CIB - BUSINESS SOLUTIONS (CIB)

CIB 2003 Technology Based Marketing (3-1-3)
Examine the basic concepts and processes of effective marketing, focusing on current and emerging technology based marketing strategies, principles and concepts and how technology may impact upon the marketing process. Apply marketing mix strategies for products and services using technology enabled strategies.
Prerequisites: CIS 1003

CIB 3003 Human Resource Management and Systems (3-1-3)
Develop a comprehensive understanding of Human Resource Management theoretical and practical concepts from policies, procedures and activities to HR IT systems. Examine HR processes and systems, tools and contemporary developments and assess their impact on the success of organizations both locally and internationally
Prerequisites: CIS 1003

CIB 3013 Data Analytics (3-1-3)
Provides a comprehensive introduction to Data Analytics using modern computing systems, with equal attention to fundamentals and practical aspects. Topics include sources of data, data formats and transformation, the use of spreadsheets and databases and their programming, statistical analysis, pattern recognition, data mining, big data, and methods for data presentation and visualisation.
Prerequisites: CIS 2003

CIB 3103 Object Oriented Analysis & Design (3-1-3)
Examine one practical, complete, object-oriented analysis and design (OOAD) road map from requirements gathering to system design. Develop the concepts and techniques necessary to effectively use system requirements captured in use cases to develop a robust design model using OO architecture, human computer interaction and data management designs
Prerequisites: CIS 2403

CIB 3113 Business Finance (3-1-3)
Provides students with financial and accounting concepts and the skills to integrate financial data with relevant information systems. It discusses financial and accounting concepts and issues that will contribute positively to the students ability to design integrated business solutions enabled by information technology.
Prerequisites: CIB 3203

CIB 3123 Big Data Technology (3-1-3)
Provides analytical skills to study big data and to provide a solid foundation for developing solutions that need to manipulate big data. This will also include investigating the rationale, current trends and features of modern NoSQL approach. Students will be introduced to a range of tools and techniques to manipulate and manage big data and to manipulate abstracted data into meaningful information. The course will examine industry challenges and solution use cases of using a big data approach.
Prerequisites: CIS 1303, CIS 2403

CIB 3203 Accounting For Managers (3-1-3)
Introduces students to accounting as a system for gathering and reporting information, and to its role in business decision-making. It covers the major steps of the accounting cycle as it relates to the processing of financial transactions through an accounting information system in each accounting period. The students will learn accounting terminology and principles; prepare financial statements, operating budgets and financial budgets; and perform Cost-Volume-Profit analysis.

CIB 3303 E-Business Principles (3-1-3)
Discuss the evolution of e-Business. Develop a sophisticated understanding of e-business and evaluate its opportunities, limitations and impact on traditional businesses and institutions especially for UAE-based organizations. Evaluate current and emerging e-business strategies, technologies and related security, legal and ethical issues.
Prerequisites: CIS 1003, CIS 2103

CIB 3403 Advanced Database Technologies (3-1-3)
Discuss advanced database technologies and business intelligence tools that help modern day enterprises store, access and analyse data essential in decision making. Focus on such database technologies as data warehousing, data mining, XML data and information retrieval. Assess the importance of data quality and such issues as integrity, consistency, concurrency and security.
Prerequisites: CIS 1303

CIB 4003 E Business Applications Development (3-1-3)
Develop the skills required to build e-commerce applications. Develop server side applications that generate content, maintain state, authenticate users, connect to databases, and provide security of transactions and confidentiality of data. Build a complete e-commerce web application that handles memberships, online catalogues, shopping cart module, and check out.
Prerequisites: CIB 3303

CIB 4103 Business Finance (3-1-3)
Provides students with financial and accounting concepts and the skills to integrate financial data with relevant information systems. It discusses financial and accounting concepts and issues that will contribute positively to the students ability to design integrated business solutions enabled by information technology.
Prerequisites: CIB 3203

CIB 4203 Customer Relationship Management Systems (3-1-3)
Use Customer Relationship Management (CRM) to support business processes and development. Examine how to utilise the information technology resources, strategies, software and processes needed to support an effective CRM strategy. Assess, in particular, CRM techniques, to enhance customer service, sales force effectiveness and marketing strategy. Evaluate the benefits of creating customer loyalty, developing market intelligence and embedding a customer relationship management system into an organisation.
Prerequisites: CIS 1003

CIB 4603 Enterprise Resource Planning (3-1-3)
Develop a sophisticated understanding of the concept of ERP systems and how business processes interact in an ERP system in areas of: Procurement, Materials Management, Production Planning and Execution, Sales Order Management, Financial Accounting and Controlling, and Enterprise Asset Management. Develop in-depth theoretical and practical knowledge regarding ERP through exercises and case studies.
Prerequisites: CIS 1003