Faculty of Commerce & Business Administration

Web Page Design

Information :

Course Code : BIT 332	**Level :** Undergraduate	**Course Hours :** 3.00- Hours

Department : Department of Marketing

Area Of Study :

This course will focus on helping students achieve an understanding of general concepts of DSS. Learn the major frameworks of computerized decision support systems, where real business cases are introduced illustrating important topics of the course and demonstrating relevance to the current practice of DSS.

Description :

Develop functional Web sites using HTML code-generation software. Students will create Web pages, insert graphics and text, create links, forms, and tables using built-in software tools, basics of Web site planning and documentation, develop Web site flow charts using industry standard visual layout software, create technically-oriented documents that outline the Web site planning and development process.

Course outcomes :

a.Knowledge and Understanding: :

1 -	Identify and discuss the use of Information Systems in Decision Support;
2 -	Identify the Decision Making Process;
3 -	Identify and discuss the need for computerized support of managerial decision making;
4 -	Provide an understanding of Business Intelligence (BI) concepts;
5 -	Provide an understanding of Data Mining (DM) concepts.

b.Intellectual Skills: :

1 -	Using DSS in management;
2 -	Using DSS in E-Commerce;
3 -	Evaluate different types of Decision Support Systems;
4 -	Evaluate the use of Group Decision Support Systems.

c.Professional and Practical Skills: :

1 -	Raise awareness for ethical issues of Data Mining and Web Mining;
2 -	Understand the concept of digital Equity and Quality of Life issue for Web-Technology.

d.General and Transferable Skills: :

1 -	Assess problems.
2 -	Work on business case studies.
3 -	Presentation Skills

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Course Topic And Contents :

Topic	No. of hours	Lecture	Tutorial / Practical
Introduction to course Syllabus (description, structure, assessment, and expected deliverables). Discuss faculty policies, guidelines and code of ethics. Introduction to Information System	3	2	1
Role of Electronic Systems in Decision Making	3	2	1
Decision Making Process	3	2	1
Types of Management Decisions (Operational . Managerial . Executive)	3	2	1
Types of Decisions Support Information Systems	3	2	1
First Mid-Term	3	2	1
Enterprise Applications	3	2	1
Use of Enterprise Applications in Decision Making	3	2	1
The need for computerized support of managerial decision making	3	2	1
Business Intelligence Concept	3	2	1
Second Mid-Term	3	2	1
Business Intelligence Components (Data Warehousing . Data Mining . Dash Board)	3	2	1
Business Intelligence as Decision Making Tool	3	2	1
Ethical issues in using BI and Data Warehouse (Privacy)	3	2	1
Revision	3	2	1

Teaching And Learning Methodologies :

Data show and computer in lectures.

Analysis of Case Studies.

Group Assignments

Self-Learning home readings

Presentation.

Course Assessment :

Methods of assessment	Relative weight %	Week No	Assess What
Final Exam	40.00	16	
First Mid-Term Exam	20.00	6	
Second Mid-Term Exam	20.00	11	
Two assignments and participation	20.00	13	

Course Notes :

Readings;
Case Studies.

Recommended books :

Management information Systems, Lauden and Lauden, McGraw-Hill, tenth ed.

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