

Course Title: **INFORMATION TECHNOLOGY FOR BUSINESS**  
Course Code:  
Semester/ Credits: I /4

### **Course Objective**

The course will provide the fundamentals of information technology and their contemporary applications in business. At the end of this course, the students will be able to recognize the strategic use of information technology in business, differentiate the functional and cross functional information systems. They will also realise the importance of managing information technology to achieve bottom line business results.

### **Course Coverage**

#### **Unit 1 (15 hours)**

##### *IT in the Organisations*

IT Supports Organisational Performance in Turbulent Business – Information Technologies: Concept, Types and IT Support

#### **Unit 2 (12 hours)**

##### *Digital, Mobile and Social Commerce*

E Business & E-Commerce Models and Strategies - Mobile Technologies and Commerce - Web 2.0 and Social Media

#### **Unit 3 (13 hours)**

##### *Organisational Applications*

Functional Business Systems – Enterprise Systems ERP, SCM and CRM – Inter organisational, Large-Scale and Global Information Systems

#### **Unit 4 (10 hours)**

##### *Decision Making and Strategy*

Business Intelligence and Decision Support Systems – IT Strategy and Planning – Impact of IT on Enterprises, Users and the Environment

#### **Unit 5 (10 hours)**

##### *Managing IT*

Adopting IT Projects – Implementing IT Projects – Business Process Management – Managerial Issues

### **Text Book**

Turban, Efraim and Linda Volonino (2015). *Information Technology for Management - Transforming Organizations in the Digital Economy*, 7/e; New Delhi: Wiley India

### **Reference Books**

1. O'Brien, James A., George M. Marakas, and Ramesh Behl (2013). *Management Information Systems*, 10/e; New Delhi: McGraw Hill Education
2. Laudon, Kenneth C., Laudon, P. Jane (2013). *Management Information System -Managing the Digital Firm*, 12/e; New Delhi: Pearson Education