

Masters of Business Administration (MBA) – Semester - 1

Course Teaching Plan

Course Title: Information Technology Management
Course Code: 340030106
Course Credit: 4.0

Course Introduction:

Digital Technologies have become vital and integral part of every business organization in today's digital economy. The new technologies are not just reshaping products and services, they are profoundly altering business and work. This course orients the participants towards the digital transformation and its impact on business organizations, role of IT in helping organizations in achieving operational excellence and strategic advantage, contemporary technologies used in different types of information systems, and the challenges associated with the implementation and use of information system and other associated IT infrastructure. It also aims to improve students' data analytical skills.

1. Course Objective:

- Analyze how digital transformation is impacting different businesses today.
- Assess how different information systems work together using contemporary technologies to accomplish the information needs and objectives of an organization.

2. Course Learning Outcome:

CLO1: Understand digital transformation and its impact on businesses today.

CLO2: *Analyze the role played by different types of information systems at various levels and functional areas of the organization and their relationship to each other*

CLO3: *Evaluate Enterprise Systems, like ERP, CRM and SCM used in organization for business process integration and understand the challenges associated with their implementation.*

CLO4: *Identify the major management challenges related to use of information systems in organization.*

CLO5: Learn the use and application of Microsoft Excel for business data analysis.

3. CLO –PO Mapping Matrix

	PO1	PO2	PO3	PO4	PO5
CLO1	3	3	3	3	3
CLO2	3	3	3	2	2
CLO3	3	3	3	2	2
CLO4	3	2	2	1	1
CLO5	3	3	2	-	2

Correlation levels: 3= 'High', 2='Medium', 1='Low' and '-' = No correlation

4. Session Plan (40 Hours):

Unit / Session	Topic
UNIT 1 - Digital Transformation	
Session 1-3	Digital transformation and the changing Business Environment
UNIT 2 - Information System Concepts	
Session 4-7	Functional - (MKT / HR/PROD/FIN)
Session 8-11	Enterprise IS - Benefits and Challenges of ERP, SCM and CRM
Unit 3- IT infrastructure & Emerging Technologies	
Session 12-13	Databases, Data Warehouses & Data Lakes
Session 14-20	Emerging Technologies – Cloud Computing, Virtual Reality, Augmented Reality, Business Analytics, Artificial Intelligence and Machine Learning Fundamentals, Block Chain
Session 21-23	Cyber Security, Privacy and Ethical Issues
Session 24-26	Competing with Information Technology
UNIT 4 – Business Data Analysis	
Session 27-36	Data Analysis using Excel (DAE) - Introduction, Getting Data, Data Tools, Functions, Formatting, Elementary Modelling, Data Security & Protection
Session 37-40	Capstone Project - Understand how IT Systems are implemented and used across different industry segments

5. Assessment Scheme :

Specific assessment method	% Weightage	Theory	Practical
Exam	50%	✓	✓
Case Analysis	5%	✓	
Assignment /Test	10%	✓	
LAB Assignment / Coursera Course	15%		✓
Project / Presentation	20%	✓	✓

Educational Resources

Educational Resources	Description
Text Book	Management Information Systems, 11th Edition Author : Ramesh Behl, James A. O'Brien, George M. Marakas Publisher: McGraw Hill

Reference Book	Management Information System: Text and Cases, 6th Edition Author: Waman S Jawadekar, Sanjiva Shankar Dubey Publisher: McGraw Hill
	Information Systems: Managing the Digital Firm Management, Latest Edition Author: Kenneth Laudon, Jane Laudon Publisher: Pearson
	Information Technology for Management: Transforming Organizations in Digital Economy, Latest Edition Author: Ephraim Turban, Dorothy Leidner, Ephraim McLean and James Wetherbe Publisher: Wiley
Journals/ Magazine/periodicals	1. MIS Quarterly: Management Information Systems 2. Journal of Management Information Systems 3. ACM Transactions on Management Information Systems 4. Global Business Review
Video lecture	What is SAP? Why do we need ERP? Beginner Tutorial - https://www.youtube.com/watch?v=1YCEQqSM08I
	Integrating CRM and ERP = total customer visibility - https://www.youtube.com/watch?v=su8yh16YSt4
	Cloud Computing Tutorial for Beginners - https://www.youtube.com/watch?v=RWgW-CgdIk0
Course related important Web links	Geekforgeeks: https://www.geeksforgeeks.org/resources-of-information-system/