

**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

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 Design (3,3,0) (E)**

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 Design (3,3,0) (E)**

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 Networking in Business (3,3,0)**

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 Systems in Business (3,3,0)**

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 Systems in Business (3,3,0)**

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

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 Applications (3,3,0) (E)**

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.