

JAIPURIA INSTITUTE OF MANAGEMENT

PGDM 2016-18; TRIMESTER-I

Course Code: IS101

Course Title: Information Technology for Management (ITM)

- I. Emerging Business Computing Environments
- II. Business Tools
- III. Business Social Networks

Information systems span all business functions. In current scenario it is self-evident that knowledge of computers and IT is fundamental to the practice of general management. IT has become a common and indispensable tool for modern businesses. It integrates various business processes that help in organizational growth. Documentation has become an indispensable part of information management, it needs an extra edge for creating an expertise for maintaining the data and its timely delivery. The course aims to sensitize the students with the role of IT in terms of value addition it provides to the business, change the way work/process is done with a better documentation skillset, generation of newer communication methods, and develop office automation skillsets for improvising the IT structure of organization. The course is designed to help the students understand the emerging technological issues in business context so that students can effectively manage business processes using office automation techniques effectively and efficiently in organizations.

Learning Outcomes (LO)

After undergoing this course, the participants will be able to:

- 1. Understand the emerging business computing environments and their implications on businesses (LO1).
- 2. Apply appropriate office tools to support daily editing, calculative and presentation needs (LO2).
- 3. Use business social networks (social computing) as business solution (LO3)

Overview of Course Outline

Session	Topic	Session Objective/Details	Reading/Reference	Pedagogy	Assessment
I. Emerging Business Computing Environments					
1.	Familiarization with Information System and its interrelation with Information Technology	To make the student compare and contrast technology with system and its relevance in business world. (LO1)	Text book, Page 11-13	*Discussion	*Quiz *Mid Term *End Term
2.	Emerging	To familiarize students	Text book,	*Discussion	*Quiz

	computing environments (Web 1.0 to 2.0, Utility computing, SaaS)	with the emerging computing environments and their usages in business models. (LO1)	Pages 59-64	Case study / caselet	*Mid Term *End Term
3.	Emerging computing environments contd... (Grid computing, Cloud computing, Pervasive computing, SOA)	To sensitize students of various computing environments by extending discussion on emerging techniques/ technologies. (LO1)	Text book, Pages 59-64 133-137	*Discussion Case study / caselet	*Quiz *Mid Term *End Term
4.	Emerging networking & collaborations techniques like Blogs, RSS, Wikis, Podcasting	To sensitize students of innovative networking and collaboration techniques for businesses outreach. (LO1)	Text book, Pages 133-137	*Discussion Case study / caselet	*Quiz *Mid Term *End Term
II. Business Tools					
5.	MS-Word *Using built-in Templates *Views: Page Layout & Modes *Editing & Formatting tools	To familiarize students with the features and capability of generating documents in required format. (LO2)	*Ref-Material	*Discussion *Lab Exercise	*Quiz/ Assignment *Mid Term *End Term
6.	MS-Word *Header & Footer Designing *Columns *Tables and Borders	To familiarize students with the features and capability of generating documents in required format. (LO2)	*Ref-Material	*Discussion *Lab Exercise	*Quiz/ Assignment *Mid Term *End Term
7.	MS-Word *Styles *Headings *TOC, TOF, TOT	To sensitize students with importance of styles and headings in easing out document /report writing. (LO2)	*Ref-Material	*Discussion *Lab Exercise	*Quiz/ Assignment *Mid Term *End Term
8.	MS-Word *Breaks: Page and Section Breaks	To familiarize students with the features and capability of section breaks in generating reports (LO2)	*Ref-Material	*Discussion *Lab Exercise	*Quiz/ Assignment *Mid Term *End Term
9.	MS-Word	To familiarize students	*Ref-	*Discussion	*Quiz/

	* Review & Track Change *Mail Merge	with the features and capability of reviewing the changes and how to make use of mail merge functions (LO2)	Material	*Lab Exercise	Assignment *Mid Term *End Term
10.	MS-PowerPoint *Using built-in Templates *Slide Layouts and Design *Transitions	To familiarize students with the features and capability of PowerPoint as tool to be used for presentation (LO2)	*Ref-Material	*Discussion *Lab Exercise	*Quiz/ Assignment *Mid Term *End Term
11.	MS-PowerPoint *Animations *Master layouts for Slide, Handouts and Notes *Rehearsing Tools	To familiarize students with the features and capability of PowerPoint as tool to be used for better presentation. (LO2)	*Ref-Material	*Discussion *Lab Exercise	*Quiz/ Assignment *Mid Term
12.	Review Session	To facilitate assimilation and consolidation of learnings of past 11 sessions. (LO1 & 2)		*Discussion	*Mid Term
13.	MS-Excel *Basics of spreadsheet *Arrange Data *Basic Operations	To familiarize students with the features and capability of Excel as a tool to be used for managing data and its future usage. (LO2)	*Ref-Material	*Discussion *Lab Exercise	*Quiz/ Assignment *End Term
14.	MS-Excel *Data Alignment & Formatting *Data Fill, Copy, Paste Special *Basic Aggregate Functions (Sum, Count, Average)	To familiarize students with the features and capability of Excel as a tool to be used for managing data and its future usage. (LO2)	*Ref-Material	*Discussion *Lab Exercise	*Quiz/ Assignment *End Term
15.	MS-Excel *Sorting & Filtering *Arithmetic Calculations *Basic Text handling functions	To familiarize students with the features of sorting and filtering and textual functions to be used in various business situations. (LO2)	*Ref-Material	*Discussion *Lab Exercise	*Quiz/ Assignment *End Term

