

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 3221-2 Development of Small Management Information Systems (6,4,2)**

Prerequisite: ISEM 2480 Business Systems Analysis and Design  
This course aims at training and developing the students with the skills to design and implement real-life system, with emphasis on data analysis, project management and system implementation. Each student is required to participate in the development and implementation of a small computer-based information system. An oral presentation and submission of a written report are expected at the end of the term.

**ISEM 3240 Electronic Commerce (3,3,0) (E)**

Prerequisite: ISEM 2450 Management Information Systems  
This course will provide students with an understanding of the tools, skills, business concepts, strategic opportunities and social issues that surround the emergence of electronic commerce on the Internet. Students will develop an understanding of the current practices and opportunities in e-commerce. This course will also explore many of the problems surrounding e-commerce such as security, privacy, intellectual property rights, acceptable use policies, and legal liabilities.

**ISEM 3410 Telecommunications and Networking in Business (3,3,0) (E)**

Prerequisite: ISEM 2450 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 3600 Strategic Planning for MIS (3,3,0)**

Prerequisite: ISEM 2450 Management Information Systems  
This course aims to expand management competence by examining how information technology can be used as a strategic asset to achieve competitive edges and improve business processes. In particular, it discusses various managerial issues in relation to strategic planning for management information systems.

**ISEM 3610 Decision Support and Intelligent Systems in Business (3,3,0)**

Prerequisite: ISEM 2480 Business Systems Analysis and Design  
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 3620 Seminar in IS and e-Business Management (3,3,0)**

Prerequisite: ISEM 2450 or ISM 2450 Management Information Systems

This is a seminar type of course which mainly emphasises the introduction and discussions on the new topics in MIS and related fields. It aims to equip students in ISM Major with both research literature and practical oriented themes for enhancing the abilities of conducting research, appreciating and understanding of current information systems knowledge, and working towards individual competency and success.

**ISEM 3630 Multimedia and Automated Systems in Business (3,3,0)**

Prerequisite: ISEM 2450 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, student will learn some contemporary planning, production, and management issues of multimedia systems.

**ISEM 4005 IT Governance, Audit and Control (3,3,0)**

Prerequisite: ISEM 2005 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 importance 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 4006 Electronic Commerce (3,3,0) (E)**

Prerequisite: ISEM 2005 Management Information Systems  
This course will provide you with an understanding of the tools, skills, business concepts, strategic opportunities, and social issues that surround the emergence of electronic commerce on the Internet. You will develop an understanding of the current practices and opportunities in e-commerce. We will also explore many of the problems surrounding e-commerce such as security, privacy, intellectual property rights, acceptable use policies, and legal liabilities.

**ISEM 4008-9 Development of Small Management Information Systems (6,4,2)**

Prerequisite: ISEM 3005 Business Systems Analysis and Design  
This course aims at training and developing the students with the skills to design and implement real-life systems; with emphasis on data analysis, project management, and system implementation. Each student is required to participate in the development and implementation of a small computer-based information system. An oral presentation and submission of a written report are expected at the end of the term.

**ISEM 4015 Seminar in Information Systems and e-Business Management (3,3,0) (E)**

Prerequisite: ISEM 2005 Management Information Systems  
This is a seminar-type of course which mainly emphasises the introduction and discussions on the new topics in MIS and related fields. It aims to equip students in ISM Major with both research literature and practical oriented themes for enhancing the abilities of conducting research, appreciating and understanding of current 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