



GUJARAT TECHNOLOGICAL UNIVERSITY

Programme: Masters of Business Administration

Semester: 1

Branch: International Business

Subject Name: Information Technology and Global Business

Subject Code: 2519307

Course Scheme:

Teaching Scheme			Credits C	Examination Marks				Total Marks
L	T	P		Theory		Practical		
				ESE (E)	PA(M)	ESE (V)	PA (I)	
4	0	0	4	70	30	0	50	150

Course Outcomes:

Sr. No.	Course Outcomes
CO1	To remember various concepts and terminologies useful in Information system for business.
CO2	To understand the role of information technology in achieving competitive business advantage for Global business.
CO3	To apply the understanding of how various information systems work together to accomplish the information System
CO4	To analyse how information technology impacts a firm in terms of value creation and help to make meaningful decisions.

CO should not be Unit specific but each CO needs to be made looking to the overall syllabus.

Course Content:

Unit No.	Content	No. of Hours	Weightage (%)
1	Information system in Global Business <ul style="list-style-type: none"> • Role of Information System in transforming global business • Strategic business objectives of information system • Functions and dimensions of information system • Contemporary approaches to information system 	7	20
2	Managing IS for a digital enterprise Overview of Types of Information System <ul style="list-style-type: none"> • Transaction Processing System • Management Information System • Decision Support System Overview of Contemporary technological innovations <ul style="list-style-type: none"> • Artificial Intelligence • Machine Learning • Cloud Computing Data Visualization	15	30
3	Overview of E-business and E-commerce <ul style="list-style-type: none"> • Features and Growth of E-commerce • Electronic Payment Mechanism 	10	30



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	<ul style="list-style-type: none"> Ethical and Legal Issues in E-business <p>Overview of Enterprise Systems</p> <ul style="list-style-type: none"> ERP SCM CRM 		
4	<p>Project Management</p> <ul style="list-style-type: none"> Project management for information systems projects The project management process The project management body of knowledge <p>Managing Global systems</p> <ul style="list-style-type: none"> Driving factors of internationalization of business International informational systems architecture Challenges posed by global information systems 	9	20
	Total Hours/Marks:	40	70

Suggested Specification Table For Question Paper Design:

Unit No.	Unit Title	Teaching Hours	Distribution of Theory Marks (Assessment as per Revised Bloom's Taxonomy Level*)						Total Marks
			RM	UN	AP	AN	EL	CR	
I	Information system in Global Business	10	4	7		0	0	0	11
II	Managing IS for a digital enterprise Overview of Types of Information System	10	4	7	7	7			21
III	Overview of Enterprise Systems E-commerce and E-business	10	2	4	7	7			20
IV	Project Management	5	2				7		9
V	Managing Global systems	5	2				7		9
	Total								70

***RM: Remember, UN: Understand, AP: Apply, AN: Analyze, EL: Evaluate, CR: Create**

Note: This specification table provides general guidelines to assist student for their learning and to teachers to teach and question paper designers/setters to formulate test items/questions to assess the attainment of the UOs. The actual distribution of marks at different taxonomy levels in the question paper may slightly vary from above table.

Suggested Student Activities for PA: (50 Marks)



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A	Internal Evaluation	(Internal Assessment- 50 Marks)
	• Public Presentation & Project	20 marks
	• Assignments	10 marks
	• Class Attendance & Participation	10 marks
	• Quiz/Test	10 marks

Suggested Learning Resources:

S. No.	Title of Book	Author	Publication with place, year and ISBN
1	Management Information Systems managing the Digital firm	Kenneth Laudon, Jane Laudon	Pearson
2	Management Information System Moving Business forward	Kelly Rainer, Brad Prince, Hugh Watson	Wiley
3	Essentials of Management Information Systems	Kenneth Laudon, Jane Laudon	PHI
4	Management Information System	James A O'Brien, George M Marakas, Ramesh Behl	McGraw Hill
5	Management Information Systems for the Information Age	Stephen Haag, Maeve Cummings, Amy Philips	McGraw Hill
6	Management Information systems	W.S. Jawadekar	McGraw Hill
7	Management Information systems	Raymond McLeod and George P. Schell	McGraw Hill

List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc

1. Information Systems Research
2. MIS Quarterly: Management Information Systems
3. Journal of Strategic Information Systems
4. Journal of Management Information Systems
5. International Journal of Information Management
6. European Journal of Information Systems
7. Journal of Contingencies and Crisis Management
8. Journal of Information Systems



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9. Data Base for Advances in Information Systems

10.

