

Information Systems and Business Intelligence Minor
工商管理學士(榮譽)— 資訊系統與商業智能學副修

Major Programme Offering the Minor Programme

Bachelor of Business Administration (Honours) Programme

Offering Department

Department of Finance and Decision Sciences

Philosophy and Rationale

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.

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 | Communication | Team work | |
| PILO1 | | ✓ | ✓ | ✓ | | | | 3 |
| PILO2 | ✓ | ✓ | | | | ✓ | | 3 |
| PILO3 | | | ✓ | | ✓ | | ✓ | 3 |
| No. of PILOs addressing this GA | 1 | 2 | 2 | 1 | 1 | 1 | 1 | |

Medium of Instruction:

English

Year of Implementation

September 2020

Programme Structure (15 units)

Required course (3 units)

ISEM 2005 Management Information Systems 3 units

Elective courses (12 units)

BUSI 2007 Management Science 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 e-Business Management 3 units
 ISEM 4016 Web Site Design and Business Applications 3 units
 ISEM 4017 Consumer Insight: Online Customer Data Analytics and Machine Approaches 3 units
 ISEM 4025 Information Systems Auditing 3 units
 ISEM 4026 Information Technology Governance and Management 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.