

of global marketing and should be able to develop corporate marketing strategies for global markets for specific companies.

ICMT 4115 Marketing Communication in China (3,*,*)

This course investigates the development and use of integrated marketing communication in China. The socio-political-economic issues affecting the practice of IMC in China will be discussed to provide students with a general background. To help students become familiar with these practices, we will also investigate regulatory and ethical issues, consumer behaviours, direct marketing and corporate social responsibilities, to understand how practitioners encounter and handle IMC issues. To better comprehend the concepts provided in this course, case studies will be used and guest speakers will be invited.

ICMT 4125 Strategic Public Relations (3,*,*)

This course goes beyond the traditional perspective on public relations executions by emphasizing strategic elements of public relations. It focuses on relationship of public relations management to organizational structure, communication functions and organizational effectiveness.

ICMT 4135 Retailing as Marketing Communication (3,*,*)

This course aims to provide students with key principles, theories and relationships among various communication channels of retail brand contact. Students will learn the different theories of consumer behaviour, consumer's perception of brand identity, and different communication channels for retailers to reach and influence customers. We will also study influence of retail space design and merchandising over consumer purchases inside store. Through exposure to different theories and research studies, case studies and field trip, students should be able to analyse, integrate and develop effective and efficient communication campaigns, store layout design and in-store merchandising to achieve pre-set brand communication objectives.

ICMT 4905 ICM Internship (0,0,0)

ICM students are encouraged to undertake a non-graded and zero-credit internship. The internship is normally of at least two months full-time employment or professional practice during the summer between the second and third years but it can be a minimum of 160 hours of work. Students are required to conform to all reasonable requirements of their internship employer. Both the employer and the student file reports with the Course Director after the internship.

ISEM 1110 IT for Daily Life (3,3,0)

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)

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)

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, using information systems to enhance decision making, and social and ethical issues involved with information systems.

ISEM 2006 Programming for Business Applications(3,3,0)

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 2007 Information Systems for Marketing Decisions (3,3,0)

The purpose of this course is to provide students with an overview of information systems in the business world and its applications in marketing areas. It presents an organisational view of how to use information technology to obtain organisational efficiencies, increase individual effectiveness, gain competitive advantages, manage global organisations, and provide useful products and services to customers. Topics covered include organizational foundations of information systems, strategic use of information systems, development of information systems, social and ethical issues involved with information systems. Emphasis will be put on how these are related to marketing functions.

ISEM 2110 Programming for Business Applications(3,3,0)

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)

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)

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.