ICM 3360 Journalism and Society (3,*,*) (C)
This course explores both the practical and theoretical dimensions of journalism. It will start with a discussion of news patterns and major problems in local journalism. The course will then introduce various perspectives in understanding the journalistic practice in Hong Kong and elsewhere. Journalism will be presented as both a social process and a profession. Students may expect to learn the intellectual foundations of both the professional duty of a journalist and the role of journalism in society.

ICM 3370 Journalism Theory (3,*,*)
This course walks students through a number of most influential theories of journalism regarding the performance, role, function and effects of journalism and media in modern society, with a specific emphasis on issues in the greater China region. We have three primary tasks: (1) to provide a basic understanding of journalism and mass media as social institutions; (2) to give students an ability to critically evaluate the interplay between journalism and the larger socio-political environment; and (3) to enhance students' knowledge about the production, content, meaning and impact of news.

ICM 3390 Digital Communication (3,*,*) (E)
This course aims at giving students an overview of the process of digital communication, and how digital media are used in various media industries. It will first introduce the nature and characteristics of digital media, and their relations to the changing nature and media activity of audience. The course will then focus on how digital media are used in various media industries including journalism, public relations and advertising. At the end, students will gain hands-on skills in producing works in digital communication.

ICM 3420 Understanding Theatre Arts (3,*,*) (E)
In this course, students will learn to understand and appreciate different performing arts genres including dance, drama, stand-up comedy, music and musical. Emphasis will be placed on the aesthetic principles of the modern society. Students will learn how to appreciate a performance and will have to attend live shows/concerts for cultural experience and journal-keeping.

ICM 3430 Visual Communication in Multimedia (3,*,*)
The course aims at developing students' aesthetic sense and creativity on visual communication. It begins with an introduction on concepts of multimedia design and then focuses on applying them to visual analysis and appreciation, also providing creative solutions for specified communication problems. Students will possess useful techniques to design visual communication tasks with a range of multi-media applications (e.g. desktop publishing, video production and editing, and multimedia design). Through hands-on practices, students will be capable to visualize their ideas effectively in the media world.

ICM 3440 Television and Hong Kong Society (3,*,*) (C)
This course focuses on the study of Hong Kong television and social change, the role of TV in the formation and maintenance of Hong Kong cultural identities, and its impact on other media and on the Asian Community. The course explores the Hong Kong TV industry in its socio-historical context, televisual discourses and audience reception, as well as in relation with society from late 50s to the present.

ICM 3460 Fashion Communication
This course adopts an interdisciplinary approach to investigate fashion communication as a specialized topic of communication studies. The notion of fashion will be assessed from different dimensions – textual, visual, physical, psychological and spatial; its intricate relations to art, culture, history, philosophy, media, marketing, democracy, discrimination and exploitation will be addressed. Meanwhile, the means of communication adopted by the international fashion conglomerates to market fashion, inclusive of fashion shows, journalism and advertising in the Asian context, will also be examined.

ISEM 1110 IT for Daily Life (3,3,0) (E)
This course will provide students with an understanding of the use of IT in daily life. The implications of the IT explosion for you as on individual and for the society as a whole will be discussed in the course. In particular, we will discuss a variety of IT topics including starting and doing business on the Internet, e-communication and e-collaboration, mobile computing and persuasive computing, digital divide, and e-learning. We will also explore many of the problems with the IT explosion such as security, privacy, e-crime, intellectual property rights, and ethical issues. Solutions to the above problems will be discussed.

ISEM 1610 Business Information Systems (3,3,0) (E) Fundamentals
The widespread dissemination of information technology coupled with the expanding application of Internet technology creates a new way of doing business in the international marketplace. This course introduces how modern information systems impact upon the strategies and operations of both public organizations and private companies. There will be emphasis on business information systems in Hong Kong. This course is offered to non-BBA ISEM concentration students only.

