

Name of the Subject: INFORMATION TECHNOLOGY & BUSINESS
Course Code and Subject Code: IS 341, ITB
Course Credit: FULL (50 SESSIONS OF 60 MINUTES EACH)

Course Description:

The main objective of this course is to make the students aware about the best use of technology to make the business potent. As it is an established fact that technology can become one of the key success factors for the company, enhanced knowledge of technology and advanced computer applications can give added advantage to new generation managers. The entry of big multinationals in Indian market also makes it pertinent for managers to have proficiency in latest technologies so that they can gain an edge over other professionals. This course is designed to provide proper support to the students for better understanding of technology and its application in business today.

Evaluation pattern:

Quiz	10%
Assignments / Projects	10%
Class participation	10%
Mid Semester Examination	30%
End Term Examination	40%

Pedagogy:

- Lectures
- Case study
- Minor projects

Session	Course Content	Percentile weightage
1 - 4	Information Technology's Role in Business and its Basics	15%
5- 10	Identifying Competitive advantages through technology, Supportive	15%

	organizational structure for Strategic Initiatives	
11 - 17	Strategic Initiatives using IT : SCM, CRM and ERP, Measuring the success of Strategic Initiatives	15%
18 - 25	Extending the organization, Building a Customer Centric Organization, Integrating Organization	15%
26 - 32	Organizational Information, Accessing Organizational Information, Creating Innovative Organizations	10%
33 - 41	Teams, Partnerships and Alliances, Building Software to support an agile organization,	15%
42 - 50	Outsourcing Development, Ethics in using IT, Emerging Trends and Technologies	15%

Text Book:

1. Business Driven Technology by Haag/Baltzan/Philips, 2nd ed Tata McGraw Hill Publication.

Reference Books:

1. Enterprise Systems for Management by Luvai Motiwalla, Guido Tabellini, Jeffrey Thompson, Pearson Education
2. e-Business 2.0 Roadmap for Success by Dr. Ravi Kalakota, Marcia Robinson, Pearson Education
3. Management of Information Technology by Carroll W. Frenzel and John C. Frenzel, fourth Edition, Thomson Press
4. E-commerce – A Managerial Perspective by P. T. Joseph, Prentic Hall India Publications.
5. Marketing of High-Technology Products and Innovations, 3/e by Jakki J Mohr, Sanjit Sengupta, Stanley Slater, Pearson Education.