



# SWARNANDHRA

## COLLEGE OF ENGINEERING & TECHNOLOGY

(AUTONOMOUS)

Accredited by National Board of Accreditation, AICTE, New Delhi, Accredited by  
NAAC with "A" Grade – 3.32 CGPA Recognized under 2(f) & 12(B) of UGC Act 1956,  
Approved by AICTE, New Delhi, Permanent Affiliation to JNTUK, Kakinada  
Seetharampuram, W.G. DT., Narsapur-534280, (Andhra Pradesh)

### DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

### TEACHING PLAN

Course Code	Course Title	Semester	Branch	Contact Periods /Week	Academic Year	Date of commencement of Semester
24MBIO01	INFORMATION TECHNOLOGY FOR BUSINESS	I	MBA	4	2024-25	19/06/2024

#### COURSE OUTCOMES

1	Clear understanding of Information Technology in business scenarios.
2	Importance of Technology in business processes.
3	Significance of intelligent systems in business.
4	Usage of various digital platforms across the business.
5	Exploring e-commerce and ERP scenario.

UNITS	Out Comes / Bloom's Level	Topics No.	Topics/Activity	Text Book / Reference	Contact Hour	Delivery Method
I	Understand the basic concept of Information Technology, computer based system and give evolution for IT(k1)					
		1.1	Introduction to Business and Information Technology	T1,R1	2	Chalk & PPT, Active Learning & Tutorial
		1.2	Business in the Information Age	T1,R1	1	
		1.3	Information system	T1,R1	1	
		1.4	Computer Based Information system	T1,R1	2	
		1.5	Trends in IT Evolution and types of Information Systems	T1,R1	2	
		1.6	Managing IT in organization	T1,R1	1	
			Class test-I		1	
Total					10	
II	Describe the IT Infrastructure and IT components	2.1	Information Technology Infrastructure	T1,R2	2	Chalk & Talk,

	(K2)	2.2	Computer Hardware	T1,R2	1	PPT Tutorial, Active Learning & Case Study
		2.3	Software	T1,R3	1	
		2.4	Managing and Organization of Data and Information	T1,R3	2	
		2.5	Telecommunication and Networks	T1,R2	1	
		2.6	The Internet and Intranet (I.O.T)	T1,R2	2	
			Class test-II		1	
Total					10	
III	Analyze the concept of Information Technology for Competitive advantage, GIS, EDI, EFT, Enterprise Resource Planning and Data knowledge	3.1	Information Technology for Competitive advantage	T2,T3	2	Chalk & Talk, PPT, Tutorial
		3.2	Inter Organizational Information Systems	T2,T3	1	
		3.3	Global Information Systems	T2,T3	1	
		3.4	Electronic Data Interchange (EDI) and Electronic Funds Transfer (EFT)	T2,R3	2	
		3.5	Enterprise Resource Planning	T1,T3	1	
		3.6	Data Knowledge and Decision	T2,T3	2	
		Class test-III		1		
Total					10	
IV	Apply Artificial intelligence and Intelligent Systems on Business and Intelligent Agents. Ethical and global issues(K3)	4.1	Intelligent Systems in Business -	T2,T3	2	Chalk & Talk, PPT Tutorial, Active Learning & Case Study
		4.2	Artificial intelligence and Intelligent Systems	T1,T3	2	
		4.3	Expert Systems	T1,T3	1	
		4.4	Intelligent Agents	T2,R3	1	
		4.5	Virtual Reality	T2,T3	1	
		4.6	Ethical and global issues of Intelligent systems	T2,T3	2	
		Class test-IV		1		
Total					10	
V	Think creative and innovative.	5.1	Electronic Commerce	T1,R1	1	Chalk & Talk, PPT, Tutorial
		5.2	Business to Consumer Applications	T2,R2	1	
		5.3	Business to Business Applications	T1,R1	1	
		5.4	Consumer Market Research and other Support	T2,R2	1	
		5.5	Legal and Ethical issues in E-commerce Strategy	T2,R2	1	
		5.6	Information Systems	T1,R1	1	
		5.7	Strategic advantage			


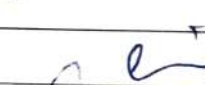
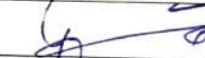

		5.8	Porters competitive forces model on IT	T1,R1	1	
		5.9	Business process Re-engineering	T1,R1	1	
		6.0	Virtual corporations	T1,R1	1	
		6.1	E-learning, Information System Development Life Cycle	T1,R1	1	
<b>Total</b>					<b>10</b>	
<b>Revision</b>					<b>10</b>	
<b>CUMULATIVE PROPOSED PERIODS</b>					<b>60</b>	

**Text Books:**

S.No.	AUTHORS, BOOK TITLE, EDITION, PUBLISHER, YEAR OF PUBLICATION
T1	Turban Rainer and Potter: Introduction to Information Technology, John & Wiley Sons.
T2	James O'Brien: Introduction to Information Systems, McGraw Hill Book Company.

**Web Details**

1	<a href="https://ncert.nic.in/textbook/pdf/lebs103.pdf">https://ncert.nic.in/textbook/pdf/lebs103.pdf</a>
2	<a href="https://onlinecourses.swayam2.ac.in/imb22_mg02/preview">https://onlinecourses.swayam2.ac.in/imb22_mg02/preview</a>

		Name	Signature with Date
i.	Faculty	V.Madhulatha	
ii.	Course Coordinator	D. Haleena	
iii.	Module Coordinator	Dr.O.V.A.M.Sridevi	
iv.	Programme Coordinator	Dr.G.Grace	

  
Principal