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 (6,4,2)
Management Information Systems
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 (3,3,0) (E)
Networking in Business
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 (3,3,0)
Systems in Business
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 (3,3,0)
Management
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 (3,3,0)
Systems in Business
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 (6,4,2)
Management Information Systems
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 (3,3,0) (E)
and e-Business Management
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 (3,3,0) (E)
Applications
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 (3,3,0) (E)
Knowledge Management and Web
Analytics
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   (3,3,0) (E)
Governance and Management
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 (3,3,0) (E)
Management
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   (3,3,0)
Systems
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   (3,3,0)
Systems
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   (3,3,0)
Systems and e-Business Management
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   (3,3,0)
Management Research
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   (3,2,1) (E)
Technology
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.

I.T.   1510   World Wide Web Applications   (3,2,2)
Development
Prerequisite: I.T. 1120 Business Information Systems or I.T. 1180 Information Management Technology
This course aims at introducing the fast growing World Wide Web together with the methodologies and techniques for developing applications on the web. Students of this course are expected to be competent computer users. On completion of the course, they will understand the fundamental concepts of World Wide Web and how it can be used as an effective communication channel. They will also be capable of developing well-structured websites for corporations and organizations.

I.T.   1530   Database Management   (3,2,1)
Prerequisite: I.T. 1120 Business Information Systems or I.T. 1180 Information Management Technology
This course introduces how to represent the data in a database for a given application and how to manage and use a database