

**Course ILOs for Approved Common Core Courses (Subject Code: ISOM)**

Course Code, Title and Course ILOs	Weighting	Area(s)
<b>ISOM 1090 Social Media: Collective Intelligence &amp; Creativity</b>		SA
CILO 1 Articulate the origin and basic characteristics of Web 2.0 applications	NA	
CILO 2 Critique the ethical, social and philosophical aspects in peer production, crowdsourcing and collective intelligence	NA	
CILO 3 Describe the importance of searching, analyzing, organizing, archiving and publishing digital materials to communicate, collaborate and cooperate	NA	
CILO 4 Analyze the issues of open source software and open knowledge	NA	
CILO 5 Understand the unsavory aspects of social media such as mob mentality and amateurism	NA	
CILO 6 Apply a variety of uses of social media tools	NA	
CILO 7 Communicate and present information effectively in written and electronic formats	NA	
CILO 8 Deliver professional quality presentations	NA	
CILO 9 Work productively and collaboratively to complete project tasks	NA	
<b>ISOM 1380 Technology and Innovation: Social and Business Perspectives</b>		SA
CILO 1 Students will be able to recall and state the fundamental concepts involved in the development of new technology and innovation, e.g., the key elements of the National Innovation System, etc.	NA	
CILO 2 Students will be able to explain and interpret various technology and innovation strategies through the theories and models delivered in lectures	NA	
CILO 3 Students will be able to analyze and evaluate the strengths and weaknesses of each individual technology and innovation strategy from both social and business concerns. For example, what is the impact of social norm on the adoption of a specific innovation?	NA	
CILO 4 Students will be able to develop teamwork skills, deliver an effective report and presentation in English through various learning activities in the course	NA	
<b>ISOM 1500 Insightful Decisions</b>		SA, QR
CILO 1 Apply the critical thinking process to solve social and business problems, evaluate solutions, and to make actionable decisions	NA	
CILO 2 Learn how to avoid and correct common decision errors that occur because of faulty assumptions or process	NA	
CILO 3 Develop more confidence and appreciation using quantitative methodologies in the process of solving complicated social and business problems	NA	
CILO 4 Use computer spreadsheets effectively for analyzing data and presenting the conclusions	NA	

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<b>ISOM 1700 Critical Issues in Business Operations</b>		SA
CILO 1 Describe the design and delivery of product/service in different organizations, and evaluate the systems for measurement and improvement of operations	NA	
CILO 2 Identify a wide range of contemporary and pervasive business, technology, environmental, and social issues that impact the management of operations	NA	
CILO 3 Discuss the critical roles of operations management in sustainability and social responsibility	NA	
<b>ISOM 2030 Business Protections for Innovations</b>		SA
CILO 1 Analyze social and business issues for protecting innovations in a legal and strategic context, including international policy and trade issues	40%	
CILO 2 Communicate legal and ethical issues related to business innovation problems, including piracy, criminal issues, and problems related to protecting innovation	30%	
CILO 3 Approach business innovation protection from different perspectives, including legal and strategic defenses for creating and protecting intellectual property rights, such as brand, trademarks, copyrights and patents	30%	
<b>ISOM 2310 Fundamentals of E-Commerce: Business, Technology, and the Society</b>		SA
CILO 1 Describe the new roles of competitive and macro environment forces as the Internet becomes more ubiquitous	NA	
CILO 2 Analyze the strategic uses and development of Internet applications for business, educational, recreational and social activities	NA	
CILO 3 Critique the dynamics and taxonomy of various internet business models	NA	
CILO 4 Understand the main ethical, social and political issues raised by internet-commerce [e.g. privacy, copyright, internet addiction, sovereignty]	NA	
CILO 5 Contribute to the successful and timely completion of a group project	NA	
CILO 6 Communicate and participate in written discussion	NA	
CILO 7 Deliver professional quality presentation	NA	
<b>ISOM 2400 Global Information Infrastructure and Policy</b>		SA, S&T
CILO 1 Recall and state fundamentals of information infrastructure from technology, policy, social and business perspective	NA	
CILO 2 Explain and interpret corporate information infrastructure strategies from technology, policy, social and business perspectives	NA	
CILO 3 Analyze and evaluate the strengths and weaknesses of each corporate information infrastructure strategy from technology, policy, social and business perspectives	NA	
CILO 4 Address business needs by formulating part of the corporate information infrastructure strategy from technology, policy, social and business perspectives	NA	

NA : The course offering unit has not assigned any weighting for the course ILOs.

Updated as at 30 June 2021