MASTER OF SCIENCE IN
INFORMATION SYSTEMS
MANAGEMENT

Building a Solid Foundation for Business Innovations
Established in 1991, the School of Business and Management at the Hong Kong University of Science and Technology (HKUST Business School) is young, dynamic and well respected for the quality of its programs and the impact of its research.

We were the first business school in the region to be awarded accreditation by both the US-based Association to Advance Collegiate Schools of Business (AACSB International) and the European Quality Improvement System (EQUIS). The degrees offered by the HKUST Business School are recognized and respected worldwide.

The HKUST Business School is recognized as "Asia's youngest but most respected business school" (Financial Times). Our programs are known for their cutting edge design and delivery, and are consistently ranked among the very best in the world by international media.
The Economist
“One of the world’s best qualified faculties...”

Financial Times
EMBA Rankings 2007, 2009-2013, 2016-2017
World’s No. 1
Kellogg-HKUST
EMBA Program

Financial Times
Global MBA Rankings 2010-2014, 2016
Asia’s No. 1
HKUST MBA Program

University of Texas at Dallas
Research Rankings since 2005
Asia’s No. 1

“Asia’s youngest but most respected business school”
Every business worldwide has to invest in technology in order to maintain its competitive edge, with effective management of technological innovations as essential to businesses as are accounting or finance. Companies today need managers who can understand how technology can open new opportunities and restructure existing businesses.

The Master of Science in Information Systems Management (MSciSM) program is designed precisely with this in mind. Our curriculum combines technical knowledge courses with insightful courses focused on technology management.

Our aim is to nurture a new generation of leaders who can capitalize on the growing importance of a variety of technology-enabled innovations to expand the boundaries of business and gain competitive advantage in our increasingly interconnected global economy.
The program is designed for business executives who want to harness technology for their companies’ competitiveness and professionals pursuing career advancement and management expertise. This is not a technical degree; studies are focused on management of technology functions and staff.

The MScISM Program aims at providing solid postgraduate management training which enables business and non-business students to harness various forms of technology-enabled business innovations. On this basis, students gain insightful perspectives and management skills from a wide spectrum of thematic courses. To keep abreast with the latest technology innovations, students will attend enrichment talks by leading business practitioners, who generously share their personal and professional experience. With this training and exposure, graduates from this program will learn how to initiate innovative IT business solutions and move their careers along at a faster pace.
Full-time program can be completed in one year while the part-time program can be completed in two years. Courses are conducted on the HKUST Clear Water Bay campus.

1-year Full-time Sample Schedule (Tentative)

<table>
<thead>
<tr>
<th>Term</th>
<th>Month</th>
<th>No. of courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall</td>
<td>Sep – Dec</td>
<td>8 (16 credits)</td>
</tr>
<tr>
<td>Spring</td>
<td>Feb – May</td>
<td>7 (14 credits)</td>
</tr>
<tr>
<td>Total:</td>
<td></td>
<td>15 (30 credits)</td>
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</table>

2-year Part-time Sample Schedule (Tentative)

<table>
<thead>
<tr>
<th>Term</th>
<th>Month</th>
<th>No. of courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 1</td>
<td>Fall</td>
<td>4 (8 credits)</td>
</tr>
<tr>
<td></td>
<td>Spring</td>
<td>4 (8 credits)</td>
</tr>
<tr>
<td>Year 2</td>
<td>Fall</td>
<td>4 (8 credits)</td>
</tr>
<tr>
<td></td>
<td>Spring</td>
<td>3 (6 credits)</td>
</tr>
<tr>
<td>Total:</td>
<td></td>
<td>15 (30 credits)</td>
</tr>
</tbody>
</table>
The curriculum provides you with the necessary technical knowledge and managerial perspectives to be a leader in innovating with advanced technology. The interdisciplinary design of the curriculum suits the need of both technical and non-technical professionals.

Both full-time and part-time students are required to complete a minimum of 30 credits to graduate. The curriculum consists of core courses, required courses, and elective courses.

### 1. Core Courses (12 Credits)

- Big Data Analytics
- Computer and Internet Security Management*
- Electronic Commerce and Web Analytics
- Information Strategy and Management
- Project Management**
- Technology and Innovation Management

### 2. Required Courses (0 – 6 Credits)

Students with insufficient background in information systems, computer science or engineering are required to take the following courses:

- Applied Network Management*
- Fundamentals of Database Management
- Information Systems Development Methodologies

### 3. Elective Courses (12 – 18 Credits)

- Business Modeling with VBA
- Business Simulation and Strategic Decisions
- Deep Learning Business Applications with Python
- Digital and Social Media Strategy
- ERP and Enterprise Systems Management
- Financial Technology for Business Professionals
- Information Systems Assurance and Forensic Investigation
- Information Systems Auditing
- Outsourcing Management
- Privacy Management in the Digital Age
- Protecting Business Innovations
- Technology Consulting
- Technology Entrepreneurship

Note: The list of elective courses is subject to change.

