

VEER NARMAD SOUTH GUJARAT UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

(Full Time)

(With Effect From July 2002)

Semester – IV

Optional Courses

2. Information Technology Group

OIT 401	Strategic Management of Information Technology
OIT 402	Decision Support System
OIT 403	Enterprise Resource Planning
OIT 404	E - Commerce

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OIT 401

Strategic Management of Information Technology

Objectives:

This course is aimed at developing an understanding of Use of Information Technology as a Strategic Tool for business management. The course focuses on development of Information Technology Leadership.

Course Contents:

Key issues in Information Systems Management and the Role of the CIO, Analytical Framework for Strategic IT Initiatives, Sustaining Competitive Advantage by use of IT, Creativity, Learning Organizations and Role of Information Technology in Business Transformation, Information Partnerships, Managing in the Market space, National Information Infrastructure and IT Policy at the National Level, Planning for Strategic IT Resource, Managing the IT Function, Outsourcing IT function. IT Act –2000, Corporate Governance

Suggested Readings:

1. Galliers, R. D. Strategic Information Management: Challenges and Strategies in Managing Information Systems. Oxford, Butter worth-Heinemann, 1994
2. McKenney, James L. Waves of Change: Business Evolution through Information Technology, Boston, HBS Press, 1995
3. Neuman, Seev. Strategic Information Systems : Competition through Inforamtion Technologies, New York, MacMillan College, 1994
4. Nolan, Richard L. Creative Destruction: A sis-stage process for transforming the organization. Boston, HBS Press, 1995.
5. Parker, Marilyn M. Strategic Transformation and Information Technology, Paradigms for Performing while Transforming. Englewood Cliffs, New Jersey, Prntice Hall Inc., 1996.
6. somogyi, E K and Wallers, Robert. Towards Strategic Information Systems. Tunbridge, Kent Publishing, 1987.
7. Ward, John. Strategic Planning for Information Systems, Chichester, John Wiley, 1996.

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Decision Support System

Objective :

The objective of this course is to introduce the participants to the design and practice of computer based systems that provide support to managerial decision making in semi-structured context, by providing to the users flexible access to relevant models and data. Most of the learning takes place through the project component, in which the participants are expected to choose a managerial decision context amenable to be addressed by the above systems, and to design and develop a suitable computer based system to support this task.

Course Contents:

1. Framework for DSS.
2. Systems Analysis for DSS
3. Dialogue Management
4. Data Management and Model Management for DSS
5. Tools for developing DSS
6. Spreadsheet Software Systems as DSS Tool
7. Case Studies
8. Project Work
9. Group DSS
10. Network Decision Support System
11. Expert System
12. Executive Information System
13. Heuristic Problem Solving Procedure
14. Computational Complexity
15. Genetic Algorithm and Fuzzy Logic
16. Artificial Intelligence (AI), Need and Application, AI based systems
17. Artificial Neural Network Applications

Suggested Readings :

1. Bratko, Ivan. Prolog : Programming for Artificial Intelligence. 2nd Ed. California, Addison-Wesley, 1990
2. Davis, Michael W. Decision Support. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1988.
3. Jayashankar, R. Decision Support Systems. New Delhi, Tata McGraw Hill, 1989.
4. Patterson, Dan W. Introduction to Artificial Intelligence and Expert Systems. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1990.
5. Roiph, Paul. How to choose and Use an Executive Information System. New Delhi. Viva Books.
6. Spargue, Raiph H. Decision Support for Mangement. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1995

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Enterprise Resource Planning

Objective:

To make the students able to participate in planning and implementation of advanced enterprise-wide systems and technologies in their career.

Course Contents:

Enterprise Resource Planning: Evolution of ERP – MRP and MRP –II problems of system islands – need for system integration and interface – early ERP Packages – ERP products and markets- Opportunities and Problems in ERP selection and implementation, ERP implementation, Identifying ERP benefits, team formation, Consultants intervention, Selection ERP, Process of ERP implementation, Managing changes in IT organization-Preparing IT infrastructure-Measuring benefits of ERP- Integrating with other systems, Post ERP, Modules in ERP, Business Modules of ERP packages, Reengineering Concepts, the emergence of reengineering concept-concept of business process-rethinking of processes-identification of re-engineering need – preparing for reengineering –implementing change-change management-BPR and ERP-Supply Chain Management, The concept of value chain differentiation between ERP and SCM-SCM for customer focus-need and specificity of SCM- SCM scenario in India- products and markets of SCM-issues in selection and implementation of SCM solutions- CRM solutions, E-business, Introduction to 1 – Net technologies – Evolution of E – Commerce, EDI and E – Business – business opportunities – basic and advanced business models on internet – internet banking and related technologies – security and privacy issues – technologies for E – Business. Future and Growth of E – Business

Suggested Readings:

1. Hammer, Micheal and Jamts Chamby Reengineering the Corporation, 1997
2. Leon, Alexix Countdown 2000, Tata McGraw
3. Ptak, Carol A. & Eli Schragenheim ERP, St. Lucie Press Ny, 2000

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E- Commerce

Objective:

The objective of the course is to acquaint the students with the use of E – Commerce in competing markets.

Course Contents:

Introduction to E-Commerce: Definition – Forces fuelling E-Commerce – Industry frame work – types – Internet Service Providers – Internet access providers – Internet v/s online Services; WWW Concepts – Technology – Applications – Electronic Payment Systems: Electronic Payment Technology – Digital Cash – Electronic Cheque – On-line Credit Card, Electronic Commerce and Banking; Changing dynamics in the Banking Industry – Home banking implementation approaches – Open v/s Closed models – Management issues in online Banking – Electronic Commerce and Retailing – changing retail industry dynamics – Online retailing – Management changelings – Electronic Commerce and publishing ; Online publishing strategies –approaches – Advertising and online publishing – Digital copyrights and Electronic publishing ; Intranets and Supply Chain Management; Managing retail supply chains – Supply Chain application software – Intranets and customer asset Management – Customer asset Management basics – online sales force – online customer service and support – Technology and Marketing strategy; Intranets and manufacturing ; Integrated logistic, -agile Manufacturing – Emerging Business requirements – Manufacturing Information Systems – Intranet based manufacturing logistic management; Intranets and Corporate Finance : Financial Systems – Financial Intranets – Software modules in Financial Information Systems – Transaction Accounting – Inventory Accounting Payment Management – Treasury and Cash Management – Human Resource Management Systems – size – structure of Financial Software Markets – The Corporate Digital Library – Intelligent Agents.

Suggested Readings:

1. Cady, G. H. and Part McGreger, The Internet, BPB Pub., Delhi, 1999
2. Carpenter, Phil, e Brands, HBS Press, Boston, 2000
3. Keen, Peter and Mark McDonald, The e-Process Edge, Delhi, Tata McGraw Hill, 2000
4. Mann, Catherine, L. Global Electronic Commerce, Institute for International Economics, Washington DC, 2000
5. Oberoi, Sundeep, e-Security and You, Delhi, Tata MacGraw Hill, 2001
6. Rich, Jason R. Starting an E-Commerce Business, IDG Books, 2000