

Master's Degree in Digital Business (Business Informatics)

No.	Course title	Number of ECTS	Assessment	Brief description
1 year				
1.	Effective Management Technologies	1	Credit	<p>The purpose of the course "Effective Management Technologies" is: 1. Formation of undergraduates' knowledge and skills in modern management technologies aimed at improving the effectiveness and efficiency of management of organizations, their divisions, and individual employees.</p> <p>The objectives of the Course "Effective Management Technologies":</p> <ol style="list-style-type: none"> 1. To acquire the skills of critical analysis of problematic situations in the organization's activities based on a systematic approach to value creation, developing an action strategy on this basis; 2. Gain skills in developing solutions to problematic situations in the organization's activities based on a critical analysis of available sources of information. get the skills to develop a strategy for solving problematic situations in the form of a typical algorithm for a sequence of steps, anticipating the result of each of them to form the ability to manage projects at all stages of its life cycle, also in various projections of value creation. to form the ability to organize and manage the work of the team, developing a team strategy to achieve the goal; 3. To acquire the skills of an effective organizer and coordinator of team interaction, considering the peculiarities of forming an effective team in various value creation projections.
2.	Foreign Language of Business and Professional Communication	6	Exam, Credit	<p>The purpose of the course "Foreign language of business and professional communication" is:</p> <ol style="list-style-type: none"> 1. Improving the initial level of foreign language proficiency

				<p>achieved at the previous stage of education and mastering the necessary and sufficient level of communicative competence for students to solve professional tasks when communicating with foreign partners, as well as for further self-education.</p> <p>The objectives of the course "Foreign language of business and professional communication":</p> <ol style="list-style-type: none"> 1. In speaking – the ability to conduct a reasoned discussion with a business partner, considering knowledge of national culture, as well as the culture of doing business in different countries; to present material orally; 2. In writing – the ability to conduct business correspondence (e-mail, report, report on the work of companies with a description of their development trends presented graphically; official letter, claim); 3. In reading and translation – the ability to read texts with a full understanding of the content, build individual paragraphs of the text in a logical order, correlate paragraphs of the associated text with these statements, read articles of professional content, translate them, and catch the main idea; 4. In listening – the ability to understand authentic speech at a normal pace (telephone conversations, product advertising, monologue speech), combine listening with reading (correlate monologue speech with information in writing), identify the necessary information and use it in a modified context; 5. The ability to use vocabulary-reference literature and Internet resources in a foreign language; 6. The ability to conduct independent creative search.
3.	Design Thinking	2	Credit	The purpose of the course "Design thinking" is:

				<p>1. Formation of students' general ideas about the essence of design thinking and a systematic approach, principles, and methods of developing managerial decisions in standard and non-standard situations; design thinking as an approach to designing innovative solutions. Objectives of the course "Design thinking":</p> <ol style="list-style-type: none"> 1. Study of the basics of design thinking and systems thinking used in the analysis and development of management decisions; 2. Formation of skills of analysis and interpretation of strategic, tactical, and operational decisions based on a systematic approach; 3. Mastering the skills of developing organizational and managerial decisions based on critical analysis of problem situations; 4. Improving students' self-organization and self-control skills.
4.	Leadership	2	Credit	<p>The purpose of the course "Leadership" is:</p> <ol style="list-style-type: none"> 1. Formation of students' holistic view of the formation and development of a leader in an organization, about the stages of his development, about his ability to organize and manage the work of the team, about the main theoretical and practical positions of leadership research <p>Objectives of the course "Leadership":</p> <ol style="list-style-type: none"> 1. Study of leadership in foreign and domestic psychology; 2. Study the basic methods of psychological diagnostics of leadership potential; 3. Explore the possibilities of organizing and managing the work of the team;

				<p>4. Explain the main problems being developed by the gender psychology of leadership;</p> <p>5. Reveal the main theoretical positions underlying cross-cultural studies of leadership.</p>
5.	Digital Transformation of Economy and Business	3	Credit	<p>The purpose of the course "Digital transformation of economy and business" is:</p> <ol style="list-style-type: none"> 1. Acquisition of students' abilities to analyze and consider the diversity of cultures in the process of intercultural interaction; 2. Manage interaction with clients and partners in the process of solving problems of professional activity.
6.	Digital Business Company: Knowledge and Business Process Management	3	Graded credit	<p>The purpose of the course "Digital Business Company: Knowledge and Business Process Management " is:</p> <p>obtaining by students a holistic view of the main methods of knowledge management and systems that automate processes for managing business processes.</p>
7.	Functional Programming and Intelligent Data Analysis	5	Exam	<p>The purpose of the course "Functional programming and Intelligent data analysis" is to study modern methods and technologies of functional programming using the integrated data analysis system Wolfram Data Framework, including 1) mastering the basics of the Wolfram programming language, 2) studying the capabilities of the Wolfram programming language for data mining, 3) familiarity with cloud services Wolfram Development Platform, Wolfram Data Science Platform and Wolfram Finance Platform. As a result of taking this course, students will be able to apply intellectual methods of data analysis to solve economic and business problems.</p>

