

Content

| Course Code | Course Name | Semester | Theory | Practice | Lab | Credit | ECTS |
|-------------|----------------------------|----------|--------|----------|-----|--------|------|
| ISI 530 | System Design and Analysis | 1 | 3 | 0 | 0 | 3 | 6 |

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| Prerequisites | |
| Admission Requirements | |

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| Language of Instruction | English |
| Course Type | Elective |
| Course Level | Masters Degree |
| Objective | This course delves into the core principles of developing, designing, and analyzing digital business models within the context of digital transformation. Students will explore innovative strategies, technological frameworks, and analytical tools essential for thriving in the rapidly evolving digital landscape. Through real-world case studies and hands-on projects, participants will gain practical insights into harnessing technology to drive business growth and enhance organizational agility. |
| Content | <ol style="list-style-type: none"> 1. Introduction to Digital Business Models and Transformation 2. Digital Disruption: Trends and Challenges 3. Evaluating Technology in Business Strategy 4. User-Centered Design in Digital Products 5. Data Analytics for Business Decision Making 6. Agile Methodologies and Project Management in Digital Projects 7. Cybersecurity and Risk Management in Digital Systems 8. E-commerce Platforms and Strategies 9. Blockchain Technology and its Impact on Business 10. Mobile App Development and Optimization 11. IoT (Internet of Things) and Smart Business Solutions 12. Artificial Intelligence and Machine Learning in Business 13. Social Media and Digital Marketing Strategies 14. Ethics, Privacy, and Compliance in Digital Business |
| References | |

Theory Topics

| Week | Weekly Contents |
|------|--|
| 1 | 1. Introduction to Digital Business Models and Transformation |
| 2 | 2. Digital Disruption: Trends and Challenges |
| 3 | 3. Evaluating Technology in Business Strategy |
| 4 | 4. User-Centered Design in Digital Products |
| 5 | 5. Data Analytics for Business Decision Making |
| 6 | 6. Agile Methodologies and Project Management in Digital Projects |
| 7 | 7. Cybersecurity and Risk Management in Digital Systems |
| 8 | 8. E-commerce Platforms and Strategies |
| 9 | 9. Blockchain Technology and its Impact on Business |
| 10 | 10. Mobile App Development and Optimization |
| 11 | 11. IoT (Internet of Things) and Smart Business Solutions |

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| 12 | 12. Artificial Intelligence and Machine Learning in Business |
| 13 | 13. Social Media and Digital Marketing Strategies |
| 14 | 14. Ethics, Privacy, and Compliance in Digital Business |