* Students with CISSP, CISM or GCIH certification may apply for course substitution

** Students with PMP certification may apply for course substitution

# Students with CCNA certification may apply for course substitution
Course Descriptions

CORE COURSES

Big Data Analytics
This course introduces the key concepts and applications of business analytics in the world of Big Data. Example business problems to be solved analytically include customer relationship management, financial trading, social media marketing, search engine strategy, etc. Hands-on experience with popular data analytical tools will be included.

Computer and Internet Security Management
In-depth study of information systems security in business organizations. Basic principles and functions of secure systems reviewed; management policy, plans and programs discussed.

Electronic Commerce and Web Analytics
This course offers essential knowledge and tools for managers of e-business. Topics include e-commerce models, web analytics, Internet marketing, Internet pricing and strategy, web-based personalization, online-intermediaries, etc.

Information Strategy and Management
Examination of economic principles of information systems strategy, highlighting application of economics and management principles to the unique environment of information services and information-enabled competition.

Project Management
This course covers the essential project management skills to ensure successful implementation of high-technology projects. Topics include investment decisions, resource planning, budgeting, scheduling, outsourcing, and risk assessment and control, as major components of the PMBOK (Project Management Body of Knowledge).

Technology and Innovation Management
This course provides a comprehensive introduction to Technology and Innovation Management from strategic perspectives and addresses key issues such as technology and innovation decision making, open innovation system, lead user innovation, intellectual property portfolio management, and national innovation system. Specifically, it will highlight how technology can facilitate corporate innovation.

REQUIRED COURSES

Applied Network Management
This course provides an overview of the basic networking management principles and concepts. Both theoretical knowledge and practical training in applications of network management (e.g. Cisco) are included.

Fundamentals of Database Management
Introduction to database management systems with emphasis on business applications. Technical and administrative considerations in database implementation. Students implement a business system using a commercial-off-the-shelf software package.

Information Systems Development Methodologies
This course provides an overview of the principles of information systems (IS) development methodologies. Topics include process modeling, object-oriented modeling, data flow diagramming, use case modeling, UML, and management issues in IS development.

ELECTIVE COURSES

Business Modeling with VBA
This course introduces students to business application modeling using Visual Basic Applications (VBA) in Excel. Students will learn to develop applications in different business areas, including finance, marketing, technology operations, etc.

Business Simulation and Strategic Decisions
Business simulation software combined with case study discussions provide an exciting learning environment for examining strategic decisions in business, with a primary focus on high-tech industries.
Explore and practice strategic decision making in a hands-on, active learning process.

**Deep Learning Business Applications with Python**
Deep Learning (DL) is a promising way for developing Artificial Intelligence (AI) applications. DL applies in many business areas, and outperforms existing non-AI systems due to the nature of neural networks. This course introduces Python programming language for developing DL business applications.

**Digital and Social Media Strategy**
This course examines how firms can use digital marketing and social media to reach, acquire, and engage customers. Topics include search and display ads, viral marketing analytics, online word-of-mouth, social data, and mobile ads and apps, etc.

**ERP and Enterprise Systems Management**
Concepts and practices of enterprise resource management; enterprise resource planning systems and applications, integrated systems approach to managing major business processes, business information reports and analyses.

**Financial Technology for Business Professionals**
This course provides an overview of the underlying IT used in finance, banking, and insurance industries. It covers critical business, legal and technology issues and related risks faced by corporate executives when analyzing, designing, launching and managing Financial Technology projects to drive business innovations.

**Information Systems Assurance and Forensic Investigation**
This course addresses information systems assurance from both managerial and technical perspectives. It introduces a framework for governing corporate systems and assuring that IT risks are properly managed.

**Information Systems Auditing**
This course introduces the fundamental concepts of information systems (IS) auditing. Topics include IS control and assurance, COBIT, business continuity planning, protection of information assets, auditing the network infrastructure, physical access exposures and controls, and disaster recovery management.

**Outsourcing Management**
This course examines the phenomenon of business process outsourcing that is enabled by technological innovations. Topics include the benefits and risks of outsourcing, management challenges associated with outsourcing, effective vendor management, and techniques for managing outsourcing activities and risks.