8.	Information Management (advanced level)	5	Exam	The purpose of the course "Information Management (advanced level)" is to provide students with a holistic view of the basic ideas and methods of information management.
9.	IT Project Management	3	Exam	The purpose of the course "IT Project Management" is: 1. Students mastering the main ideas and methods of project management, as well as the features of IT projects; 2. The study of IT project management, including the historical aspects of project activities, the classification of projects, the project life cycle, subjects, tools and project management standards, processes, and functional areas of project management, as well as the classification and features of IT projects; 3. Studying the features of project management for the development and implementation of software systems.
10.	Modern Methodologies and Technologies for Application Development	3	Graded credit	The purpose and objectives of the course "Modern methodologies and technologies of application development" is: 1. In-depth study of modern methodologies for effective software applications development; 2. Study of technological and instrumental aspects of their implementation.
11.	Scientific Research Methods	3	Credit	The purpose of the course "Scientific Research Methods" is to provide students with systematized information about modern methods of scientific research for innovative solutions to professional problems, about scientific principles and mathematical models used in the digital economy.
12.	Concepts and Management Systems of the	3	Credit	The purpose of the course "Concepts and management systems of the digital economy" is

	Digital Economy / Information Society and Digital Economy (optional)			getting students a holistic view of the basic concepts, methods, technologies, and the digital economy management systems.
13.	Information Security in the Digital Economy	3	Exam	<p>The purpose of the course "Information security in the digital economy" is:</p> <ol style="list-style-type: none"> 1. Obtaining by students a holistic view of modern methods of ensuring information security based on the terminological foundation; 2. Competent analysis of information security threats; 3. Familiarization with the methods of violating the availability, confidentiality and integrity of information, general methodological principles of information security theory.
14.	Business Intelligence in Python / Informational Business Intelligence (optional)	3	Credit	<p>The purpose of the course "Business Intelligence in Python" is mastering the methods of analyzing data that arise in the course of business activities of commercial organizations to 1) develop skills in using the freely distributed Python software for this analysis, 2) obtain the necessary skills to develop analytical applications in the Python environment. As a result of studying the course, students will be able to solve analytical problems that arise in commercial organizations.</p> <p>The course "Informational Business Intelligence" is aimed at studying the main approaches to business analysis including 1) the basic methods of analysis of business information, technologies, and tools for data mining, 2) the principles of building data warehouses and data consolidation technologies, 3) technologies and systems for multidimensional data analysis. As a result of studying the course, students will receive a holistic understanding of methods and</p>

				technologies of intellectual analysis to support business decisions in the process of managing a company.
15.	Digital Business Management	2	Exam	The aim of the course "Digital B Management" is to study modern concepts in the field of digital business in order to 1) develop a strategy for the development of digital business in a company, 2) manage the digital transformation of a business, 3) build a financial business plan for going to market digital company. As a result of studying the course, students will be prepared to manage projects of various sizes in digital business. usiness
16.	Internet Application Development	2	Credit	The purpose of the course "Internet Application Development " is: 1. Students' gain knowledge and skills in the development of distributed Internet applications and interactive Web pages using web development languages (HTML, CSS, JavaScript, PHP); 2. Gaining an understanding of the relationship between programming and web technologies. Tasks of the course "Internet Application Development": 1. Getting students an idea of the life cycle of Internet applications; 2. Learning programming tools and the basics of designing Internet applications; 3. Study of the composition of the user interface of the Internet application; 4. Learning the basics of interaction of Internet applications with databases.
17.	IT Product Management	3	Graded credit	The purpose of the course "IT Product Management" is: 1. Mastering the basics of IT product marketing by students; 2. Mastering the principles, models, and methods of life-cycle management of IT products, including marketing research,

				<p>development and implementation of a marketing package; Tasks of the course "IT Product Management":</p> <ol style="list-style-type: none"> 1. Master the basics of product marketing in the IT field; 2. Master the methods and technologies of marketing research in the field of IT; 3. To study the models of IT product development and management by lifecycle; 4. Teach to develop the concept of an IT product and a business plan for its market launch, requirements, and specifications, as well as a product development plan (Product Road Map); 5. Teach how to develop a marketing package for an IT product: pricing, distribution channels, promotion methods and tools; 6. Master approaches to the development of a commodity-market strategy of an IT company and the management of an IT product portfolio; 7. Develop the ability to select and apply tools for the analysis and evaluation of innovative ideas in the field of information technology, methodology and methods of goal setting, planning and organization of management of resources necessary for the development and implementation of an IT product.
18.	Design and Technological Internship	6	Credit	<p>The objectives of the "Design and technological internship" is:</p> <ol style="list-style-type: none"> 1. Acquisition by students of primary professional skills, practical experience, consolidation, systematization and expansion of theoretical knowledge in basic and special course of "Business Informatics" Master's degree program "Digital Business"; 2. Completing the internship is focused on gaining knowledge by

