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.

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