Bachelor of Science in Information Management
A201

Dr Gary Wong
Programme Director
WELCOME!!
**Why Faculty of Education, HKU?**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Name</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>15,878</td>
<td>7.4</td>
<td>23%</td>
<td>43:57</td>
</tr>
<tr>
<td>2</td>
<td>Harvard University</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>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>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;
• taught mainly by staff of Division of I&TS which is the member of iSchools;
• 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?

Vivian Chung, current student

The BSc(IM) programme provides me fruitful learning experience with a variety of courses. I can select courses under different domains according to my interest and ability. It is a good platform for me to develop my career plan as well as to nurture my skills. I am very happy to be hired by a high-profile multinational corporation as a summer intern.
What did students/graduates say?

Nicole Chow, current student

The BSc(IM) programme provides me fruitful learning experience with a variety of courses. I can select courses under different domains according to my interest and ability. It is a good platform for me to develop my career plan as well as to nurture my skills. I am very happy to be hired by a high-profile multinational corporation as a summer intern.
What did students/graduates say?

Isaac Tai, graduate

BSc(IM) programme is a comprehensive and practical programme which offers students all-round development. Knowledge covered in this programme is derived from traditional librarianship combined with the modern information management, knowledge which is frequently used in all walks of life. Studying in BSc(IM) allows students to develop their critical thinking and cultivate essential analytical ability. BSc(IM) is a fundamental programme for all professions. Graduates perfectly fulfill market demands and they can be confident to further their studies and their professional career path.

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 340 students have graduated. The intake quota for 2019-20 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><strong>IM Core Courses</strong></td>
<td>30 (includes Internship in the summer)</td>
<td>18 (includes Final Year Project)</td>
<td>48</td>
</tr>
<tr>
<td><strong>IM Elective Courses</strong></td>
<td>12</td>
<td>12</td>
<td>24</td>
</tr>
<tr>
<td><strong>Lang. Enhancement</strong></td>
<td>6</td>
<td>--</td>
<td>6</td>
</tr>
<tr>
<td><strong>Common Core Courses</strong></td>
<td>12 (in 2 different areas of inquiry)</td>
<td>--</td>
<td>12</td>
</tr>
<tr>
<td><strong>Free Electives</strong></td>
<td>--</td>
<td>30</td>
<td>30</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>60</td>
<td>60</td>
<td>120</td>
</tr>
</tbody>
</table>
## Programme Structure (cont)

<table>
<thead>
<tr>
<th>Course Type</th>
<th>Year 3</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1&lt;sup&gt;st&lt;/sup&gt; Semester</td>
</tr>
<tr>
<td>IM Core Courses</td>
<td>BSIM3001, BSIM3004</td>
</tr>
<tr>
<td></td>
<td>BSIM3003</td>
</tr>
<tr>
<td>IM Elective Courses</td>
<td>--</td>
</tr>
<tr>
<td></td>
<td>BSIM3006, BSIM3010</td>
</tr>
<tr>
<td>Common Core Courses</td>
<td>1 CCC</td>
</tr>
<tr>
<td>Lang. Enhancement</td>
<td>--</td>
</tr>
<tr>
<td></td>
<td>30 credits</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

<table>
<thead>
<tr>
<th>IM Core Courses (8 Courses in total, @ 6 credits)</th>
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</thead>
<tbody>
<tr>
<td>BSIM3001 Information management foundations</td>
</tr>
<tr>
<td>BSIM3003 Professional experience</td>
</tr>
<tr>
<td>BSIM3004 Information retrieval</td>
</tr>
<tr>
<td>BSIM3017 Database systems</td>
</tr>
<tr>
<td>BSIM3023 Information Organisation &amp; Content Management</td>
</tr>
<tr>
<td>BSIM4011 Project management</td>
</tr>
<tr>
<td>BSIM4020 Information society issues &amp; policy</td>
</tr>
<tr>
<td>BSIM4999 Project (capstone)</td>
</tr>
</tbody>
</table>
## Elective Courses

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

• Articulate 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:
  ❖ Information resources and services (Librarianship / IM)
  ❖ Organisational learning (KM)
  ❖ Information behaviour (Librarianship/ IM)
  ❖ 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

- 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 (2018 intake)

From

• Community College, CityU
• SCS, CUHK
• CIE, HKBU
• SPACE, HKU
• Community College, PolyU
• IVE
Student profile (2018 intake)

• Aviation studies
• Business
• Communication, public relations & journalism
• Creative and interactive media production
• Hotel management
• HR
• Legal studies
• Library and information management
• Sports and recreation management
• Tourism and events 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 2019
Application information

• Apply through “Admissions to Senior Year Places (Direct Admissions Scheme)”.
• DAS Prog. code: A201
• Apply by noon, November 20, 2018 (Main round)
• Late application is accepted before noon, July 15, 2019.
• 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

Faculty of Education
The University of Hong Kong
Hope to see you soon!
Q & A