

Content

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

Prerequisites	
Admission Requirements	

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	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

Week	Weekly Contents
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**