Programme..Master of Commerce (MCom)

MCM5002   INFORMATION TECHNOLOGY FOR BUSINESS

Course Code	MCM5002	Semester	I
Course Title	INFORMATION TECHNOLOGY FOR BUSINESS		
Credits	3	Type	Elective

Learning/Course Objectives
- To introduce the students to the use of computers in business.
- To understand basic concepts and terminology of Information Technology.
- To familiarize with the emerging internet applications in business.
- To familiarize with the practical use of various applications in Microsoft Office Suite.

Course Structure

Unit 1:

 Introduction: Basics and Evolution of Computing – Operating Systems (System Software) and Application Software – Introduction to Network Setting – LAN and WAN, Internet and Intranet- (Relevant One or Two Case Studies).

Unit 2:

 Working with Microsoft Office Suite: MS Word – Creating, Opening, Saving and Formatting Documents – Mail Merge- Working with Spread Sheets: MS Excel – Tables – Formulas and Functions – Data Analysis using excel – Linking Work Sheets and Work Books – Charts – Macros Forms – Pivot Tables.

Unit 3:

MS Power Point: Creating a Power Point Presentation (PPT) Using Slide Master, Animation and Graphics in PPT. MS Access – Creating and Modifying Data Bases – Report Generation – Linking Access Files with Excel Files. MS: Project: Creating Project Design, Schedules, PERT / CPM Charts and Reports.

Unit 4:

Internet and E-Commerce: E-Mail Etiquette -Usages of Search Engines and Portals – Website and Web Based E-mail, FTP and Net Meeting – WiFi Environment in Modern Offices. Basic Models of E-Business: B2B, B2C, C2C and Mobile Commerce (M-Commerce) - (Relevant One or Two Case Studies).

Unit 5:

Buying and Selling through Internet: E-Payment and Electronic Fund Transfer – Payment Gateway and Security Systems – On Line Stores – Internet Banking – Smartcards and Plastic Money- Marketing through Virtual Social Media likeFacebook, Blogs & You-tube -Emerging internet applications in business- (Relevant One or Two Case Studies).

Learning/Course Outcome
- Get clear idea on basic internet terminologies.
- Understand how to use important Microsoft Office programs in a variety of professional, educational and personal situations.
- Gain knowledge about Protocol and its types.

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Books for Referencing

1. Rayudu, C.S., E-Commerce- E-Business, Himalaya Publishing Company, 2015.
2. Agarwala, N. Kamlesh, Business on the Net, MacMillan Publishers.
3. Peter Kent, Search Engine Optimization For Dummies, Wiley & sons, 2012.
4. Jan Zimmerman and Deborah Ng., Social Media Marketing All-in-One For Dummies, Wiley 2012.
5. Turban, Leidner, Mclean &Wetherbe, Information Technology for Management, Wiley, 2008.