



## 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
<b>UNIT 1 - Digital Transformation</b>	
Session 1-3	Digital transformation and the changing Business Environment
<b>UNIT 2 - Information System Concepts</b>	
Session 4-7	Functional - (MKT / HR/PROD/FIN)
Session 8-11	Enterprise IS - Benefits and Challenges of ERP, SCM and CRM
<b>Unit 3- IT infrastructure &amp; Emerging Technologies</b>	
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
<b>UNIT 4 – Business Data Analysis</b>	
Session 27-36	Data Analysis using Excel (DAE) - Introduction, Getting Data, Data Tools, Functions, Formatting, Elementary Modelling, Data Security & Protection
Session 37-40	<b>Capstone Project</b> - 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
<b>Text Book</b>	<b>Management Information Systems, 11th Edition</b> Author : Ramesh Behl, James A. O'Brien, George M. Marakas Publisher: McGraw Hill

<b>Reference Book</b>	<b>Management Information System: Text and Cases, 6th Edition</b> Author: Waman S Jawadekar, Sanjiva Shankar Dubey Publisher: McGraw Hill
	<b>Information Systems: Managing the Digital Firm Management, Latest Edition</b> Author: Kenneth Laudon, Jane Laudon Publisher: Pearson
	<b>Information Technology for Management: Transforming Organizations in Digital Economy, Latest Edition</b> Author: Ephraim Turban, Dorothy Leidner, Ephraim McLean and James Wetherbe Publisher: Wiley
<b>Journals/ Magazine/periodicals</b>	<ol style="list-style-type: none"> <li>1. MIS Quarterly: Management Information Systems</li> <li>2. Journal of Management Information Systems</li> <li>3. ACM Transactions on Management Information Systems</li> <li>4. Global Business Review</li> </ol>
<b>Video lecture</b>	What is SAP? Why do we need ERP? Beginner Tutorial - <a href="https://www.youtube.com/watch?v=1YCEQqSM08I">https://www.youtube.com/watch?v=1YCEQqSM08I</a>
	Integrating CRM and ERP = total customer visibility - <a href="https://www.youtube.com/watch?v=su8yh16YSt4">https://www.youtube.com/watch?v=su8yh16YSt4</a>
	Cloud Computing Tutorial for Beginners - <a href="https://www.youtube.com/watch?v=RWgW-CgdIk0">https://www.youtube.com/watch?v=RWgW-CgdIk0</a>
<b>Course related important Web links</b>	Geekforgeeks: <a href="https://www.geeksforgeeks.org/resources-of-information-system/">https://www.geeksforgeeks.org/resources-of-information-system/</a>