MANGALORE UNIVERSITY
DEPARTMENT OF BUSINESS ADMINISTRATION
MASTER OF BUSINESS ADMINISTRATION (MBA)

MBAS 408: COMPUTER APPLICATION IN MANAGEMENT

Workload : 04 hours per week - Total credits: 04

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

Objectives : To acquaint the students with the applications of IT in the business decision making process.
It also introduces basic uses of IT in the day to day activities of an organization.

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

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

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.

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

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

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.

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.

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. .

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.

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.

References:
1. Sanjay Saxsena-A First Course in Computer- Vikas Publishing House.
2. Sanjay Saxsena- MS Office 2000- Vikas Publishing House,
3. Rajaraman, V- Essentials of E-Commerce Technology- PHI Learning
4. S. J. JOSEPH, P. T- E-Commerce : An Indian Perspective- 4th Ed- PHI Learning
5. Laudon Kenneth and Laudon Jane- Management Information Systems- A Contemporary perspective- PHI
6. O'Brien James- Management Information System- Tata Mcgraw Hill
7. Gorden Davis and Olson- Management Information System- Conceptual Foundations –McGraw Hill
8. Mohan. P- Computer Applications in Management- HPH Pvt. Ltd.
9. Gopalakrishna. D- Electronic Commerce- Emerging Trends-HPH Pvt. Ltd.
10. Pathak, and Nirupma- Computer Application in Management- HPH Pvt. Ltd.
11. Saxena Sanjay, Chopra P – Computer Applications in Management - Vikas Publishing House, New Delhi.