

" DESIGN OF INFORMATION SYSTEMS"

(course title)

**COURSE SYLLABUS ABSTRACT**  
**of higher education institution**  
**speciality**

1-28 01 02 - "Electronic Marketing"  
(speciality code and name)

	STUDY MODE		
	full-time	part-time	part-time (shortened program)
Year	3	4	3,4
Semester	5,6	7,8	6,7
Lectures, hours	68	20	18
Laboratory classes, hours	68	16	16
In-class test (semester, hours)		7(2ч.)/8(2ч.)	7(2ч.)
Pass/fail, semester	5	7	6
Exam, semester	6	8	7
Contact hours	136	40	36
Independent study, hours	122	218	222
Total course duration in hours / credit units	258/7		

1. Course outline: the possibilities in the field of information systems design are studied, the theoretical and practical foundations of project management, principles and models of representation of design and architectural solutions, design methods and the concept of calling remote procedures in the field of distributed technologies are considered.

2. Course learning outcomes

Upon completion of the course, students will be expected to

know:

strategies and models of the life cycle of IS; classical and modern technologies of IS development; principles and features of automated development of IS; tools used for automated development of IS;

be able to:

choose a model of the IS life cycle, based on the characteristics of a particular project; develop software tools, using modern methodologies, tools and CASE-means; evaluate the effectiveness of the IS structure and its complexity;

possess:

the toolkit for the design of the IS.

3. Competencies

AK-1 - Be able to apply basic scientific-theoretical knowledge to solve theoretical and practical problems.

AK-2 - Master the systemic and comparative analysis.

AK-3 - Have research skills.

AC-4 - Be able to work independently.

AK-5 - Be able to generate new ideas (have creativity).

AC-6 - Have an interdisciplinary approach to problem solving.

AK-8 - Have oral and written communication skills.

AK-9 - Be able to learn and improve my skills throughout my life.

AK-10 - Use the basic laws of science in professional activities.

AK-13 - Explore the fundamentals of economic theory and its application to the market economy.

AK-14 - Organize their work in a scientific way and evaluate the results of their activities independently.

SLC-1 - Have citizenship qualities.

SLC-2 - Be capable of social interaction.

SLC-3 - Have the ability for interpersonal communication.

SLC-5 - Be able to be critical and self-critical.

SLC-6 - Be able to work in a team.

PC-15 - Conduct a pre-project survey, identify customer information needs in the area of electronic marketing and form requirements for the information system to be designed.

PC-16 - Research the market for information systems in the area of an organization's interaction with its customers.

PC-17 - Analyze alternative solutions in the field of informatization, formation of criteria for their selection

PC-18 - Develop project documentation.

PC-19 - Develop regulations for the maintenance and operation of information systems in the field of electronic marketing.

PC-20 - Implement the design, maintenance and operation of information systems in the field of electronic marketing.

PC-21 - Draw up technical specifications for the development and modernization of information systems in the field of electronic marketing.

PC-22 - Perform subject area modeling, including building functional business process models, data flow and process flow models, and database models.

PC-23 - Participate in the formation of an organization's (enterprise's) policy on informatization of its activities and prepare drafts of relevant documents (concepts, plans, activities, programs, decisions, etc.).

PC-24 - Perform software testing in the area of electronic marketing.

PC-25 - Develop technical documentation for e-marketing software.

4. Requirements and forms of midcourse evaluation and summative assessment

Oral and written form is used to diagnose competencies.

The following assessment tools are used:

- Reports on laboratory works with their oral defense;

- Credit;

- Exam.