

information systems knowledge, and working towards individual competency and success.

**ISEM 4016 Web Site Design and Business Applications (3,3,0) (E)**

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 Knowledge Management and Web Analytics (3,3,0) (E)**

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) (E)**

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 Governance and Management (3,3,0) (E)**

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 7050 Current Issues in Electronic Commerce (3,3,0)**

This course aims to explore the contemporary issues and current development in relation to commerce and business. In particular, it examines the impact of e-commerce on different business

areas and discusses how to implement e-commerce to achieve competitive advantages in different market environments.

**ISEM 7210 Business Processes and Information Management (3,3,0) (E)**

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 Systems (3,3,0)**

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 Systems (3,3,0)**

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 Systems and e-Business Management (3,3,0)**

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 Management Research (3,3,0)**

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)**

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 Technology (3,2,1)**

This course is designed for the leaders of tomorrow. Its special aim is to prepare students for the challenges of tomorrow's