Hong Kong Baptist University
Curriculum for Minor Programmes

Minor Programme : Information Systems and e-Business Management (*ISEM)

Course Group	Course	Course Title	Unit	Core (C) / Elective (E)
ISEM Minor Required Courses (#R-ISEM-CORE-001)				
	ISEM2005	Management Information Systems	3.00	C
ISEM Minor Elective Courses (#R-ISEM-ELECT-001)				
	BUSI2007	Management Science	3.00	E
	ISEM2006	Programming for Business Applications using Python	3.00	E
	ISEM3005	Business Systems Analysis and Design	3.00	E
	ISEM3006	Data Management in Business	3.00	E
	ISEM3007	e-Marketing	3.00	E
	ISEM3015	Telecommunications and Networking in Business	3.00	E
	ISEM3016	Decision Support and Intelligent Systems in Business	3.00	E
	ISEM3027	Introduction to App Development and Mobile User Design	3.00	E
	ISEM3035	Introduction to Business Data Analytics and Visualization	3.00	E
	ISEM4006	Electronic Commerce	3.00	E
	ISEM4008	Development of Small Management Information Systems	3.00	E
	ISEM4009	Development of Small Management Information Systems	3.00	E
	ISEM4015	Seminar in Information Systems and e-Business Management	3.00	E
	ISEM4016	Web Site Design and Business Applications	3.00	E
	ISEM4017	Web-based Consumer Insight: Online Customer Data Analytics and Machine Learning Approaches	3.00	E
	ISEM4025	Information Systems Auditing	3.00	E
	ISEM4026	Information Technology Governance and Management	3.00	E

Remarks: Students have to take ISEM2005 and 12 units from #R-ISEM-ELECT-001.

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.

To fulfill the minor programme requirement, students are required to complete at least ONE 3-unit course at the upper level (Level 3 or 4).

* 4-Year Curriculum