

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

Year – 2 (Semester – IV) (W.E.F. Academic Year 2018-19)

Specialization: Information Technology Management

Subject Name: Strategic Information Technology Management (SITM)

Subject Code: 3549252

1. Learning Outcome:

- Understand the role of information technology (IT) function in an organization,
- Develop an understanding as to how information technology tool/systems use strategically for the betterment of the organization and
- Develop the ability to get insights/use the latest enterprise solutions and applications meaningfully towards development of organizations

2. **Course Duration:** The course duration is of **36 sessions of 75 minutes** each.

3. Course Contents:

Module No.	Modules / Sub-Modules	No. of Sessions	70 Marks (External Evaluation)
I	Organizational Transformation with IT- Assessing the Value of Investing in IT: The Productivity Paradox, Implementing IT, Structuring and Managing The IT Function, Management Control of Information Technology, The Legacy Environment.	9	17
II	Components of System- Computer system, The Database, Powerful Networks.	9	18
III	E-business and E-commerce, Enterprise Systems i.e.: CRM, SCM, ERP, SRM, ES for SME's and MSME's	9	18
IV	Decision support system and Intelligent systems, Knowledge Management: Benefiting from Core Competencies, Ethical Issues	9	17
V	Practical: Preparation of Practical Case Study on SITM in any organisation	---	(30 marks CEC)

4. Teaching Methods:

The course will use the following pedagogical tools:

- Lectures
- Case Discussions and Role Playing
- Audio-visual Material (Using CDs/Clippings/ online videos)
- Assignments and Presentations

5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following elements:

A	Continuous Evaluation Component comprising of Projects / Assignments / Quiz / Class Participation / Class test / Presentation on specific topic etc.	(Internal Assessment- 50 Marks)
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Henry C. Lucas, Jr.	Information Technology: Strategic Decision-Making for Managers	Wiley Publication	Latest
2	S. A. Kelkar	Strategic IT Management: A concise study	PHI Publication	Latest
3	White/ Bruton	The Management of Technology And innovation: A strategic approach	Cengage Publication	Latest
4	Efraim Turban Linda Volonino	IT for Management: improving Performance in the Digital Economy	Wiley	Latest
5	Alexis Leon	Enterprise Resource	TM Hill	Latest
6	Shelda Debowski	Knowledge Management	Wiley	Latest
7	Dr. B. Muthukumar	IT for Managers	Oxford	Latest
8	Motiwalla Luvai	Enterprise Systems for	Pearson	Latest
9	Rajiv Sabherwal Irma Becerra-Fernandez	Business Intelligence	Wiley	Latest
10	Jagan Vaman, Nathan	ERP in practice	TATA McGraw Hill	Latest
11	Ellen Monk, Wagner	Enterprise Resource Planning	Cengage	Latest
12	Fernandez,	Knowledge Management	Pearson	Latest
13	Awad & Ghaziri	Knowledge management	Pearson	Latest

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

7. List of Journals / Periodicals / Magazines / Newspapers, etc.

1. Computer Express
2. Digichip
3. PC World
4. Computer Shopper
5. Dataquest