ISEM 2005 Management Information Systems (3,3,0) (E)
The purpose of this course is to provide students with an overview of information systems in the business world. It presents an organizational view of how to use information technology to obtain organizational efficiencies, increase individual effectiveness, gain competitive advantages, manage global organizations, and provide useful products and services to customers. Topic covered include organizational foundations of information systems, strategic use of information systems, development of information systems, and social and ethical issues involved with information systems.

ISEM 2006 Programming for Business (3,3,0) (E) Applications
The course is designed to provide an introduction to programming in business environment. It assumes the students with no prior programming experience and using a simplified learn-by-example approach that stresses top-down design and modular structured programming. The first part of the class will cover the basic principle of programming in general and language-independent terms, and then discuss how the programming construct in question is implemented in a specific language such as Visual Basic. The second part will emphasize on building a business application using the Rapid Application Development (RAD) tools.

ISEM 2110 Programming for Business (3,3,0) (E) Applications
The course is designed to provide an introduction to programming in business environment. It assumes the students with no prior programming experience and using a simplified learn-by-example approach that stresses top-down design and modular structured programming. The first part of the class will cover the basic principle of programming in general and language-independent terms, and then discuss how the programming construct in question is implemented in a specific language such as Visual Basic. The second part will emphasize on building a business application using the RAD Tools.

ISEM 2450 Management Information Systems (3,3,0) (E)
Prerequisite: BUS 1240 Business and Corporate Social Responsibility, BUS 1630 The World of Business, I.T. 1120 Business Information Systems or equivalent
The purpose of this course is to provide students with an overview of information systems in the business world. It presents an

organizational view of how to use information technology to obtain organizational efficiencies, increase individual effectiveness, gain competitive advantages, manage global organizations, and provide useful products and services to customers. Topic covered include organizational foundations of information systems, strategic use of information systems, development of information systems, and social and ethical issues involved with information systems.

ISEM 2600 Data Management in Business (3,3,0) (E)
Prerequisite: ISEM 2450 Management Information Systems
This course aims to introduce students with different types of database management systems (DBMS), the principal and process of developing database applications using structured query language (SQL) in business operations, as well as the management of database environments. The course focuses on the fundamentals of data management in organizations, and establishment of concepts and implementation methods for DBMS applications.

ISEM 3005 Business Systems Analysis and (3,3,0) (E) Design
Prerequisite: ISEM 3006 Data Management in Business
This course provides students with techniques of business systems analysis and design. The course covers all the phases of the systems development life cycle: Initiation, Analysis, Design, Development, and Implement. Emphasis is placed on concepts and techniques required in analysing information systems and their logical design, as well as the application of those concepts and techniques in various phases of the life cycle.

ISEM 3006 Data Management in Business (3,3,0) (E)
Prerequisite: ISEM 2005 Management Information Systems
This course aims to introduce students with different types of database management systems (DBMS), the principal and process of developing database applications using structured query language (SQL) in business operations, as well as the management of database environments. The course focuses on the fundamentals of data management in organizations, and establishment of concepts and implementation methods for DBMS applications.

ISEM 3007 e-Marketing (3,3,0)
Prerequisite: ISEM 2005 Management Information Systems
This course provides students with an understanding of the marketing principles and practices of e-Marketing. The course emphasizes the role of electronic technology in implementing marketing strategies. Topics include e-marketing opportunities, Internet fundamentals and data tools for customer analysis, e-marketing strategies, e-marketing management, and e-marketing action plans.
Learning in this course will be accomplished through lectures, case studies, in-class exercises, group project and presentations, and research papers.

ISEM 3010 Business Systems Analysis and (3,3,0) (E) Design
Prerequisite: ISEM 2600 Data Management in Business
This course provides students with techniques of business systems analysis and design. The course covers all the phases of the systems development life cycle: initiation, analysis, design, development, and implement. Emphasis is placed on concepts and techniques required in analysing information systems and their logical design, as well as the application of those concepts and techniques in various phases of the life cycle.

