

## Programme..Master of Commerce (MCom)

### MCM5002 INFORMATION TECHNOLOGY FOR BUSINESS

Course Code	MCM5002	Semester	I
Course Title	<i>INFORMATION TECHNOLOGY FOR BUSINESS</i>		
Credits	3	Type	ELECTIVE

This course shall have 3 lecture hours, 2 practicals, 1 tutorial.

**This is a Skill based, employability based, and entrepreneurship skill based course.**

#### Course Objective

Evaluate various interdisciplinary management concepts and issues related to information systems and technologies, assess the current role of IS in an organization and explain how information technology relates to organizational goals, objectives, strategy, and structure and demonstrate proficiency in the solving business problems using software applications

#### Learning 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 I:

**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 II:

**Working with Microsoft Office Suite:** MS Word – Creating, Opening, Saving and Formatting Documents– Mail Merge-Working with SpreadSheets:MS Excel – Tables – Formulas and Functions – Data Analysis using excel – Creating a PowerPoint 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.

##### UNIT III:

**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 IV:

**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 like Facebook, Blogs & You-tube -Emerging internet applications in business- Security Issues: Security threats – Virus, Trojan, Hacking, Spam. Security Measures – Firewall, Antivirus software,

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Digital Signature. Concept of Data Encryption & Decryption, Symmetric and Asymmetric Encryption, Digital Envelope.Relevant One or Two Case Studies.

### **Practicals**

- Create a project report on marketing strategies of baby product brands using various applications of MSWord.
- Create an analysis of annual report using MS Excel file involving various applications.
- Create a presentation on health tourism marketing strategies in India using MS PPT and its graphic applications
- Create a presentation about various applications of Social Media networking.

### **Skills**

- Able to develop proficiency in managing files of an organization with technical knowhow.
- Able to critically evaluate the pros and cons of E-Payment mechanism and the relevance of security in operating business.
- Able to develop marketing strategies through virtual social media.

### **Learning/Course Outcomes**

- Get Develop a 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.
- Provide an environment where students are exposed to and understand the importance of the major developments and trends that shape technology.

### **Books for Reference**

1. Agarwala, N. Kamlesh, Business on the Net, MacMillanPublishers.
2. Farrel: The Internet and its Protocols: ElserPublications.
3. ITLESL, Introduction to Information Technology,Pearson
4. Jan Zimmerman and Deborah NG (2012), Social Media Marketing All-in-One For Dummies,Wiley.
5. Jeffrey C Jackson: Web Technologies:Pearson.
6. Peter Kent (2012), Search Engine Optimization For Dummies, Wiley &sons
7. Rayudu, C.S. (2015), E-Commerce- E-Business, Himalaya PublishingCompany,
8. Reema Thareja: Information Technology and its Applications in Business: Oxford UnniversityPress.
9. S L Arora: Computer Applications in Business: Sahitya BhawanPublications.
10. Turban, Leidner, Mclean & Wetherbe (2008), Information Technology for Management,Wiley
11. Turban, Rainer and Potter, Introduction to Information Technology,Wiley
12. V Rajaraman: Introduction to Information Technology:PHIPublications.