Programme Office Updates

New modules to be offered

Our curriculum has undergone some changes to stay abreast of new developments in business technologies. Three new modules will be introduced in the second and third semesters 2008. They are:

ECOM6024 Mobile and pervasive commerce
- This module will be taught by Professor Norman Sadeh, from Carnegie Mellon University. It introduces participants the technologies, services and business models associated with mobile and pervasive commerce. It also provides an overview of future trends and ongoing research in this new and fast growing area.

ECOM6025 Technology convergence and digital entertainment
- This module will be taught by Mr. Peter Looms, from Danish Broadcasting Corporation. It provides an overview of theory and methods allowing participants to critically analyse and discuss key technical, business, ethical and regulatory issues associated with the commissioning, planning, production, distribution, payment for and use of digital entertainment by a variety of target groups.

ECOM6032 Data mining with applications in business and electronic commerce
- This module will be taught by Professor Alan Montgomery, from Carnegie Mellon University. It focuses on how data mining techniques can be applied to solve managerial problems in marketing and electronic commerce. The emphasis is on understanding and applying existing techniques using computer software tools.

ECom-IComp Experts Address

The ECom-IComp Experts Address series is designed primarily to keep students and alumni of our programme up-to-date with the information technology and electronic business trends around the world, and given by our visiting instructors around the world.

Prof. Roger Clarke started the series off for the new academic year of 2007-8 by presenting on 25 October on mobile payment. His presentation highlighted the risks that consumers face, and asked whether the perception of riskiness will impede the adoption of M-Commerce.

In November, Dr. Renato Iannella gave the talk “Web 2.0: From the Hype to the Reality”. He tried to deconstruct the Web 2.0 phenomena and look at the real challenges of the future web.

Upcoming seminars:
- Prof. Michael Shamos will give a talk on “A Formula for Innovation” on 29 January. His talk will look at the situations in which innovation has paid off or failed in some corporations.

In February, Prof. Bebo White will present his talk on “Computational Science and Engineering”. He will describe the elements of computational science and engineering and research methods that take advantage of these elements.

The slides and video recording of most of the addresses are available on our web site: http://www.ecom-icom.hku.hk/seminar/

Admission 2008

We are now inviting applications for 2008 September admissions. Updated information can be found in the programme web site and brochure. If your friends or colleagues are interested in our programme, please ask them to contact the Programme Office.

Continuing Professional Development (CPD) Courses

Graduates are welcome to enroll in MSc(ECom&IComp) modules for continuing and professional development purpose. We will offer the new modules as CPD courses to our graduates if enrolment quota allows. Information about CPD courses is published on the programme web site in September, December, and May. Watch out for our email notification if you are interested!

Graduate Directory

To stay in touch with the Programme and with your fellow graduates, the Programme Office provides a graduate directory for you to update your contact information and look for other graduates. So don’t forget to tell us if you have moved, changed your telephone number or email address. You could check to make sure that your information is correct and up-to-date.

http://www.ecom-icom.hku.hk/graduate-info/