

Course title	Computer Applications				
Course Code	CCAN-207				
Course type	Required				
Level	Diploma				
Year / Semester	2 nd Year / 3 rd Semester				
Lecturer	TBA				
ECTS	6	Periods / Week	3	Practical / Week	N/A
Aims of the Course	This advanced module focuses on the practical application of computer applications and technology in operating and managing canine-related businesses. Students will explore a wide range of computer applications, software tools, and digital platforms specifically tailored to the needs of canine businesses. They will develop advanced skills in utilizing these applications to streamline operations, enhance customer service, and drive business growth in the canine industry.				
Learning Outcomes	By the end of this course, students will be able to: 1. Identify and select appropriate computer applications and software tools for specific operational needs of canine-related businesses. 2. Demonstrate proficiency in using specialized software and databases relevant to canine studies. 3. Implement digital marketing and e-commerce strategies to effectively promote canine-related businesses. 4. Utilize data analytics and reporting tools to gather insights, track performance metrics, and make informed business decisions.				
Prerequisites	NONE	Core Prerequisites	NONE		
Course Content	1. Appropriate computer applications and software tools for specific operational needs of canine-related businesses, such as inventory management, appointment scheduling, customer relationship management (CRM), and accounting. 2. Proficiency in using specialized software and databases relevant to canine studies, such as canine health databases, pedigree software, behavior tracking tools, and research management software. 3. E-commerce platforms and online marketplaces to expand the reach and sales of canine products or services. 4. Digital marketing strategies using various tools, including social media management platforms, email marketing software.				

	and digital advertising platforms, to effectively promote canine-related businesses and attract customers. 5. Data analytics and reporting tools to gather insights, track performance metrics, and make informed business decisions for improving operational efficiency and profitability. 6. Customer relationships using CRM systems, including maintaining customer databases, tracking interactions, and personalizing customer experiences. 7. Online booking and scheduling systems to optimize appointment management and enhance customer convenience. 8. Professional and user-friendly website for the canine business, incorporating essential features such as online product catalogs, service descriptions, and customer reviews. 9. Data security and privacy by implementing appropriate measures and adhering to relevant regulations in handling customer data and online transactions. 10. Emerging technologies and advancements in computer applications relevant to operating canine-related businesses, exploring opportunities for innovation and efficiency improvement.			
Course Delivery	The course is delivered through lectures, discussion, assignments, presentations, case studies and laboratory applications.			
Bibliography	PENDING			
Evaluation	50 %	Final Exam		
	0 – 40 %	Mid –Term / Tests / Quizzes		
	0 – 30 %	Assignments / Projects		
	0 – 20 %	Homework		
	0 – 10 %	Class Attendance & Participation		
	Estimated student’s work time distribution in hours:			
	Contact hours		Student’s private time	
	Lecture	39	Private study	39
	Mid-Term Test	1	Homework / Assignments / Projects	42
	Final Exam	2	Test preparation	9
		Final Exam Preparation	18	

	Total:	42	Total:	108	
Language of instruction	ENGLISH				