

MBAH 404: INFORMATION TECHNOLOGY IN BUSINESS

Workload : 4 hours per week - Total credits 04

Examination : 3 hours; 30 marks continuous evaluation & 70 marks final examination.

- Objectives
1. To understand the conceptual framework for e-trade, and to assess the impact on society, markets & commerce of media, internet, social, digital, IoT, and related technologies.
 2. To appraise the competitive edge in a digital business environment.
 3. To know the changing position of intermediaries, the changing nature of the supply chain and the online and offline payment systems.

- Course Outcomes
1. Describe the conceptual framework for e trade, mobile trade, and social trade.
 2. Summarize the impact on society, markets & commerce of media, internet, social, digital, IoT, and related technologies.
 3. Creation of illustrate interest & competitive edge in a digital business environment.
 4. Examine the changing position of intermediaries, the changing nature of the supply chain and the online and offline payment systems.
 5. Classify the prevalent digital business models into different groups, and describe their advantages and limitations.
 6. Explaining the vast electronic business applications in today's world.

Pedagogy Lectures, assignments, practical exercises, discussions, seminars,

Module 1: Information Technology: Application of information technology, uses of information technology, impact of information technology on business.

Module 2: Electronic commerce. Infrastructure for e-commerce, communication networks for e-commerce, payment systems in e-commerce, impact of Ecommerce on Business. E-commerce in Indian Business Context, Business Models for e-commerce.

Module 3: Information Systems for Mobile Commerce, Legal and Ethical Issues in E commerce and M commerce.

Module 4: Information System Resources-Computer basics (H/w & S/w) DBMS, Communication Systems, internet and office automation.

Module 5: Word processing with MS word - starting MS word - MS Environment - working with word documents - working with text - working with tables - checking spelling and grammar - printing document - creating mailing lists- mail and merge.

Module 6: Concept of spread sheet and MS Excel - starting MS Excel - MS Excel Environment - working with Excel – workbook. Preparation of charts and graph with excel - working with workbook. Working with functions – Summery statistics, correlations, regression, t-test, z-test, Chi square test, Macros. Sort and filter commands. Introduction to SQL.

Module 7: Making presentation with Ms Power point - starting Ms Power point - Ms Power point Environment - working with power point - working with different views - designing presentations - printing in power point. .

Module 8: Information System Management - Information Concepts - , its nature and functions, planning issues and the MIS organizing issues and the MIS - control issues and the

MIS - Decision Support Systems - electronic Commerce - types - advantages and disadvantages
- Electronic data interchange - How EDI works - EDI benefits and limitations.

Module 9: Use of MIS at various levels of Management. A framework for information system for each level of Management and Operations. Types of Information systems – Operating Support Systems, Management support systems, Expert System.

Reference Books:

1. Morley, D. and Parker, C. S., Understanding Computers: Today and Tomorrow, 11Ed, Thomson Learning,2007.
2. Introduction to E Commerce & Social Commerce, Turban E , Whiteside J , King D, Outland JSpringer
3. E-Business and E-Commerce Management- Strategy, Implementation and Practice, Dave Chaffey, Pearson Education.
4. Electronic Commerce – A Managerial Perspective, Efraim Turban, David King, Dennis Viehland, Jae Lee, Pearson Education.
5. Alexis Leon & Mathew Leon, Introduction to Computers with MS-OFFICE-2000, TMH,-2001.
6. Williams/Sawyer, UsingInformation Technology,2009.
7. Norton. P., Introduction to computers,7Ed, TMH, 2010.
8. Curin,D.P.,Foley,K.Sen,andC.S.Morin,IntroductiontoInformationTechnology– BreakingWave, TMH,1999.
9. Sanjay Saxsena-A First Course in Computer- Vikas Publishing House.
10. Sanjay Saxsena- MS Office 2000- Vikas Publishing House,
11. Rajaraman, V- Essentials of E-Commerce Technology- PHI Learning
12. S. J. JOSEPH, P. T- E-Commerce : An Indian Perspective- 4th Ed- PHI Learning
13. Laudon Kenneth and Laudon Jane- Management Information Systems- A Contemporary perspective- PHI
14. O'Brien James- Management Information System- Tata Mcgraw Hill
15. Gorden Davis and Olson- Management Information System- Conceptual Foundations – McGraw Hill
16. Mohan. P- Computer Applications in Management- HPH Pvt. Ltd.
17. Gopalakrishna. D- Electronic Commerce- Emerging Trends-HPH Pvt. Ltd.
18. Pathak, and Nirupma- Computer Application in Management- HPH Pvt. Ltd.
19. Saxena Sanjay, Chopra P – Computer Applications in Management - Vikas Publishing House, New Delhi.

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Mangalagangothri – 574199

DEPARTMENT OF BUSINESS ADMINISTRATION

in Association with

Internal Quality Assurance Cell (IQAC), Mangalore University

United Nations Development Programme (UNDP)

Seventh Sense People Development Solutions Pvt Ltd

Organizes

6 Days UNDP Entrepreneurship Development Training Program

06 December, 2021 to 11 December, 2021

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INAUGURAL FUNCTION

Dr. P Subrahmanya Yadapadithaya
Hon'ble Vice Chancellor, Mangalore University
Will inaugurate

Ms. Deeksha N
Mr. Keerthanraj T. S
Mr. Ashwin Kumar
District Community Mobilizers and EDP Trainer

Seventh Sense Sense People Development SolutionsPvt Ltd and Inquilab Inventions Foundations

In the Presence of
Prof Manjunatha Pattabi
Director, IQAC
Mangalore University
And
Prof. Puttanna K
Chairman
Department of Business Administration
Mangalore University

Date: 6th December, 2021

Time: 09.00 AM

Venue: MBA Seminar Hall

MANGALORE UNIVERSITY

6 Days UNDP Entrepreneurship Development Training Program

06 December, 2021 - 11 December, 2021

Report



6 Days UNDP Entrepreneurship Development Training Program was organised in the department in association with Internal Quality Assurance Cell (IQAC), Mangalore University, United Nations Development Programme (UNDP) and Seventh Sense People Development Solutions Pvt Ltd on 06 December, 2021 - 11 December, 2021.

The workshop was inaugurated by Prof. Puttanna. K, Chairman of the department and Mr. Keerthanraj T. S, District Community Mobilizer, Seventh Sense People Development Solutions Pvt Ltd. Experts from Seventh Sense People Development Solutions Pvt Ltd trained our participants on various issues relates to social entrepreneurship. They used both lecture and activity methods to train the participants. Their lecture covered broad aspects relates entrepreneurship.

Three resource persons Mr. Keerthanraj T. S, Ms. Deeksha N and Mr. Ashwin Kumar from Seventh Sense Sense People Development Solutions Pvt Ltd trained the participants. 61 students and 10 faculty members participated in the program. Certificate of participation is issued to all the participants on successful completion the training.