

# 17MB110-IT FOR MANAGERS

## **Course Objective:**

Considering today's tough job market, it is important that the students should develop the expertise and critical thinking skills that give them a competitive edge. This course is designed to give students an edge when they face the challenges and opportunities that business careers present. It will give students an in-depth look at how today's business firms use information technologies and systems to achieve corporate objectives.

**Course Outcomes:** After completion of this course, students will know,

- How today's business firms use information technologies and systems to achieve corporate objectives.
- Information systems are major tools available to business managers for achieving operational excellence, developing new products and services, improving decision making, and achieving competitive advantage.
- The complications and issues associated with each business intelligence system, and discuss the role of the business manager in developing and using these systems.
- How organizations use knowledge management to identify, select, organize, and disseminate that information.
- The description Of project management knowledge areas of scope, time, cost, quality, human resources, communications, risk, procurement, and integration.

## **UNIT - I**

**Organizations, Management, and the Networked Enterprise:** The Role, Perspectives and Contemporary Approaches of Information Systems in Business Today, Business Processes and Information Systems function in business, Using Information Systems to Achieve Competitive Advantage, Ethical Dimensions of Information Systems.

## **UNIT - II**

**Information Technology Infrastructure:** IT Infrastructure and Components, Database Approach to improve Business Performance and Managing Data Resources, Telecommunications and Networking in today's Business World, System Vulnerability and Abuse, Technologies and Tools for Protecting Information Resources.

## **UNIT - III**

**Information Technology Applications:** Business Process and IT outsourcing, Corporate Governance and IT, Enterprise Resource Planning, Enterprise Architecture, Supply Chain and Customer Relationship Management Systems.

## **UNIT - IV**

**Key Systems Applications for the Digital Age:** Enterprise Applications, E-commerce and Mobile Digital Platform, Enterprise-Wide Knowledge Management Landscape an Systems, Knowledge Work Systems, Decision Making and Information Systems, Business Intelligence in the Enterprise.

## **UNIT - V**

**Building and Managing Systems:** Systems as Planned Organizational Change, Systems Development, The Importance and selection of Project Management, Establishing the Business Value of Information Systems.

**TEXT BOOKS:**

1. Kenneth C Laudon and Jane P. Laudon, "Management Information Systems", 12<sup>th</sup> Edition, Pearson.
2. Efraim Turban and Linda Volonino, "Information Technology for Management", 8<sup>th</sup> Edition, Wiley.

**REFERENCE BOOKS:**

1. W S Jawadekar, "Management Information Systems", 2<sup>nd</sup> Edition, TMH
2. James A. Obrein, "Management Information Systems", TMH
3. George W. Reynolds, "Information Technology for Managers", Cengage Learning
4. Steven Alter, "Information Systems", Pearson
5. C.S.V. Murthy, "Management Information Systems", Himalaya