

**Hong Kong Baptist University**  
**Curriculum for Minor Programmes**

**Minor Programme : \*Information Systems and e-Business Management (\*ISEM)**

| Course Group   | Course   | Course Title  | Unit | Core (C) / Elective (E) |
|--|----------|---|------|-------------------------|
| <b>ISEM Minor Required Courses (#R-ISEM-CORE-001)</b>  |          |   |      |                         |
|  | ISEM2005 | Management Information Systems                                    | 3.00 | C                       |
| <b>ISEM Minor Elective Courses (#R-ISEM-ELECT-001)</b> |          |   |      |                         |
|  | BUSI2007 | Management Science  | 3.00 | E                       |
|  | ISEM2006 | Programming for Business Applications                             | 3.00 | E                       |
|  | ISEM3005 | Business Systems Analysis and Design                              | 3.00 | E                       |
|  | ISEM3006 | Data Management in Business                                       | 3.00 | E                       |
|  | ISEM3007 | e-Marketing   | 3.00 | E                       |
|  | ISEM3015 | Telecommunications and Networking in Business                     | 3.00 | E                       |
|  | ISEM3016 | Decision Support and Intelligent Systems in Business              | 3.00 | E                       |
|  | ISEM4006 | Electronic Commerce   | 3.00 | E                       |
|  | ISEM4008 | Development of Small Management Information Systems               | 3.00 | E                       |
|  | ISEM4009 | Development of Small Management Information Systems               | 3.00 | E                       |
|  | ISEM4015 | Seminar in Information Systems and e-Business Management          | 3.00 | E                       |
|  | ISEM4016 | Web Site Design and Business Applications                         | 3.00 | E                       |
|  | ISEM4017 | Consumer Insight: Customer Knowledge Management and Web Analytics | 3.00 | E                       |
|  | ISEM4025 | Information Systems Auditing                                      | 3.00 | E                       |
|  | ISEM4026 | Information Technology Governance and Management                  | 3.00 | E                       |

Remarks: Students have to take ISEM2005 and 12 units from #R-ISEM-ELECT-001.  
Students who have taken any of the above courses in their major programmes have to take additional elective course(s) to fulfil the minor programme requirement.  
To fulfill the minor programme requirement, students are required to complete at least ONE 3-unit course at the upper level (Level 3 or 4).

\* 4-Year Curriculum