

Information Systems and e-Business Management Minor

工商管理學士(榮譽)—資訊系統及電子商貿學副修

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 e-Business Management 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, e-Business Management, Online and Social Media Marketing, and Information Systems Auditing

Programme Intended Learning Outcomes (PILOs)

Upon completion of the Information Systems and e-Business Management Minor, students will be able to

- (1) acquire knowledge and training in information systems and e-Business management discipline.
- (2) appreciate and understand of 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/e-Business solutions.

Alignment of PILOs to HKBU Graduate Attributes

PILOs	HKBU Graduate Attributes*							<i>No. of GAs addressed by this PILO</i>
	Knowledge	Creativity	Learning	Communication	Skills	Citizenship	Teamwork	
PILO1	✓		✓		✓			3
PILO2	✓			✓		✓		3
PILO3		✓	✓				✓	3
<i>No. of PILOs addressing this GA</i>	2	1	2	1	1	1	1	

Medium of Instruction:

English

Year of Implementation

September 2009

Programme Structure (15 units)**Required course (3 units)**

ISEM 2005	Management Information Systems	3 units
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Elective courses (12 units)

BUSI 2007	Management Science	3 units
ISEM 2006	Programming for Business Applications	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 4006	Electronic Commerce	3 units
ISEM 4008-9	Development of Small Management Information Systems	3 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: Customer Knowledge Management and Web Analytics	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.