

**MBA-II Semester-III  
Technology and Business (T&B)**

**1. Course Objective:**

The objective of the course is to understand the use of technology to design and structure the organization. Knowing about the creation of alliances and partnerships that include electronic linkages. Identifying information and use of technology for Business Initiatives. Understanding the role of technology in under the current scenario of collaborations and clusters.

**2. Course Duration:**

The course will have sessions which are divided into five modules. Each module consists of eight sessions of 75 minutes each and carries a Weightage of 14 marks.

**3. Course content:**

<b>Module No.</b>	<b>Modules/Sub-Modules</b>	<b>Sessions</b>	<b>Marks (20%of 70 each)</b>
<b>I</b>	Introduction: Understand the role of information Technology in an organization. Fundamental of Computers, Strategic initiatives for technology	8	14
<b>II</b>	Business Intelligence: Introduction, Technologies Enabling BI, Management and future of BI	8	14
<b>III</b>	Knowledge Management: Strategic KM, KM through Technology i.e.: KMS, Ethics and Information	8	14
<b>IV</b>	Enterprise Systems- CRM, SCM, ERP An overview ERP-Selection, Execution and future directions and trends, ES for SME's and MSME's	8	14
<b>V</b>	Creating and enhancing collaborative partnerships: An overview. Outsourcing: Concept, Kinds, latest trends. Emerging trends and technologies Security management of Information technology	8	14

#### 4. Teaching Methods:

The course will use the following pedagogical tools:

- (a) Discussion on concepts and issues on tactical use of IT in organization.
- (b) Case discussion covering a cross section of effective application of enterprise solutions and its advantages to firm by applying IT tools and techniques.
- (c) Projects/ Assignments/ Quizzes/ Class participation etc.

#### 5. Evaluation:

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

<b>A</b>	Projects/ Assignments/ Quizzes/ Class participation etc	Weightage 10% (Internal Assessment- 10 Marks)
<b>B</b>	Mid-Semester examination	Weightage 20 % (Internal Assessment-20 Marks)
<b>C</b>	End –Semester Examination	Weightage 70% (External Assessment-70 Marks)

#### 6. Text books (Latest Edition):

<b>Sr. No.</b>	<b>Authors</b>	<b>Name of the Books</b>	<b>Publisher</b>	<b>Edition &amp; Year of Publication</b>
T1	Efraim Turban Dorothy Leidner Ephraim Mclean James Wetherb	IT for Management- Transforming organization in the digital economy	Wiley	Latest Edition
T2	Haag, Philips	Business Driven Technology	TATA McGraw Hill	Latest Edition
T3	S. A. Kelkar	Strategic IT Management: concise study A	PHI Publication	Latest Edition

## 7. Reference Books:

Sr. No.	Authors	Name of the Books	Publisher	Edition & Year of Publication
R1	Motiwalla Luvai Thompson Jeff	Enterprise Systems for Management	Pearson Education	Latest Edition
R2	Rajiv Sabherwal Irma Becerra- Fernandez	Business Intelligence	Wiley	Latest Edition
R3	Jagan Vaman, Nathan	ERP in practice	TATA McGraw Hill	Latest Edition
R4	Ellen Monk, Wagner	Enterprise Resource Planning	Cengage Publication	Latest Edition
R5	Fernandez, Gonzalez, Sabherwal	Knowledge Management	Pearson Education	Latest Edition
R6	Dr. B. Muthukumaran	IT for Managers	Oxford	Latest Edition
R7	Efraim Turbanl Linda Volonino	IT for Management: improving Performance in the Digital Economy	Wiley	Latest Edition
R8	Alexis Leon	Enterprise Resource Planning	TM Hill Publication	Latest Edition
R9	Shelda Debowski	Knowledge Management	Wiley Publication	Latest Edition
R10	Awad & Ghaziri	Knowledge management	Pearson	Latest Edition

## 8. List of Journals/Periodicals/ Magazines/ Newspapers etc.

Computer Express, Digichip, PC World, Computer Shopper, Dataquest etc.

**NB:** The Instructor/s (Faculty Member/s) will be required to guide the students regarding suggested readings from Text(s) and references in items 6 and 7 mentioned above.

**9. Session Plan:****Technology and Business (T&B)**

<b>Session no.</b>	<b>Topic</b>
<b>1-2</b>	Introduction: Understand the role of information technology in an organization
<b>3-5</b>	Fundamental of Computers, Strategic initiatives for technology
<b>6-8</b>	Business Intelligence: Introduction,
<b>9-10</b>	Technologies Enabling BI, Management and future of BI
<b>11-12</b>	Technologies Enabling BI, Management and future of BI
<b>13-14</b>	Knowledge Management: Strategic KM,
<b>15-16</b>	Knowledge Management Technology i.e.: KMS, Ethics and Information
<b>17-19</b>	Enterprise systems (ES): CRM, SCM, Enterprise Resource Planning: An overview, ERP-Selection
<b>20-22</b>	ERP- Execution and future directions and trends, ES for SME's and MSME's
<b>23-24</b>	Creating and enhancing collaborative partnerships
<b>25-26</b>	Outsourcing: Concept, Kinds, latest trends.
<b>27-30</b>	Outsourcing: Concept, Kinds, latest trends.
<b>31-32</b>	Emerging trends and technologies.
<b>33-34</b>	Emerging trends and technologies
<b>35-36</b>	Security management of Information technology
<b>37-39</b>	Security management of Information technology
<b>40</b>	Revision