



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Master of Business Administration

Level: PG

Branch: International Business

Course / Subject Code: MB01093061

Course / Subject Name : Information Technology and Global Business

W. e. f. Academic Year	2025-26
Semester	1
Category of the Course:	Core Course (CC)

Prerequisite:	Not required
Rationale:	Information Systems (IS) are vital in transforming global business by enabling real-time communication, efficient data management, and integrated operations across borders. They support strategic objectives like operational excellence, informed decision-making, and competitive advantage. Contemporary digital platforms like e-business and e-commerce further enhance global connectivity and business performance.

Course Outcome:

No.	Course Outcomes	RBT Level
01	To remember various concepts and terminologies useful in Information system for business	Remember, Understand
02	To understand the role of information technology in achieving competitive business advantage for Global business.	Remember, Understand, Apply

Teaching and Examination Scheme:

(in Total Hours (TH) per semester)					Total Credits =TH/30	Assessment Pattern & marks					Total Marks
L	T	PR	PBL*	TH	C	Theory		Tutorial / Practical			
						ESE (E)	PA (M)	PA (I)	PBL (I)	ESE (V)	
30	0	0	30	60	2	50	30	20	0	0	100

* Problem Based Learning (PBL) aims to accommodate learning beyond syllabus as per clause 9.4 of NBA manual.



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Course Content:

Unit No.	Content	No. of Hours	Marks
1	Strategic Role of Information Systems <ul style="list-style-type: none"> · Role of Information System in transforming global business · Strategic business objectives of information system Structure and Modern Approaches of Information Systems <ul style="list-style-type: none"> · Functions of information system · Dimensions of information system · Contemporary approaches to information system 	10	25
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 Enterprise Systems <ul style="list-style-type: none"> · ERP · SCM · CRM Overview of E-business and E-commerce	10	25
3	Practical: Prepare a report (or presentation) covering the following: Overview of the company and its global presence. IT systems used (ERP, CRM, SCM, Cloud, AI, Big Data, etc.). How these systems support: Global communication and coordination. Market entry or expansion. Data-driven decision-making. Customer experience and localization. Challenges faced in managing IT across countries (cybersecurity, regulations like GDPR, tech infrastructure, etc.). Case studies	30	PA(I) + PBL* (I) assessment (20)
		60	

Suggested Specification Table For Question Paper Design:

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
0	50	50	0	0	0

*RM: Remember, UN: Understand, AP: Apply, AN: Analyze, EL: Evaluate, CR: Create (as per revised Blooms Taxonomy)



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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

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

CO-PO Mapping

Semester	Information Technology and Global Business (Course Code:)				
	POs				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	3	2	1	2	1
CO2	3	3	2	3	2

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.

List of Generic Activities suggested for Problem Based Learning (PBL)

Sr. No.	Activity	Description	Outcome	Suggested Hours
1	Industry Visit	The students will be taken to industrial visit.	Practical experience to students that how the operations of business are carried out.	10 hours



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2	Case Study Discussion	The case study in the area of topic will be discussed with the students.	The students will be able to identify the situation and apply management theories to resolve the problem.	5 hours
3	Gamification in the subject	The students will be given the problem and asked to solve the problem by playing a game to learn the concept.	The students will be able to apply the concept and learn by playing the game.	10 hours
4	Data collection Assignment	The students will be given the assignment based on the module of the subject.	The students will be able to learn data collection from industry and submit assignments with practical inputs.	6 hours
5	Industry Analysis	The students will be allotted industry and asked to carry out the analysis as per the requirements of the subject.	The students will be able to know the application of the concept in the specific industry.	8 hours
6	Simulation	The students will be given the simulation activities as per the requirements of the subject.	The students will learn and develop the experimental attitude that will help them to solve the industry problems.	10 hours
7	Personality Self-Assessment	Understanding personal traits and how they influence work behavior, teamwork, and managerial effectiveness.	Students will develop self-awareness of their personality traits and identify strategies to enhance their professional effectiveness.	3 hours
8	Leadership Style Self-Assessment	Exploring personal leadership tendencies and their impact on team performance and decision-making.	Students will understand their leadership style and plan ways to adapt it for effective team and organizational management.	2-3 hours
9	Cross-Cultural HR Practices	Analyzing how cultural differences (Hofstede dimensions) influence	Students will apply cross-cultural frameworks to analyze and compare HR practices and	6 hours



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	Comparison Report	HR practices in India vs. another country.	develop insights for managing diverse workplaces.	
10	DEI Role-Play	Applying DEI principles to resolve workplace conflicts and promote inclusion.	Students will demonstrate inclusive communication and problem-solving skills while applying DEI principles in simulated workplace scenarios.	5 hours
11	Visit to Company for Practical Exposure	Students will be guided to visit the company and explore the practical operating of the tasks.	Students are required to visit the relevant company for practical exposure of the execution of the management activities.	8-10 hours
12	Visit to Trade Expo	Students will be taken to trade expo held for different products to understand business operation and networking.	Students are advised to visit trade expo and meet manufacturer and service providers to understand business operations and expansion.	6-8 hours
13	Industry Defined Problem	The students will be given a minor problem related to industry and they have to prepare a report depicting the probable solution of the problem.	The students will be able to apply management techniques to solve the allotted problem and will provide managerial solution for the same.	10-15 hours
14	Financial Statement Analysis	The students will be provided with the financial data to analyze financial stability of the company.	The students have to extract financial data from the authenticate database and compare the financial performance within the company and with competitors (or industry average) for future growth. The result should be presented with remarks.	12-15 hours
15	Survey / Questionnaire	Data collection through survey or Questionnaire	The students will be given topics for survey or questionnaire based research. They have to present the findings in the scientific manner and present the same for decision-making.	25-30 hours