

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 an 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 Fundamentals (3,3,0) (E)

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 Applications (3,3,0) (E)

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 Applications (3,3,0) (E)

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