				students about the possibility of using information technologies to solve economic and managerial problems, as well as the development of practical skills in their analysis, selection, and application of information technologies (IT) for specific applications in economics and management, is the consolidation and deepening of theoretical knowledge
2 year				
1.	Information Technology and Systems in Marketing	4	Exam	<p>The purpose of the course "Information Technology and Systems in Marketing" is:</p> <ol style="list-style-type: none"> 1. Formation of knowledge system about the principles and methods of using the Internet, modern information technologies and systems in marketing activities. Learning the basics of digital marketing <p>Objectives of the course "Information technology and systems in marketing":</p> <ol style="list-style-type: none"> 1. Study of the possibilities of the Internet as a marketing tool (current state and prospects of development, the main resources and services of the Internet); 2. Formation of a systematic approach to digital marketing as an integrated direction covering a wide range of issues of strategic and operational marketing in the electronic market in combination with the use of new information technology capabilities and systems to support marketing business processes; 3. Study of the architecture and basic functionality of marketing information systems; 4. Studying and mastering the basic capabilities of CRM, CMS, Business Intelligence class systems, media content analysis systems, the Internet and other open sources of information;

				5. Gaining skills in using modern information technologies and systems in marketing activities and in developing business plans for Internet projects.
2.	Big Data Analysis	4	Exam	The goal of the "Big Data Analysis" course is to provide students with a holistic view of the modern cloud computing resources and cloud services for data analysis in order to 1) be able to analyze big data on the Internet based on cloud computing and services, 2) apply modern mathematical, statistical, technical and software tools for big data analysis, 3) determine the effectiveness of big data analysis and the reliability of the conclusions drawn from it. As a result of studying the course, students will be able to plan and manage projects in the field of big data analysis to solve business problems.
3.	Cloud Computing and Services	4	Exam	The purpose of the course "Cloud computing and services" is: Getting students, a holistic view of the modern capabilities of cloud computing resources and cloud services for data analysis. The tasks of the course "Cloud Computing and services": 1. The study of concepts related to cloud computing and services; 2. Study of the Microsoft Azure cloud platform, its main features and principles of development in this environment; 3. Familiarization with the types of services provided by cloud systems, as well as with the organization of data centers in the field of cloud services; 4. Studying the features of data storage in the cloud, the possibilities of managing, filling and editing information and graphics by the client; 5. Know the threats of business development in the cloud. Be able to apply protection models.

4.	Interdisciplinary Project "Development of a Mobile Application in the field of Digital Business"	3	Course project	The purpose of the interdisciplinary project "Development of a mobile application in the field of digital business" is exploring the capabilities of Xamarin for the development of multiplatform mobile applications
5.	Mobile Application Development	3	Graded credit	<p>The purpose of the course "Mobile Application Development" is:</p> <ol style="list-style-type: none"> 1. Students study the theoretical foundations and tools for developing software for mobile devices on iOS and Android operating systems, the basic device of popular mobile platforms, the opportunities provided by platforms for developing mobile systems based on emulators; 2. Getting practical skills in creating user interfaces, services, as well as using alarms, hardware sensors and standard information storages of popular mobile platforms; <p>Tasks of the course "Mobile application development":</p> <ul style="list-style-type: none"> -students get an idea of the life cycle of mobile applications and their structure, program manifest and external resources; - learning programming tools and the basics of mobile application design; - exploring the possibilities of interaction with cartographic services; - study of the components that make up the user interface of a software application; - learning how to work with collections of data displayed in the user interface; - learning how to work with databases; - learning how to work with gestures.
6.	Research Work	15	Credit	The objectives of the Research work are:

				<p>1. Practical training in the conditions of performance by students of certain types of works related to future professional activity and directed to the formation, consolidation, development of practical skills and competencies in the direction of training of the relevant educational program;</p> <p>2. Familiarization of students with the experience of creation and application of specific information technologies and information support systems to solve real problems of research activities in conditions of specific industries, organizations;</p> <p>3. Gathering materials for the graduate qualification work (GQW);</p> <p>4. Research work is one of the final stages of the formation of the master, capable of independently set and solve specific problems in the activities of organizations.</p>
7.	Design and Technological Internship	12	Credit	<p>The purpose of "Design and technological internship" is:</p> <p>1. Consolidation, deepening and specification of the results of theoretical training in the chosen direction of training;</p> <p>2. To familiarize students with the experience of creating and applying specific information technologies and information support systems to solve real problems of organizational, managerial, research activities in the conditions of specific industries, organizations or firms;</p> <p>3. Acquisition of practical professional skills and competencies, experience of independent professional activity, checking the future specialist's readiness for independent work activity;</p> <p>4. Gathering materials for the graduate qualification work (GQW).</p>

