COURSE DESCRIPTIONS 科目簡介

COURSES FOR 4-YEAR UNDERGRADUATE PROGRAMMES

ORM2205 Introduction to Programming (3 credits)
(recoded from CDS2205 from 2025-26) (deleted from 2026-27)
The course assumes no knowledge in computer programming. It introduces students to the basic concepts and techniques of developing computer programmes for problem solving. Object-oriented programming methodology is used throughout the course to teach the fundamentals of programming. In this course, students learn how to apply an integrated programme development tool to design, implement, test, debug, and document programmes. It establishes a foundation on which students are able to develop application programmes in high-level programming languages such as Java and C++.

ORM2209 Digital Video Editing and Movie Making (3 credits)
(recoded from CDS2209 from 2025-26) (deleted from 2026-27)
This course explores various ways of developing video applications. It formally introduces the theoretical concept as well as the practical usage to students. Video components include text, graphics and images, audio, video, and 3D animation. Students will also learn techniques to develop, manage and process digital video products such as video tapes, CD, DVD, CD-ROM, and others. Distribution of video via the Internet, 3G telephone networks as well as other computer-related methods will be addressed. Upon completion, students should be able to create their own movies.

ORM2215 Internet Technology (3 credits)
(recoded from CDS2215 from 2025-26) (deleted from 2026-27)
This course will examine the various technologies used in Internet. Students will learn the advanced operation of PC and Internet/WWW, and are expected to be able to develop web page using web-authoring tool and programming languages. The application of Internet technologies in different business applications, such as E-commerce, database and Intranet/Extranet, will be examined.

The course does not specify any pre-requisite but students should have acquired basic computing and web page creation skill.

ORM2250 Electronic Business: Supply Chain Applications (3 credits)
(recoded from CDS2250 from 2025-26)
This course is designed to develop a linkage between traditional businesses and electronic businesses. Particularly, it studies the way electronic business (e-business) changes the flow of goods and services in the supply chain and how it creates threats and opportunities for both the traditional and new firms. Furthermore, based on the basic models of Supply Chain Management (SCM), it uses computer simulation programme, computer based exercises, and case analyses pedagogy to build an integrated view of SCM, planning, and change management. The applications cover logistics, procurement and operations strategy, and are studied through case studies and computer simulations in consumer and industrial settings.

ORM2251 Digital Imaging and Photography (3 credits)
(recoded from CDS2251 from 2025-26) (deleted from 2026-27)
This course introduces the basic concepts, techniques, and equipment of Digital Imaging and Digital Photography. It addresses the principles of the hardware and software technologies involved as well as their practical use in real-world applications. Students will also learn to use current digital imaging software and equipment.

ORM2252 Wireless Technology (3 credits)
(recoded from CDS2252 from 2025-26) (deleted from 2026-27)
This course provides an overview of wireless technology for students of all levels. It formally introduces the theoretical concept as well as applications to students. Topics covered include technical foundations of mobile devices, telephone technologies, wireless Internet and networks, wireless applications, development tools, security issues and deployments.

ORM2253 Electronic Publishing and 3D Modelling (3 credits)
(recoded from CDS2253 from 2025-26) (deleted from 2026-27)
With the advent of computing technology, electronic documents have evolved continuously with ever more precise layout control, exquisite typesetting and multimedia contents. More recently, the availability of affordable computer graphics processors has enabled the widespread use of interactive 3D graphics in many applications that require 3D modelling such as mapping, architecture, product design, etc. Across a myriad of software packages for creating and editing various types of electronic documents with 3D models, standard formats have emerged and one has to be familiar with these formats in order to carry out their modelling and publishing work effectively.

The aim of this course is to introduce the major electronic document and 3D modelling formats that are relevant to business and industry. It addresses the principles of creating and publishing documents and 3D models and illustrates their use in real-world applications. Students will also learn to use relevant software for various publishing and modelling tasks.

ORM3350 e-Procurement and e-Customer Relationship Management (3 credits)
(recoded from CDS3350 from 2025-26)
Procurement deals with the business-to-business purchase of supplies, goods and services in the upstream of supply chain while customer relationship management (CRM) deals with customers' needs and behaviour in the downstream of supply chain.

Today's global logistic and supply chain management systems would inevitably be enabled by Internet technology. The rapid development of Internet and information technology has posed new challenges and opportunities in conducting procurement and CRM over the Internet, that is, E-procurement and e-CRM.

This course examines the strategic nature, business models, operating procedures, technological trends, and implementation issues of e-procurement and e-CRM in today's business environment.

ORM3352 Inventory Management (3 credits)
(recoded from CDS3352 from 2025-26)
(Prerequisite: BUS1102 Statistics for Business or instructor's approval)
This course explains the dynamics of inventory management's principles, concepts, and techniques as they relate to the entire supply chain, including customer demand, distribution, and product transformation processes. The inter-relationships of all functions are examined. Emphasis is placed on the ramifications of inventory management. The methods and techniques for reducing the cost of holding goods while providing an efficient and effective service to their customers are covered.

ORM3353 Logistics and Transportation (3 credits)
(recoded from CDS3353 from 2025-26)
(Prerequisite: BUS1102 Statistics for Business)
This course is limited to the essential activities within the functional areas of logistics and transportation. It emphasises the quantitative treatment of the design and planning issues in logistics. This course presents some of the commonly used decision models and algorithms to address various logistics challenges, the latest trends in logistics and a few real-life examples. It also includes topics such as vendor selection, inventory models with logistics costs, advanced transportation models, logistics metrics and recent trends in logistics.

ORM3354 Electronic Commerce (3 credits)
(recoded from ISM3353 from 2025-26) (deleted from 2026-27)
(Prerequisite: BUS2206 Information Systems Management)
This course encapsulates the general knowledge of BUS2206 and extends it with deeper depth in the specific arena of Electronic Commerce (EC). This course aims to cover the essentials of EC. This includes the impact of EC toward the supply chain, enterprise resources planning and customer/supplier relation management. The major emphasis is on web-based business models, revenue models and its managerial issues. Students would be given hands on experience on developing simple web sites of their designs, using web development software such as Front Page or others, to reinforce their theoretical concepts learnt. The teaching and learning approach also include discussion on real world cases studies, evaluation of actual operational e-Commerce web sites, relevant e-Commerce academic papers studies and group projects, so as to foster students understanding on the theoretical concepts that are being practically applied in real world.

ORM4011 e-Business Logistics (3 credits)
(recoded from CDS4011 from 2025-26)
(Prerequisite: BUS2211 Operation Management)
This course explores the principles and practices of logistics in the e-Business context. It examines the potentials of logistics management to increase profitability. This course provides general and specific logistics management information that will serve to strengthen the student's ability to participate in today's e-business environment.