**Privacy Management in the Digital Age**
This course provides an overview of information privacy and management in the digital age. It covers the fundamental concepts and dimensions of privacy; the impact of Internet marketing, customer relationship management, Web personalization, and data mining on consumer privacy; privacy enhancing technologies; and regulation of business practices.

**Protecting Business Innovations**
This course addresses legal issues from a managerial perspective related to business process innovations, patent law, copyright law, and trademark law. Topics include international issues and challenges arising from new business models and innovative processes.

**Technology Consulting**
This course introduces consulting tools for students to analyze issues, evaluate solutions from multiple dimensions of people, process, technology and governance, and then use a framework for IT strategy recommendations.

**Technology Entrepreneurship**
This course provides an overview of the theory and best practices on developing innovative business models of the digital economy, and the strategy, structure and pricing related to new enterprises.
Faculty

Our professors earned their PhDs from renowned universities. Their insights and perspectives will inspire innovative business ideas.

Research
Our faculty members serve on editorial boards of the top information systems journals, including Information Systems Research, MIS Quarterly, International Journal of Electronic Commerce, etc. They are also frequent contributors to academic journals, including those mentioned above, as well as Journal of Management Information Systems and Management Science, among others. Further, the latest knowledge gained from their research brings both currency and relevance to the classrooms.

Achievements
We have been awarded the Franklin Prize for Best Overall Teaching by a Department. Additionally, many of our faculty members have won the Franklin Prize for Individual Excellence in Teaching.

Industry Collaborations
Our faculty members go beyond the academia and maintain very close contacts with the rapidly changing business world. Often they take on the role of consultant in technology transfer projects and executive education for companies, to name a few as below:

- China Mobile
- China Telecom
- HSBC
- IBM
- Credit Suisse
- 3 Hong Kong
Master of Science in Information Systems Management

Department of Information Systems, Business Statistics and Operations Management

Prof. Kai Lung HUI
Deputy Head and Chair Professor
(PhD, The Hong Kong University of Science and Technology)

Research interests:
Cybercrime economics and policy; information privacy; IT policy; fintech; electronic commerce

Prof. Hong XU
Associate Professor
(PhD, University of Texas at Austin)

Research interests:
Strategic information communication; auditing; supply chain management; user-generated content; online reputation; game theory

Prof. Jeevan JAISINGH
Associate Professor of Business Education
(PhD, Purdue University)

Research interests:
Project management; innovation management

Prof. Tat Koon KOH
Assistant Professor
(PhD, Carnegie Mellon University)

Research interests:
Digital economy; digital marketing; open innovation and crowdsourcing; platform design and strategy; tech startups

Prof. Theodore CLARK
Associate Professor and MSciSM Academic Director
(DBA, Harvard University)

Research interests:
IT strategy; inter-organizational systems; process re-design; electronic commerce

Prof. Rong ZHENG
Associate Professor
(PhD, New York University)

Research interests:
Predictive modeling for business intelligence; computational text analysis; social network analytics
The students of 2018/19 intake form a good balance of diversity. About half of the class has obtained the first degree from Mainland China (40%) and Hong Kong (14%) while the rest of the class graduated from universities in Europe, the USA, Australia, Canada and South Korea.

The majority of the students possess a degree in business disciplines, such as Accounting & Finance, Business & Management, Economics, Information Systems Management, and Logistics and Supply Chain. About 17% of the students were from non-business backgrounds.

<table>
<thead>
<tr>
<th>Institution Country</th>
<th>Major of Bachelor Degree</th>
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<tbody>
<tr>
<td>Mainland China</td>
<td>Accounting/Finance 30%</td>
</tr>
<tr>
<td>USA</td>
<td>Business/Management/Marketing 25%</td>
</tr>
<tr>
<td>Canada</td>
<td>Logistics &amp; Supply Chain 5%</td>
</tr>
<tr>
<td>Australia</td>
<td>Information Systems Management 12%</td>
</tr>
<tr>
<td>Europe</td>
<td>Economics 16%</td>
</tr>
<tr>
<td>South Korea</td>
<td>Engineering 4%</td>
</tr>
<tr>
<td>Others</td>
<td>Others 8%</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>14%</td>
</tr>
</tbody>
</table>

Our students come from a wide variety of cultural and academic backgrounds, providing the class with an enriching learning environment.
Testimonial

Bastian HENGSTLER  2016-17 Intake (Full-time)
Consultant
Ernst & Young, Frankfurt

I joined HKUST with the expectation of a reputable and well-structured Master’s degree. However, after a few weeks into the program, I started to realize the MScISM program offers much more than that. I witnessed the excellent staff and professors of international caliber were consistently eager to go the extra mile for students and that the extra value they provided went well beyond their responsibilities.