8.	Pre-graduation Internship	9	Graded credit	<p>The purpose of the pre-graduation internship is:</p> <ol style="list-style-type: none"> 1. To consolidate students' professional skills, practical experience, systematization and expansion of theoretical knowledge on course; 2. Preparation of information and experience base for writing a graduate qualification work. <p>The pre-graduation internship is aimed at:</p> <ul style="list-style-type: none"> - collection, processing and analysis of material for the performance of the graduate qualification work; - improving the quality of professional training; - practical use of the obtained knowledge in the course of specialization; - evaluation of the received knowledge; - realizing the experience of creating and using information technologies and information support systems; - improving the skills of practical solution of information problems in a particular workplace as a project manager.
9.	Preparation for the defense procedure and defense of the final qualification work	6	Exam	<p><i>Preparation for the defense procedure and defense:</i></p> <p>Establishing the degree of conformity of the quality level of training of a graduate of a higher educational institution to perform professional tasks considering the basic professional educational program in the direction of training masters Business Informatics master's degree program "Digital Business" and the degree of mastery of the necessary competencies by graduates.</p>
	TOTAL	120		
<i>Electives</i>				
10.	Organization of Volunteer Activities and	1	Credit	The purpose of the course "Organization of voluntary

	<p>Interaction with Socially oriented non-profit Organizations</p>		<p>activities and interaction with socially oriented NGOs" is:</p> <ol style="list-style-type: none"> 1. Formation of students' knowledge of the basics of organizing volunteer activities and interaction with socially oriented NGOs; 2. Mastering by students of key concepts and basic components in the functioning of NPOs, understanding the links with other sectors; 3. Mastering by students the key concepts of the legislative regulation of NGOs, including NGOs, and volunteerism in the UAE; 4. Obtaining theoretical knowledge by students in terms of state policy in the field of promoting the development of civil society institutions, in particular, volunteerism and NPOs; 5. Obtaining theoretical knowledge by students about programs, tools and practices of volunteerism management (including models of resource centers) at municipal, regional and federal levels; 6. Systematization of knowledge and formation of competencies in the field of interaction between authorities and NPOs, strengthening the role of NPOs as providers of services in the social sphere, organizers of volunteer activities, as well as in the field of promoting innovation in the activities of NPOs; 7. Mastering by students of key concepts and basic components in the functioning of NPOs, understanding the links with other sectors; 8. Students receive theoretical knowledge about the development of volunteerism in healthcare and social services; 9. Students' acquisition of knowledge about the peculiarities
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			<p>of volunteerism (volunteering) in the fields of education and culture;</p> <p>10. Obtaining knowledge about the peculiarities of the organization of voluntary (volunteer) activities in the field of physical culture and sports;</p> <p>Objectives of the course "Organization of voluntary activities and interaction with socially oriented NGOs":</p> <ol style="list-style-type: none"> 1. Getting students theoretical knowledge about volunteering as a resource for personal growth and social development; 2. Formation of ideas about the diversity of volunteer activities and motivation of volunteers; 3. Formation of students' competencies necessary for professional activity in the field of regulatory and legal regulation of volunteerism; 4. Study of technologies to promote the development of volunteerism at the municipal, regional, and federal levels; 5. Assimilation by students of knowledge about state policy in the field of volunteerism, its directions and priorities; 6. Ideas development about the formation of an effective infrastructure, support for volunteering and NPOs in the modern UAE; 7. Formation of students' ideas about NPOs as performers of socially useful services and service providers in the social sphere, about the third sector as a sphere of production and implementation of social innovations. Acquisition practical skills in the field of organization of work of volunteers, interaction with socially oriented non-profit organizations, authorities and organizations subordinate to them; 8. Systematize students' knowledge about the history of
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				<p>voluntary associations in the UAE;</p> <p>9. Assimilation by students of knowledge about modern practices of interaction of volunteer organizations and volunteers with medical and social organizations;</p> <p>10. Study of the practical experience of volunteers in the fields of education and culture;</p> <p>11. Training of personnel for volunteer activities in the field of physical education and sports.</p>
11.	IT Architecture and Digital Business Models	2	Credit	<p>The purpose of the course "IT architecture and digital business models" is to provide students with the knowledge and skills to design and manage the IT architecture of the enterprise, considering the modern achievements of science and technology, as well as to develop digital twins of enterprises.</p>
	TOTAL	120		