ISEM 3015 Telecommunications and (3,3,0) Networking in Business
Prerequisite: ISEM 2005 Management Information Systems
This course presents the general principles and components of telecommunications and automation systems in business. Later, emphasis is placed on applications and management strategies behind network management and operations within a telecommunications environment.

ISEM 3016 Decision Support and Intelligent (3,3,0) Systems in Business
Prerequisite: ISEM 2005 Management Information Systems
This course aims to study the basic concepts of decision making, data collection, heuristic, and analytical models. Students subsequently learn how to combine these elements to construct a DSS/expert system to assist decision making at the executive level and solve unstructured problems. In addition, new dimensions of intelligent systems such as neural computing and data mining are also studied.

ISEM 3017 Multimedia and Automated (3,3,0) Systems in Business
Prerequisite: ISEM 2005 Management Information Systems
This course is divided into two main components. In the first component, students will learn how to use one or more common multimedia software packages that incorporate various files types (such as sound, animation, and video). The objective is to give hands-on experience to students of using these multimedia software packages. In the second component, students will learn some contemporary planning, production, and management issues of multimedia systems.

ISEM 3020 IT Governance, Audit and Control (3,3,0) (E)
Prerequisite: ISEM 2450 Management Information Systems
The headline-grabbing financial scandals of recent years have led to a great urgency regarding organizational governance and security. Information technology is the engine that runs modern organizations. As such, it must be well-managed and controlled. Organizations and individuals are dependent on network environment technologies, increasing the important of security and privacy. This course is aligned to the COBIT control objectives, it provides a fundamental understanding of IT governance, controls, auditing applications, systems development, and operations.

ISEM 3120 Seminar in Information Systems (3,3,0) (E) and e-Business Management
Prerequisite: ISEM 2450 Management Information Systems
This is a seminar-type of course which mainly emphasizes the introduction and discussions on the new topics in IS and related fields. It aims to equip students with both research literature and practical oriented themes for enhancing the abilities of conducting research, appreciating and understanding of current information systems knowledge, and group-working towards individual competency and success.

ISEM 3130 e-Marketing (3,3,0) (E)
Prerequisite: ISEM 2450 Management Information Systems
This course provides students with an understanding of the marketing principles and practices of e-Marketing. The course emphasizes the role of electronic technology, including social media, in implementing marketing strategies. Topics include foundations of e-Marketing and social media, online advertising, affiliate marketing, search engine marketing, search engine optimization, viral marketing, online reputation management, Web PR, website optimization and web analytics, social media marketing, mobile marketing, and e-Marketing plan and strategies.
Learning in this course will be accomplished through lectures, case studies, in-class exercises, group project and presentations, and research papers.

ISEM 3140 Web Site Design and Business (3,3,0) (E) Applications
Prerequisite: I.T. 1120 Business Information Systems or equivalent
The course aims to introduce the concepts and techniques for developing a transaction-based Web site using contemporary tools in order to market the products and services of organization.

ISEM 3150 Consumer Insight: Customer (3,3,0) (E)
Knowledge Management and Web Analytics
Prerequisite: ISEM 2450 Management Information Systems or equivalent

The proliferation and advance of information technologies create expanded opportunities for companies to gain consumer insights. This course introduces different customer data collection approaches, including web data (web traffic and visitor information), and focuses on how data collected are put to work improving marketing performance and customer service.

The course includes topics related to fundamental issues of customer data management and customer knowledge management, customer data collection methods, web data collection tools and techniques, measurement and analysis of customer data, evaluation of online marketing campaigns from which enable companies to acquire, convert, and retain customers. Learning in this course will be accomplished through lectures, case studies, in-class exercises, group project and presentations, and research papers.

