Equipping executives with business and IT skills

With growing importance of Information Technology (IT) in various enterprises, there has been an increasing demand for IT professionals who have business background.

As a cosmopolitan city, IT usage in Hong Kong has taken a significant role in almost every industry, and thus there has always been a need for IT professionals.

“As IT is taking a much more dominant role in big business, we need IT professionals to design, develop, maintain, and manage the systems. Cloud computing is especially a dynamic area now,” said Andrew Stein, Lecturer at School of Management and Information Systems, Faculty of Business and Law, Victoria University.

“It is becoming more important, and the rise of social media has resulted in more demand for sophisticated IT professionals, especially those with management and business background.”

Collaboration of two renowned institutions

The Bachelor of Business (Computer Systems Management) Degree Program is jointly organized by the School of Management and Information Systems, Faculty of Business and Law, Victoria University (VU), and the School of Continuing and Professional Studies of the Chinese University of Hong Kong (CUSCS). The all-round program provides students with professional knowledge to manage business with IT.

“As this is a business degree, participants will be trained to be managers with good business and IT background, helping organizations manage and promote their products with IT systems,” said Andrew.

There have been consultations between CUSCS and VU before they come up with the program details. Apart from the core components, the electives are carefully chosen to suit the Hong Kong business environment.

Graduates of the Program have equal status with local Australian VU students, and they are also qualified to apply for membership of the Australian Computer Society (ACS). Many graduates have successfully applied for master programs of local universities as well as overseas universities.

There is over HK$150,000 in scholarships available for academically distinguished students.

Program structure

The Program covers content of professional qualifications like ITIL, PMP and PRINCE2. Students will also be able to utilize industry-leading enterprise software like SAP and CA Servicedesk.

The curriculum consists of four parts, with fundamental subjects like economics as core, followed by IT units like system analysis. Besides, there are tailor-made electives such as international management to meet local demand.

The last element, as well as the most distinctive feature of the Program, are the Professional Development units, which help students to enrich their careers by developing their business skills like teamwork, problem-solving, and critical thinking.

“The business skills learned in the courses help the students not only in their current jobs, but also their progression to the next higher level jobs. Students will be more career-ready when they have graduated,” Andrew added.

Practical complement

The Program is strong in both theoretical and practical components. With the Learning in the Workplace and Community (LiWC) initiative, local cases will be integrated into teaching by CUSCS local instructors, and guest speakers from relevant fields will also be invited to give students different perspectives in learning as well as giving students feedback on their projects.

“Learning theories are substantial, while localized content and experience in related industries are significant too. Students have to know how things work in real life, and how to be involved in local industries,” said Andy Wong, Programme Coordinator of CUSCS.

Bachelor of Business

(Computer Systems Management)

offered by Victoria University, Australia

Part-time Degree Programme, suitable for

- Form 7 / A level graduates with minimum 3 passes including Use of English
- Graduates of Higher Diploma / Associate Degree / Diploma or equivalent
- Graduates of International Baccalaureate (IB) Diploma

Highlights :

- 5-star ranking is given by graduates of Victoria University (VU) based on their educational experience (Good Universities Guide)
- Graduates qualify to apply for professional membership of the Australian Computer Society (ACS)
- Equal status as VU students in Australia
- Can apply for exemption up to 16 subjects depending on previous academic qualifications
- Graduates have successfully admitted into both local & overseas master programmes over the years.

Total 24 subjects, covering in 4 areas :

- Management (Services Organisation, International Management, Strategic Management)
- Business (Accounting, Economics, Law, Marketing)
- Information Systems (Business Information Systems, Enterprise Resources Planning)
- Professional Development (Soft Skills in Management, Entrepreneurship & Execution through MBA-style Teaching & Learning Methods)

Information Seminar

(Reservation can be made online or by telephone)

Date : 23 August 2011 (Tue)  Venue : 11/F, Tower B, Mongkok Learning Centre, 98 Shantung Street, Mongkok, Kowloon
Time : 7:00pm

Some course modules have been included in the list of reimbursable courses for the Continuing Education Fund purposes.

This is an exempted course under the Non-Local Higher and Professional Education (Regulation) Ordinance. It is a matter of discretion for individual employees to decide whether the course fee can be claimed as a deductible expense under the Ordinance.

For details and enrolment form : www.scs.cuhk.edu.hk/csm

Email : scs-its@cuhk.edu.hk  Enquiries : 2209 0222  cuestopup