	(Upper, Lower, Len, Trim) *Charts				
16.	MS-Excel *Concept of Branching *IF function	To familiarize students with the features and capability of Excel as a tool for applying the concept of branching to resolve a situation. (LO2)	*Ref-Material	*Discussion *Lab Exercise	*Quiz/ Assignment *End Term
17.	MS-Excel *IF function contd... *Lookups (Vlookup)	To familiarize students with the features and capability of Excel as a tool for searching and locating data based on a condition. (LO2)	*Ref-Material	*Discussion *Lab Exercise	*Quiz/ Assignment *End Term
18.	MS-Excel *Analysis Tool-pack: Statistical Functions	To familiarize students with the features and capability of Excel as a tool to be used for statistical analysis. (LO2)	*Ref-Material	*Discussion *Lab Exercise	*Quiz/ Assignment *End Term
19.	MS-Excel *Analysis Tool-pack: Contd... *Descriptive Stats *Histogram	To familiarize students with the features and capability of Excel as a tool to be used for statistical analysis. (LO2)	*Ref-Material	*Discussion *Lab Exercise	*Quiz/ Assignment *End Term
III. Business Social Networks					
20.	Business Social Network: Social Media and Industry Disruptors	To make students aware of social media computing technology. (LO3)	Text Book Pages 290-293	*Discussion *Case study /caselet	*Quiz/ Assignment *End Term
21.	Commercial aspects of Web 2.0: Advertising, shopping, feedback etc.	To sensitize students on usage of social networking in commercial activities like advertising, shopping, feedback etc. (LO3)	Text Book Pages 309-315	*Discussion *Case study /caselet	*Quiz/ Assignment *End Term
22.	Cloud computing (...aaS) and its involvement in	To bring out the importance of cloud computing in current	Reference material	*Discussion	*Quiz/ Assignment *End Term

	current business processes	business environment. (LO3)			
23.	Cloud based office automation tools for synced collaborative documentation Google Drive and Doc, Sheet, Slide	To sensitize students with tools of cloud computing for the ease of various business processes. (LO3)	Reference material	*Discussion	*Quiz/ Assignment *End Term
24.	Review Session	To allow students to assimilate and consolidate on their learnings of past 23 sessions. (LO1, 2 & 3)			*End Term

Learning Material

Text Book

- Efraim Turban, Linda Volonino, Information Technology For Management : Transforming Organizations in the Digital Economy, Wiley India, Delhi, 2012 (7th Edition)

References

- Deborah Morley, Charles S. Parker, Fundamental of Computers, Cengage Learning, New Delhi, (2009, First Indian Reprint).
- Gary B. Shelly, Thomas J. Cashman, Misty E. Vermaat, Introduction to Computer, Cengage Learning, 2008
- ITL Education Solutions Ltd. (Research & Development Wing), Introduction to Information Technology, Pearson Education, Delhi, (2009, Ninth impression).
- MS-Office 2007 [Help – F1]

Assessment Scheme & Guidelines

1. Quiz	: 10%
2. Assignment	: 10%
3. Group Project	: 20%
4. Mid Term Hall Examination	: 20%
5. End Term Examination	: 40%
Total	: 100 %

- Quiz: There will be three announced quizzes. The quizzes would consist for multiple choice questions and/or fill in the blanks. The best two quizzes would be considered for assessment. The coverage of each quiz is as per the modules of the course outline.
- Assignment: The student will be evaluated individually and/or in groups. The evaluation is based on how well students participate individually and/or in groups in the case assignment, case

problem activities, class presentation, lab assignment or questions put up in the class (class participation).

3. **Group Project:** The students will be required to complete a project as a part of their group assessment component.
4. **Mid Term Hall Examination:** This will be announced by Examination Cell on completion of 12 sessions. The mid-term examination would be of one hour duration comprising of questions based on half of the course.
5. **End Term Hall Examination:** This will be announced by Examination Cell on completion of 1the course. The end-term examination would of two hours duration comprising of questions based on full course. This will consist of case study, application based questions wherein students will reflect and correlate their learning with problems in question.