Programme Document
2023-2024

Minor Programme in Information Systems and Business Intelligence

Bachelor of Business Administration (Honours) Degree Programme

(August 2023)

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1. **General Information**

1.1 Minor Programme Title
Minor Programme in Information Systems and Business Intelligence
資訊系統與商業智能學副修

1.2 Major Programme offering the Minor Programme
Bachelor of Business Administration (Honours) Degree Programme

1.3 Department(s) involved in offering the Minor Programme
Department of Management, Marketing and Information Systems

1.4 Philosophy/Rationale of the Minor Programme
The Information Systems and Business Intelligence Minor meets the needs of the continuous and rapid development of technology in the business environment. It aims to nurture students with the knowledge of information systems, business intelligence, Online and Social Media Marketing, and Information Systems Auditing.

1.5 Programme aims, objectives, PILOs, and the alignment of PILOs to the HKBU GAs

Programme Intended Learning Outcomes (PILOs)
Upon completion of the Information Systems and Business Intelligence Minor, students will be able to
(1)   acquire knowledge and training in information systems and business intelligence discipline.
(2)   appreciate and understand ethical, legal, security, managerial, and professional issues related to the use of emerging technologies in business.
(3)   develop a skill on how to analyze, design, develop, implement, and evaluate IS/ business intelligence solutions.

Alignment of PILOs to HKBU Graduate Attributes

| PILOs | HKBU Graduate Attributes* | | | | | | | No. of GAs addressed by this PILO |
	Citizen ship	Knowledge	Learning	Skills	Creativity	Commu nication	Team work	
PILO1		✔	✔	✔				**3**
PILO2	✔	✔				✔		**3**
PILO3			✔		✔		✔	**3**
No. of PILOs addressing this GA	**1**	**2**	**2**	**1**	**1**	**1**	**1**	

1.6 Medium of instruction
English

1.7 Target students
Non-BBA students

1.8 Year of implementation
September 2020

2. **Programme Structure and Content**

2.1 Curriculum structure
Students are required to complete the specified courses listed below to claim a minor in information systems and business intelligence discipline. The selection of minors by individual students is permitted subject to the approval of the major and minor Departments concerned.

2.2 Total number of units required
15 units

2.3 Minor programme contents
Required course (3 units)

ISEM	2005	Management Information Systems	3 units

Elective courses (12 units)

BUSI	2007	Management Science	3 units
FINE	4026	Financial Technology for Banking and Finance	3 units
ISEM	2006	Programming for Business Applications using Python	3 units
ISEM	3005	Business Systems Analysis and Design	3 units
ISEM	3006	Data Management in Business	3 units
ISEM	3007	e-Marketing	3 units
ISEM	3015	Telecommunications and Networking in Business	3 units
ISEM	3016	Decision Support and Intelligent Systems in Business	3 units
ISEM	3027	Introduction to App Development and Mobile User Experience Design	3 units
ISEM	3035	Introduction to Business Data Analytics and Visualization	3 units
ISEM	3036	Advanced Business Analytics and Data Visualization for Digital Commerce	3 units
ISEM	4006	Electronic Commerce	3 units
ISEM	4008-9	Development of Small Management Information Systems	6 units
ISEM	4015	Seminar in Information Systems and Business Intelligence	3 units
ISEM	4016	Web Site Design and Business Applications	3 units
ISEM	4017	Consumer Insight: Online Customer Data Analytics and Machine Learning Approaches	3 units
ISEM	4025	Information Systems Auditing	3 units
ISEM	4026	Information Technology Governance and Management	3 units
ISEM	4035	Blockchain: Cryptocurrencies and Business Applications	3 units
ISEM	4036	Cybersecurity & Data Privacy	3 units
ISEM	4037	Machine Learning for Financial & Business Forecasting	3 units
ISEM	4045	Textual Analysis in Business & Finance	3 units

Remarks:
1. Students who have taken any of the above courses in their major programmes have to take additional elective course(s) to fulfil the minor programme requirement.

2.4 Pre-requisites and levels

Students must take at least one 3-unit course at Level III or above.

Alignment of Courses to PILOs (Required/ Elective Courses)			
Courses\ PILOs	PILO1	PILO2	PILO3
BUSI 2007 Management Science	✓	✓	✓
FINE 4026 Financial Technology for Banking and Finance	✓	✓	✓
ISEM 2005 Management Information Systems	✓	✓	✓
ISEM 2006 Programming for Bus Applications using Python	✓	✓	✓
ISEM 3005 Business Systems Analysis and Design	✓	✓	✓
ISEM 3006 Data Management in Business	✓	✓	✓
ISEM 3007 e-Marketing	✓	✓	✓
ISEM 3015 Telecommunications and Networking in Bus	✓	✓	✓
ISEM 3016 Decision Support and Intelligent Systems in Bus	✓	✓	✓
ISEM 3027 Introduction to App Development and Mobile User Experience Design	✓	✓	✓
ISEM 3035 Introduction to Business Data Analytics and Visualization	✓	✓	✓
ISEM 3036 Advanced Business Analytics and Data Visualization for Digital Commerce	✓	✓	✓
ISEM 4006 Electronic Commerce	✓	✓	✓
ISEM 4008-9 Development of Small Management Information Systems	✓	✓	✓
ISEM 4015 Seminar in IS and Business Intelligence	✓	✓	✓
ISEM 4016 Web Site Design and Business Applications	✓	✓	✓
ISEM 4017 Consumer Insight: Online Customer Data Analytics and Machine Approaches	✓	✓	✓
ISEM 4025 Information Systems Auditing	✓	✓	✓
ISEM 4026 IT Governance and Management	✓	✓	✓
ISEM 4035 Blockchain: Cryptocurrencies and Business Applications	✓	✓	✓
ISEM 4036 Cybersecurity & Data Privacy	✓	✓	✓
ISEM 4037 Machine Learning for Financial & Bus Forecasting	✓	✓	✓
ISEM 4045 Textual Analysis in Business & Finance	✓	✓	✓

3. **General Regulations for Minor Programmes**
   The programme follows the prevailing University regulations.

4. **Quality Assurance Implementation**
   The programme follows the quality assurance provisions and procedures implemented by the BBA Programme, which also aligns with the prevailing quality assurance procedures.

5. **Programme Management**
   The programme follows the programme management structure of BBA Programme.

6. **Staffing and Resources**
   The programme shares the staffing and resources of BBA Programme.

7. **Version Control**
   Last updated date: January 2023