Jiaqian PAN (Cheryl)  2017-18 Intake (Full-time)
Analyst with ITO - Business & Information Security
BNP Paribas, Hong Kong

The program offered me well-structured master degree courses on business management, and IT knowledge and skills in the latest trends. Professors are experienced and knowledgeable. In terms of lectures, they inspired me to think critically and form my own opinions. Besides, this program offered me all kinds of opportunities to get exposed to the industry and industry elite, for example, company visits and career talks. I should say that it is one of the best decisions I have ever made to study at this program. I will bring what I have learnt to my next journey as an IT professional.

Mengyuan RAO (Teresa)  2017-18 Intake (Full-time)
Product Management Intern
Didi Chuxing, Beijing

The program equipped me with both technical knowledge and business management skills. In addition to the excellent professors who always encouraged creativity and deepened discussion in class, the hands-on projects and group discussion always made the lectures very enjoyable. I highly appreciated the weekend courses, in which full-time students could mingle with part-time students who have working experience. Thanks to the MScISM, I built up my skillsets and found my passion in technology.
Barry LO  2016-17 Intake (Full-time)
Management Trainee
China Construction Bank (Asia), Hong Kong

Through this program, I was able to learn different aspects of Information Systems. It not only gave me a good foundation in this field, but also exposed me to new and up-to-date topics. Professors are very knowledgeable in the latest trends and development in areas such as Big Data Analytics, Cyber Security, Block-chain and other FinTech concepts. With the diverse backgrounds of the students, learning not just comes from lectures, but also from each other during class discussions. I am confident that both my knowledge and interest for the subject has increased after taking this program.

Yimin ZHANG (Tina)  2016-17 Intake (Full-time)
Risk Advisory Associate
Ernst & Young, Shenzhen

Through in-class discussion with professors and after-class projects with classmates from various regions, I have learnt cutting-edge technical skills and strategical IT knowledge. The Academic Director and professors provided valuable advice and guidance when I was preparing for the Certified Information Systems Auditor (CISA) exam and related internships. Participating in various career talks and one-to-one coaching sessions organized by the MSc Career and Professional Development Team has definitely helped to define my career goals clearly.

Rui JING (Jennifer)  2016-17 Intake (Full-time)
Operation Manager
Procter & Gamble (Greater China), Guangzhou

The HKUST MScISM program helped me to build a business mindset by cultivating serious attitude and rigorous logical thinking ability to analyze and solve the real business issues. The program also enriched my IT knowledge from the business perspective so that I can come up with solutions and make decisions in the best interest of the business. I really had an excellent learning experience with the well-structured courses in this world class business school.
HKUST is more than just a place to learn. We aim at developing our students to their full potential, preparing people to take the next step toward career success. We focus on creating a unique learning experience for each of our students, and develop future business leaders in Asia for the world.

Spread over 60 hectares in a beautiful setting in Clear Water Bay, the HKUST campus provides students with a relaxing environment in which to study and grow. Students enjoy all the benefits of a full-scale university campus in a relaxing environment.

Student amenities such as banks, medical clinics, a supermarket, a bookstore, postal services, a hair salon, a souvenir shop, and choices of Asian and Western catering outlets are located on campus. Other facilities include a five-storey library with over 700,000 books, periodicals, microfilms and 100 electronic databases, computer barns, wireless Internet access, a language-learning center, a self-access center with multimedia resources, swimming pools, a fitness center, tennis courts, an athletic track and a soccer pitch.

A wide range of amenities are also provided to encourage extra-curricular activities, the pursuit of hobbies and generally to enhance the quality of campus life. These include conference and meeting rooms, common and quiet rooms, workshops and a darkroom, karaoke and music rooms, and a performance stage.

Public transport is conveniently available, with the city center less than 30 minutes away. The HKUST is near Hang Hau, home to an impressive range of restaurants, various malls, major supermarkets, a wet market and the Tseung Kwan O Public Hospital. Just 10 minutes from the main campus by bus is Sai Kung, famous for its seafood restaurants, water sports facilities—including both Hong Kong’s major yacht clubs—and country parks with a wealth of hiking, mountain biking and camping possibilities.