ISEM 3170 Information Systems Auditing (3,3,0) (E)
Prerequisite: ISEM 2480 Business Systems Analysis and Design

The headline-grabbing financial scandals of recent years have led to a great urgency regarding organizational governance and security. Information Technology (IT) is the engine that runs modern organizations. As such, IT must be well-managed and controlled. Organizations and individuals are dependent on network environment technologies, increasing the importance of security and privacy. This course provide students with the knowledge necessary to provide information systems (IS) audit service in accordance with IS audit standards, guidelines and best practices to ensure that an organization's information technology and business systems are protected and controlled.

ISEM 3180 Information Technology (3,3,0) (E)
Governance and Management
Prerequisite: ISEM 2450 Management Information Systems

Information technology (IT) Governance is a relatively new subset of corporate governance that focuses on the management and assessment of strategic IT resources. Key objectives of IT governance and management is to support efficient operations, enterprise integration, and seamless value delivery, to reduce risk and ensure that investments in IT resources add value to corporation. This course will provide guidance for students to understand the models and practices of frameworks such as CobiT, Val-IT and balanced scorecard. Selected case studies will be used to illustrate how the concepts and frameworks are applied in real life companies.

ISEM 3221-2 Development of Small (6,4,2)
Management Information Systems
Prerequisite: ISEM 2480 Business Systems Analysis and Design

This course aims at training and developing the students with the skills to design and implement real-life system, with emphasis on data analysis, project management and system implementation. Each student is required to participate in the development and implementation of a small computer-based information system. An oral presentation and submission of a written report are expected at the end of the term.

ISEM 3240 Electronic Commerce (3,3,0) (E)
Prerequisite: ISEM 2450 Management Information Systems

This course will provide students with an understanding of the tools, skills, business concepts, strategic opportunities and social issues that surround the emergence of electronic commerce on the Internet. Students will develop an understanding of the current practices and opportunities in e-commerce. This course will also explore many of the problems surrounding e-commerce such as security, privacy, intellectual property rights, acceptable use policies, and legal liabilities.

ISEM 3410 Telecommunications and (3,3,0) (E)
Networking in Business
Prerequisite: ISEM 2450 Management Information Systems

This course presents the general principles and components of telecommunications and automation systems in business. Later, emphasis is placed on applications and management strategies behind network management and operations within a telecommunications environment.

ISEM 3600 Strategic Planning for MIS (3,3,0) (E)
Prerequisite: ISEM 2450 Management Information Systems

This course aims to expand management competence by examining how information technology can be used as a strategic asset to achieve competitive edges and improve business processes. In particular, it discusses various managerial issues in relation to strategic planning for management information systems.

ISEM 3610 Decision Support and Intelligent (3,3,0) (E)
Systems in Business
Prerequisite: ISEM 2480 Business Systems Analysis and Design

This course aims to study the basic concepts of decision making, data collection, heuristic, and analytical models. Students subsequently learn how to combine these elements to construct a DSS/expert system to assist decision making at the executive level and solve unstructured problems. In addition, new dimensions of intelligent systems such as neural computing and data mining are also studied.

ISEM 3620 Seminar in IS and e-Business (3,3,0) (E)
Management
Prerequisite: ISEM 2450 or ISM 2450 Management Information Systems

This is a seminar type of course which mainly emphasises the introduction and discussions on the new topics in MIS and related fields. It aims to equip students in ISM Major with both research literature and practical oriented themes for enhancing the abilities of conducting research, appreciating and understanding of current information systems knowledge, and working towards individual competency and success.

ISEM 3630 Multimedia and Automated (3,3,0) (E)
Systems in Business
Prerequisite: ISEM 2450 Management Information Systems

This course is divided into two main components. In the first component, students will learn how to use one or more common multimedia software packages that incorporate various files types (such as sound, animation and video). The objective is to give hands-on experience to students of using these multimedia software packages. In the second component, student will learn some contemporary planning, production, and management issues of multimedia systems.

