



Rajeev Gandhi College of Management Studies

Information Technology for Business

Semester I

I> Course Content:

Semester	1
Subject	Information Technology for Business
Course Code	MMSC108
Credits	4
Duration	60 hours

Module (Syllabus as per new Syllabus):

Sr. No.	Content	Course Outcomes
1	Introduction to Information Technology in Business Overview of IT infrastructure and its role in business operations. Emerging trends and technologies in Information Technology	MMSC108.1
2	Big Data Management, Data Analytics and Business Intelligence Introduction to database, data mining, Data warehouse, data analytics tools and techniques and big data management. Business intelligence for decision-making and competitive advantage	MMSC108.2
3	Telecommunication, Wireless Technology, Cloud Computing and Virtualization Introduction to Telecommunication, the Internet and wireless Technology Cloud computing models (IaaS, PaaS, SaaS) and their business applications. Virtualization technologies and their benefits in business operations.	MMSC108.3
4	E-Business & Digital Transformation Strategies Introduction to E-commerce & E-Business, Digital Markets and Digital Goods Understanding digital transformation and its impact on businesses. Case studies on E-Business & successful digital transformation initiatives.	MMSC108.4
5	IT Governance and Compliance & Ethical and social issues IT governance frameworks and their implementation. Ethical and social issues in Information Technology Compliance and regulatory issues in IT management- Improving the tone and style of sentences.	MMSC108.5

6	Privacy & Cybersecurity and Risk Management Fundamentals of Privacy Issues & cybersecurity in business environments. Risk assessment and management strategies	MMSC108.5
7	Business Applications of IT Business application of Information Technology across function and Verticals of the Industry Enterprise resource planning (ERP) systems and their implementation. Case studies on Business Application of Information Technology	MMSC108.1
8	Emerging Technologies and Innovation Exploration of emerging technologies such as Artificial Intelligence, (AI), ML, IoT, and Blockchain, Digital Payments, Mobile Computing, Social Media Innovation management and fostering a culture of innovation in IT.	MMSC108.4

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II> Course Outcomes

<u>Course Code</u>	<u>Course Outcomes</u> Students will be able to....	<u>Cognition</u>
MMSC108.1	Understand the basics of information technology in business, IT infrastructure and emerging trends and technologies in Information Technology and Applications of IT in Business.	Understand
MMSC108.2	Analyze Data Management and data analytics tools to solve the business problems.	Analyze
MMSC108.3	Understand the conceptual framework of telecommunication, cloud computing & virtualization.	Understand
MMSC108.4	Analyze various E-business & digital transformation strategies and emerging technologies & innovations in IT	Analyze
MMSC108.5	Understand various ethical & social issues in IT & fundamentals of cyber security & privacy issues in business environment.	Understand

Recommended Books

Sr. No.	Books
1.	Introduction to Information Technology: Turban , Rainer Potter
2.	Management Information Systems for the Information Age (9e) by Maeve Cummings. McGraw-Hill/Irwin (2012).
3.	Management Information System- Managing the Digital Firm by Laudon and Laudon.
4.	Information Technology for Management by Dr Chandrahauns R Chavan & B Lal Universal Publication, Mumbai
5.	Principal of Information System by Ralph M. Stair and Georg Reynold.

Reference Books

Sr. No.	Books
1.	Digital Business by Dr Chandrahauns Chavan , KBI International, Mumbai
2.	A Management Information Systems by O'Brien, James. Tata McGraw Hill, New Delhi,
3.	Elements of Systems Analysis and Design by Marvin Gore. Galgota Publications.
4.	MIS a Conceptual Framework by Davis and Olson.
5.	Analysis and Design of Information Systems by James Senn.
6.	Information Systems Today by Jessup and Valacich. Prentice Hall India.
7.	Management Information Systems by Jaiswal and Mittal. Oxford University Press.