Lee Shau Kee Campus
The Lee Shau Kee Campus—including the Lee Shau Kee Business Building and the Institute for Advanced Study, was built in 2013. Located atop the HKUST’s main campus, the Lee Shau Kee Campus occupies about 10 hectares, representing about 15% of the total campus area. The HKUST Business School is located in this business building. Students can enjoy state-of-the-art teaching and learning facilities and an exclusive area for them to work on group projects or assignments.
The HKUST Business School’s Career and Professional Development team provides guidance and service for all full-time MSc students, which includes:

- Identifying student’s unique career-related interests, values and capabilities
- Enhancing job searching skills, preparing for workplace requirements and career management strategies
- Accessing opportunities for internships and full-time employment with a diverse group of recruiting firms and organizations

One-on-one career coaching, as well as career-related training/workshops will be provided for full-time students when they join HKUST.

The MSc Programs Office will also arrange various enrichment activities and luncheon talks for students. These will be a platform for networking with industry practitioners and senior management from industry in Hong Kong and Mainland China.
Some of the luncheon speakers that we invited in recent years generously shared their secrets for successful businesses.

To Adopt, Partner and Lead – The Journey to Embrace Disruptions from FinTech

Mr. Raymond CHENG
Group General Manager & COO
HSBC Asia Pacific

Experience Sharing on Differences of Chinese and Western Business Management

Mr. Alex LI
Director of Managed Service Transition and Transformation
Huawei Technologies

Open Source Revolution – What You Need to Know for Your Career Planning

Mr. Peter MAN
Regional Director, HK & South China
Red Hat

A View of the Security vs. Productivity Dilemma

Mr. Mike DING
Senior Director, North Asia
BlackBerry

The Next Big Thing in Internet

Mr. Horace CHOW
General Manager
Microsoft Hong Kong

Banking beyond Banks; Banks beyond Banking – Integration of Financial and Lifestyle Services on Open API Framework

Mr. Michael LEUNG, MH
Chief Information & Operations Officer
China CITIC Bank International
Admissions

Admission Requirements
Applicants to the program are expected to have the following credentials:

A Good First Degree
Applicants must have a good Bachelor’s Degree from a recognized university or approved institution.

Working experience
Applicants for the part-time mode should have at least two years of post-qualification working experience. For the full-time mode, working experience is not required, but applicants with relevant work experience will have an advantage.

English Proficiency
A satisfactory score in TOEFL or IELTS is required for applicants who were not educated at institutions where the primary language of instruction was English, or whose native language is not English.

GMAT/GRE
Applicants are highly recommended to have a satisfactory GMAT/GRE score. Although these tests are not required, applicants who can show high GMAT/GRE scores stand a higher chance of consideration and admission.

Program Fee

<table>
<thead>
<tr>
<th>Mode</th>
<th>Fee (HK$)</th>
</tr>
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<tbody>
<tr>
<td>Full-time mode</td>
<td>$255,000</td>
</tr>
<tr>
<td>Part-time mode</td>
<td>$225,000</td>
</tr>
</tbody>
</table>

The program fee for the full-time mode covers tuition of up to 34 credits of courses. For the part-time mode, the program fee covers 30 credits of courses.

Travelling and living expenses in Hong Kong are not included in the tuition fee.

On-campus accommodation at HKUST is not available due to heavy demand. Students will have to find their own off-campus accommodation.

Scholarship
Eligible full-time candidates will be considered for scholarship.

CEF Reimbursement
Three of the courses have been included in the list of reimbursement courses for Hong Kong’s Continuing Education Fund (CEF) purposes. Hong Kong residents can apply for reimbursement of up to HK$20,000. Please refer to the CEF website at www.wfsfaa.gov.hk/cef/ for more information.
Application Deadlines
We invite applications from September 2018 onwards for the 2019/20 Intake. Admissions operate on a rolling basis. We recommend that non-local applicants apply as early as possible to allow sufficient time for student visa, personal preparations and arrival in Hong Kong.

Application deadlines for the 2019/20 Intake are as follows:

<table>
<thead>
<tr>
<th>Phase</th>
<th>Application Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1 November 2018</td>
</tr>
<tr>
<td>2</td>
<td>15 December 2018</td>
</tr>
<tr>
<td>3</td>
<td>1 February 2019</td>
</tr>
</tbody>
</table>

Application Materials
Applications should include the following materials:

- Completed online application form
- CV/resume with photo
- Academic transcript(s)
- Degree certificate(s)
- Official GMAT or GRE score report (if applicable)
- Official TOEFL or IELTS score report (if applicable)
- Professional qualifications (if applicable)
- Two reference letters
- Application fee

Only complete applications (including full payment of the application fee) will be considered for review. Shortlisted applicants will be invited for an interview.

APPLY ONLINE NOW!
www.ab.ust.hk/applyPG
Building a Solid Foundation for Business Innovations
HKUST Business School
Master of Science in Information Systems Management

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