of selected regional markets and strategic options for entry and expansion in those markets and also international marketing mix decisions. By the end of the course, students should have a greater understanding of the various issues behind the practical problems of global marketing and should be able to develop corporate marketing strategies for global markets for specific companies.

ICMT 4115 Marketing Communication in China (3,*,*) (E)

This course investigates the development and use of integrated marketing communication in China. The socio-political-economic issues affecting the practice of IMC in China will be discussed to provide students with a general background. To help students become familiar with these practices, we will also investigate regulatory and ethical issues, consumer behaviours, direct marketing and corporate social responsibilities, to understand how practitioners encounter and handle IMC issues. To better comprehend the concepts provided in this course, case studies will be used and guest speakers will be invited.

ICMT 4125 Strategic Public Relations (3,*,*) (E)

This course goes beyond the traditional perspective on public relations executions by emphasizing strategic elements of public relations. It focuses on relationship of public relations management to organizational structure, communication functions and organizational effectiveness.

ICMT 4905 Integrated Communication (0,0,0) Management Internship

ICM students are encouraged to undertake a non-graded and zero-credit internship. The internship is normally of at least two months full-time employment or professional practice during the summer between the second and third years but it can be a minimum of 160 hours of work. Students are required to conform to all reasonable requirements of their internship employer. Both the employer and the student file reports with the Course Director after the internship.

ISEM 1110 IT for Daily Life (3,3,0)

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) 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, using information systems to enhance decision making, and social and ethical issues involved with information systems.

ISEM 2006 Programming for Business (3,3,0) 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 2007 Information Systems for Marketing (3,3,0) Decisions

The purpose of this course is to provide students with an overview of information systems in the business world and its applications in marketing areas. It presents an organisational view of how to use information technology to obtain organisational efficiencies, increase individual effectiveness, gain competitive advantages, manage global organisations, and provide useful products and services to customers. Topics covered include organizational foundations of information systems, strategic use of information systems, development of information systems, social and ethical issues involved with information systems. Emphasis will be put on how these are related to marketing functions.

ISEM 2110 Programming for Business (3,3,0) 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)

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)

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) (E)
Prerequisite: ISEM 2005 Management Information Systems
The continuous and rapid introduction of electronic media, new technology platforms, data sources, and media consumption devices have significantly changed the way we do marketing campaigns.
In view of this challenge, the course is designed to provide students with the knowledge of the fundamental and critical impacts of the newly emerging electronic media landscape. Prevailing techniques of understanding online consumer behaviors and the essential steps of planning e-marketing campaigns (e.g. setting goals and objectives, monitoring and analyzing campaign performance) are emphasized.
Learning in this course will be accomplished through lectures, guest speakers, case studies, in-class exercises, computer lab exercises, group project and presentations.

**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) (E)
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)
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
The continuous and rapid introduction of electronic media, new technology platforms, data sources, and media consumption devices have significantly changed the way we do marketing campaigns.
In view of this challenge, the course is designed to provide students with the knowledge of the fundamental and critical impacts of the newly emerging electronic media landscape. Prevailing techniques of understanding online consumer behaviors and the essential steps of planning e-marketing campaigns (e.g. setting goals and objectives, monitoring and analyzing campaign performance) are emphasized.
Learning in this course will be accomplished through lectures, guest speakers, case studies, in-class exercises, computer lab exercises, group project and presentations.

**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.