

<b>Semester</b>	:	<b>III Elective</b>		
<b>Title of the Subject / course</b>	:	<b>Managing Technology Business &amp; IT Resource Management</b>		
<b>Course Code</b>	:	MMSSE 402 (RGCMS)		
<b>Credits</b>	:	<b>4</b>	<b>Duration</b>	: <b>40</b>

<b>Learning Objectives</b>	
1	To understand the Need and Significance of IT resource management
2	Understand applications of Determining IT and Information System's Resource Needs and Business
3	IT & Information Systems resources Implementation and Acceptance
<b>Prerequisites if any</b>	Basic understanding of IT Resource Management
<b>Connections with Subjects in the current or Future courses</b>	Will connect conceptual framework to Need and Significance of IT resource management & Business

### Module

<b>S No</b>	<b>Content</b>	<b>Activity</b>	<b>Course Outcomes</b>
1	Overview of the IT/ITES/Telecom and related businesses in India and the world – segments of these industries , growth, forecasts, trends, key players, reasons for their success etc.	Lecture	MMSSE 402.1
2	Challenges for businesses in the domestic and international markets such as Business Development, Technology Obsolescence, Pricing, Set up & Infrastructure Costs, Talent management , Licensing costs & Intellectual property rights, Mergers and Acquisitions , Customer Contract Management and SLAs , managing Innovation , legal issues, Visa's, Foreign Soil issues, Special Incentives and schemes such as the Export Processing Zones etc.	Lecture & cases and class research	
3	Study of various business models including onsite/off shoring, e-commerce, e-business, m – commerce and pure play 'e' and 'm' models.	Lecture	MMSSE 402.2
4	Introduction to IT and Information System Resource Management Evolution of IT and Information System Resource Management (Software, Hardware, Database, Networking, and communications technology, human	Lecture and cases	MMSSE 402.3

<b>S No</b>	<b>Content</b>	<b>Activity</b>	<b>Learning outcomes</b>
	resource etc) for Planning and Implementation of information technology and technology base system across the functions and sectors of the industries.		
5	Determining IT and Information System's Resource Needs: Needs Analysis, planning ,System Cost Justifying and Investments, Automation and Artificial Intelligence	Lectures, Research and Cases	MMSSE 402.4
6	Effective use of IT & Information Systems resources Implementation and Acceptance, maintenance for productivity	Lectures	MMSSE 402.5
7	IT & Information Systems Resource its relevance to Human resource management & Business, Outsourcing challenges of Internal Functions – the what, Why and How	Lectures, Research and Cases	MMSSE 402.6
8	Case Studies of successful and unsuccessful technology companies	Group and Individual assignments	

<b>Course Codes</b>	<b>Course Outcomes Students will be able to...</b>	<b>Cognition</b>
MMSSE 402.1	CO1: Understand concepts of IT/ITES/Telecom businesses in India and World	Understand
MMSSE 402.2	CO2: Analyze concepts of various business models	Analyze
MMSSE 402.3	CO3: Understand concepts of IT Resource Management	Understand
MMSSE 402.4	CO4: Analyze concepts of need, investments, and implementation of IT resources in an organization	Analyze
MMSSE 402.5	CO5: Understand concepts of effective usage of IT systems	Understand
MMSSE 402.6	CO6: Analyze relevance of IT, HRM and outsourced business functions.	Analyze

<b>Text books</b>	
1	Managing the IT Resource: Leadership in the Information Age by Luftman published by Pearson
2	Technology Roadmapping for Strategy and Innovation by Moehrle, Isenmann & Phaal
3	Management of Technology by Khalil
4	IT Infrastructure and Its Management by Gupta, Prakash and Jayaraman
5	Business Information Management by Benson and Davis

<b>Reference books</b>	
1	Managing IT Infrastructure – TMI
2	A Guide to PMBoK- Project Management Institute
3	Managing Information Technology Resources by Dr.Jerry Luftman
4	Work-study by ILO

<b>Assessment</b>	
Internal	40%
Semester end	60%