electronic commerce</td>
<td>Business</td>
</tr>
<tr>
<td>BSIM4022</td>
<td>Management information systems</td>
<td>Business</td>
</tr>
<tr>
<td>BSIM4024</td>
<td>Fundamentals of object-oriented programming</td>
<td>IT</td>
</tr>
<tr>
<td>BSIM4026</td>
<td>Introduction to statistics and quantitative data analysis</td>
<td>IT/ KM</td>
</tr>
</tbody>
</table>

*Not all elective courses will necessarily be offered every year.*
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
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
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
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!