ISEM 4005 IT Governance, Audit and Control (3,3,0)
Prerequisite: ISEM 2005 Management Information Systems

The headline-grabbing financial scandals of recent years have led to a great urgency regarding organizational governance and security. Information technology is the engine that runs modern organizations. As such, it must be well-managed and controlled. Organizations and individuals are dependent on network environment technologies, increasing the importance of security and privacy. This course is aligned to the COBIT control objectives, it provides a fundamental understanding of IT governance, controls, auditing applications, systems development, and operations.

ISEM 4006 Electronic Commerce (3,3,0)
Prerequisite: ISEM 2005 Management Information Systems

This course will provide you with an understanding of the tools, skills, business concepts, strategic opportunities, and social issues that surround the emergence of electronic commerce on the Internet. You will develop an understanding of the current practices and opportunities in e-commerce. We will also explore many of the problems surrounding e-commerce such as security,

privacy, intellectual property rights, acceptable use policies, and legal liabilities.

ISEM 4008-9 Development of Small **(6,4,2)**
Management Information Systems
Prerequisite: ISEM 3005 Business Systems Analysis and Design
This course aims at training and developing the students with the skills to design and implement real-life systems; with emphasis on data analysis, project management, and system implementation. Each student is required to participate in the development and implementation of a small computer-based information system. An oral presentation and submission of a written report are expected at the end of the term.

ISEM 4015 Seminar in Information Systems **(3,3,0)**
and e-Business Management
Prerequisite: ISEM 2005 Management Information Systems
This is a seminar-type of course which mainly emphasises the introduction and discussions on the new topics in MIS and related fields. It aims to equip students in ISM Major with both research literature and practical oriented themes for enhancing the abilities of conducting research, appreciating and understanding of current information systems knowledge, and working towards individual competency and success.

ISEM 4016 Web Site Design and Business **(3,3,0)**
Applications
Prerequisite: ISEM 2005 Management Information Systems
The course aims to introduce the concepts and techniques for developing a transaction-based web site using contemporary tools in order to market the products and services of organization.

ISEM 4017 Consumer Insight: Customer **(3,3,0)**
Knowledge Management and Web
Analytics
Prerequisite: ISEM 2005 Management Information Systems or equivalent
The proliferation and advance of information technologies create expanded opportunities for companies to gain consumer insights. This course introduces different customer data collection approaches, including web data (web traffic and visitor information), and focuses on how data collected are put to work improving marketing performance and customer service.
The course includes topics related to fundamental issues of customer data management and customer knowledge management, customer data collection methods, web data collection tools and techniques, measurement and analysis of customer data, evaluation of online marketing campaigns from which enable companies to acquire, convert, and retain customers. Learning in this course will be accomplished through lectures, case studies, in-class exercises, group project and presentations, and research papers.

ISEM 4021 Strategic Planning for MIS **(3,3,0)**
Prerequisite: ISEM 2005 Management Information Systems
This course aims to expand management competence by examining how information technology can be used as a strategic asset to enhance business processes and achieve competitive advantage. In particular, it discusses various managerial issues in relation to strategic planning for management information systems.

ISEM 4025 Information Systems Auditing **(3,3,0)**
Prerequisite: ISEM 3005 Business Systems Analysis and Design
The headline-grabbing financial scandals of recent years have led to a great urgency regarding organizational governance and security. Information Technology (IT) is the engine that runs modern organizations. As such, IT must be well-managed and controlled. Organizations and individuals are dependent on network environment technologies, increasing the importance of security and privacy. This course provide students with the knowledge necessary to provide information systems (IS) audit service in accordance with IS audit standards, guidelines and best practices to ensure that an organization's information technology and business systems are protected and controlled.

ISEM 4026 Information Technology **(3,3,0)**
Governance and Management
Prerequisite: ISEM 2005 Management Information Systems
Information technology (IT) Governance is a relatively new subset of corporate governance that focuses on the management and assessment of strategic IT resources. Key objectives of IT governance and management is to support efficient operations, enterprise integration, and seamless value delivery, to reduce risk and ensure that investments in IT resources add value to corporation. This course will provide guidance for students to understand the models and practices of frameworks such as CobiT, Val-IT and balanced scorecard. Selected case studies will be used to illustrate how the concepts and frameworks are applied in real life companies.

