Digital Technologies for Management

Course Code	21BA1T7	Year	I	Semester	I
Course Category	Core	Branch	Business Administration	Course Type	Theory
Credits	3	L-T-P	3-0-0	Prerequisites	Nil
Continuous Internal Evaluation	30	Semester End Evaluation	70	Total Marks	100

Course Outcomes		
Upon successful completion of the course, the student will be able to:		
CO1	**Analyze the** basic concepts in the field of Digital Technologies for Management.	**L4**
CO2	**Apply the** various digital technologies and Digital transformation in business management.	**L4**
CO3	**Analyze the** leadership role of Management Information Systems in achieving business competitive advantage through informed decision making.	**L4**
CO4	**Analyze and apply** synthesize business information and systems to facilitate evaluation of strategic alternatives.	**L4**
CO5	**Develop the** role of the ethical, social, and security issues of information systems.	**L3**

Contribution of Course Outcomes towards achievement of Program Outcomes & Strength of correlations (3-High, 2-Medium, 1-Low)												
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PO6**	**PO7**	**PO8**	**PO9**	**PO10**	**PO11**	**PSO1**	**PSO2**
CO1	3	-	3	-	-	-	3	-	-	-	-	3	-
CO2	3	-	3	-	-	-	3	-	-	-	-	3	-
CO3	3	-	3	-	-	-	3	-	-	-	-	3	-
CO4	3	-	3	-	-	-	3	-	-	-	-	3	-
CO5	3	-	3	-	-	-	3	-	-	-	-	3	-

SYLLABUS		
Unit No.	**Contents**	**Mapped CO**
I	**Introduction to Digital Technologies for Management**: Definition, concepts of digital technologies, Scope, Characteristics of digital technologies-impact of digital technologies.	CO1 CO2 CO3
II	**Emerging Technologies and Digital transformation:** Fundamentals of Digital transformation, IOT, Artificial Intelligence, 5G, Server less computing, Block chain, Robotic, cloud computing, 3D printing and Virtual reality. Role of technology in digital transformation	CO2 CO3
III	**Basics Management information system:** MIS concept - Definition –Role of the MIS - Impact of the MIS-MIS and the user - Management as a control system - MIS a support to management - Development process of the MIS	CO1 CO3
IV	**System analysis and design:** System - Need for system analysis - System analysis of the existing system - System analysis of a new requirements -	CO3 CO4

	System Development Model - Structured System Analysis and Design - Object Oriented Analysis	
V	**Information system applications:** MIS applications, DSS – GDSS - DSS applications in E enterprise - Knowledge Management System and Knowledge Based Expert System, Security challenges in E-enterprises	CO3 CO5
Case Study Compulsory. Relevant cases have to be discussed in each unit.		

Learning Resources
Text Books:
1. Kenneth C. Laudon and Jane P. Laudon: "Management Information Systems" 9/e, Pearson Education, New Delhi. 2. Jawadekar, W.S., "Management Information Systems", Tata McGraw Hill Private Limited, New Delhi, 2009.
Reference Books:
1. Nitin C. Kamat, "Digital Business Management", Himalaya Publishing Pvt. Ltd., Mumbai, 2018. 2. Alexis Leon and Mathews Leon "Fundamentals of Information Technology "Vikas Publishing New Delhi, 2014 3. Mahadeo Jaiswal, Monika Mital: "Management Information System", Oxford University Press, New Delhi, 2008. 4. Murthy C.S.V., "Management Information System", Himalaya Publications, New Delhi, 2008. 5. DP Goyal Management information system: managerial perspectives, 4th edition Vikas Publishing house, New Delhi 2014. 6. Janakiraman Sarukeshi, Decision support system, 12th edition, PHI learning pvt.ltd. New Delhi 2011.
e- Resources & other digital material:
1. https://nptel.ac.in/courses/110/105/110105148/#