ISEM 7030 Current Issues in Electronic Commerce (2,3,0)
This course aims to explore the contemporary issues and current development in relation to e-commerce and e-business. In particular, it examines the impact of e-commerce on different business areas and discusses how to effectively utilize e-commerce to achieve competitive advantages in different market environments.

ISEM 7040 Managing Information Systems **(2,3,0)**
Information technology (IT) and information systems (IS) play a crucial role in shaping and enabling business strategies. The advance of Internet applications and complex organizational information systems has provided ample opportunities for organizations to redesign their business processes to face the highly competitive markets. This course discusses how firms can use IS/IT effectively in the new networked economy.

ISEM 7210 Business Processes and Information **(3,3,0)**
Management
The transformation of business caused by e-business and e-commerce applications of the Internet and related technologies demonstrates that information systems and information technology are essential ingredients for business survival and success. The goal of this course is to help the business professionals in the accounting and financial areas to understand how to use and manage information technologies and use them to revitalize business processes, conduct e-commerce, improving business process decision making, and to gain competitive advantages.

ISEM 7710 Seminar in Management Information **(3,3,0)**
Systems
The aim of this course is to help students to understand the current development in various IS areas and become familiar with the main research streams. The course also aims at helping the student to understand the process of academic research, from idea generation to writing the research proposal.

ISEM 7720 Advanced Management Information **(3,3,0)**
Systems
This course deals with the management of information technology as it is being practised in organizations today. The course will firstly discuss the managerial issues encountered in daily operations of information systems, and then will deal with the functional issues of information systems involved in running a modern organization.

ISEM 7730 Required Readings in Information **(3,3,0)**
Systems and e-Business Management
This course aims to (1) provide a tailor-made and guided reading program for research postgraduate students in specific area(s) of concentration, and (2) induce students to acquire in-depth understanding of their specific research field in the discipline of information systems and e-Business management. The supervisor and the student are required to work out a reading list to cover

literature supplementary to the student's research area. The approved list will be submitted to the Department for record.

ISEM 7740 Required Readings in Operations (3,3,0)
Management Research

This course aims to (1) provide a tailor-made and guided reading program for research postgraduate students in operations and supply chain management areas, and (2) induce students to acquire in-depth understanding of their specific research fields in the discipline of operations management. The supervisor and the student will work out a reading list to cover literature enrichment to students' research areas. The approved list will be submitted to the Department for record.

I.T. 1120 Business Information Systems (3,2,1) (E)

This course is designed for the leaders of tomorrow. Its special aim is to prepare students for the challenges of tomorrow's workplace by equipping them with practical knowledge and skills to engage in fast-moving information technology (IT). Its main thrust is the incorporation of essential as well as tailor-made, forward-looking IT concepts illustrated with real-world examples and coupled with hands-on experiences in the support of the information management cycle. In addition, applications of information systems (IS) in different business areas and the IS development cycle are introduced.

I.T. 1180 Information Management (3,2,1) (E)
Technology

This course is designed for the leaders of tomorrow. Its special aim is to prepare students for the challenges of tomorrow's workplace by equipping them with practical knowledge and skills to engage in fast-moving information technology (IT). Its main thrust is the incorporation of essential as well as tailor-made, forward-looking IT concepts illustrated with real-world examples and coupled with hands-on experiences in the support of the information management cycle.

I.T. 1510 World Wide Web Applications (3,2,2)
Development

Prerequisite: I.T. 1120 Business Information Systems or I.T. 1180 Information Management Technology

This course aims at introducing the fast growing World Wide Web together with the methodologies and techniques for developing applications on the web. Students of this course are expected to be competent computer users. On completion of the course, they will understand the fundamental concepts of World Wide Web and how it can be used as an effective communication channel. They will also be capable of developing well-structured websites for corporations and organizations.

I.T. 1530 Database Management (3,2,1)

Prerequisite: I.T. 1120 Business Information Systems or I.T. 1180 Information Management Technology

This course introduces how to represent the data in a database for a given application and how to manage and use a database management system. Topics include conceptual modelling of a database, relational data model, relational algebra, database language SQL and relation database design. In addition, hands-on DBMS experience is included. Students who have received credits for I.T. 1530 are not allowed to take COMP 1160, or vice versa.

I.T. 1540 Programming Fundamentals and (3,2,1)
Problem Solving

Prerequisite: I.T. 1120 Business Information Systems or I.T. 1180 Information Management Technology

This course introduces the methodology of problem formulation and specification, program design, and implementation skills including debugging and testing. The course is taught through a high-level structured programming language. This course is not available to Computing Studies, Computer Science and Physics major with Computer Science concentration.

I.T. 1570 IT and the Business World (3,2,1) (E)

Prerequisite: I.T. 1120 Business Information Systems or I.T. 1180 Information Management Technology

This elective course aims to provide students with an understanding of the relationship between information technology (IT) and business. In particular, the relationship between IT and business successes will be investigated. On completion of this course, students will be able to determine the appropriate IT for the successes of different types of business.

I.T. 1580 You and the Internet (3,2,1) (E)

Prerequisite: I.T. 1120 Business Information Systems or I.T. 1180 Information Management Technology

This course introduces how the Internet enhances our daily life, increases work efficiency and creates business opportunities to non-IT major students. Students will also learn how to protect their personal privacy, personal computers, and home networks in the Internet, and learn the fundamental principles of mobile and wireless networks.

I.T. 1590 Searching and Managing (3,2,1) (E)
Information

Prerequisite: I.T. 1120 Business Information Systems or I.T. 1180 Information Management Technology

This course provides a comprehensive examination of different popular search systems such as Google and YouTube. Students will be introduced to the powerful features in these systems, as well as the technology underpinning them. Students will learn how large information repositories are efficiently organized, managed and searched. They will also learn the principles of search engines, information retrieval, and how to use simple database management systems such as Access.

I.T. 2460 Managing Information Systems (3,3,0)
in the Digital World

Prerequisite: I.T. 1120 Business Information Systems or I.T. 1180 Information Management Technology

The course deals with the management of information systems and technology as it is being practised in organizations today to create value for businesses and consumers.

I.T. 2510 Music, Photo and Movie (3,2,2) (E)
Processing

Prerequisite: I.T. 1120 Business Information Systems or I.T. 1180 Information Management Technology

After completion of this course, students will have a good understanding on the basic concepts of music, photo and movie processing. Students will also be able to use software tools to process music, photo and movie data such as music file compression/conversion, photo enhancement and movie editing. This course is open to non-Visual Arts and non-CS Majors only.

I.T. 2530 Internet and E-Commerce (3,2,1) (E)

Prerequisite: I.T. 1120 Business Information Systems or I.T. 1180 Information Management Technology

Students will learn the basic concepts of Internet and e-commerce technologies, and gain hands-on experience in setting up systems for Internet and e-commerce applications.

I.T. 2550 Fundamentals of Multimedia (3,2,2) (E)

Prerequisite: I.T. 1180 Information Management Technology

On completion of this course, students will have a good understanding on the basic concepts of the fundamental elements in multimedia. Students will also be able to use software tools to process image, video and audio data such as image enhancement, video editing and audio file compression/conversion, and develop multimedia projects.

I.T. 2560 Building Interactive and Attractive (3,2,2) (E)
Web Graphics

Prerequisite: I.T. 1120 Business Information Systems or I.T. 1180 Information Management Technology

This course aims at introducing the theories and techniques for developing interactive and attractive graphics on the Web. On