

SARDAR PATEL UNIVERSITY
Programme & Subject: BBA LLB
Semester: V
Syllabus with Effect from: June - 2012

Third Year

Paper Code: IL - 501	Total Credit:
Title Of Paper: IT For Business & Management	

Unit	Description in Detail	Weightage (%)
I	Information Technology Concepts : Data v. information, Classification of hardware and software, System software & Application software, Open source software, Operating system concepts, IT resources.	
II	Management Information System : Definition, Characteristics, Structure of MIS; Reasons for failure of MIS, Understanding Major Functional Systems: Marketing & Sales Systems, Finance & Accounting Systems, Manufacturing & Production Systems, Human Resource Systems, Inventory Systems; their sub systems, description and organizational levels, Challenges in the development of MIS.	
III	Enterprise Information Technology : Overview, Definitions, Advantages & Disadvantages of E-commerce, Risks of e-commerce and security measures, Business models of e-commerce: models based on transaction party (B2B, B2C, B2G, C2B, C2C) M-commerce, E-Governance	
IV	ERP, CRM, SCM ERP (Enterprise Resource Planning): Concepts of ERP, architecture of ERP, Generic modules of ERP, Applications of ERP, concept of XRP (extended ERP) CRM (Customer Relationship Management): Concepts of CRM, Features of CRM as acquisition and retention, SCM (supply Chain Management): Concepts of SCM, drivers of SCM, inbound & outbound, Definition, brief description and applicability of: e-Procurement, e-Tailing, e-Logistics, e-Collaboration, e-Integration.	
V	Outsourcing: Concepts of BPO, KPO, Business Process Outsourcing: Concept & Application, Advantages & Disadvantages, Types of outsourcing, Resource	
VI	IT Infrastructure: Obtain a bird's eye view of contemporary technologies and infrastructure required to implement an IS, IT infrastructure and platforms, managing data, networks and the internet, wireless networks.	

Basic Text & Reference Books:-

- Loudon and Loudon, Management Information System, Prentice Hall/Pearson Education O' Brien, Introduction to Management Information System, Tata McGraw Hill
- Bharat, Bhaskar : Electronic Commerce - Technologies & Applications. TMH



- Joseph, P.T. : E-commerce An Indian Perspective, PHI
- Westland & Clark : Global Electronic Commerce, Universities Press
- Gordon S. Linoff, Mastering Data mining – The Art and Science of Customer Relationship Management
- Jawadekar W. S., Management Information Systems, Tata McGraw Hill
- Stephen Haag, Maeve Cummings and Amy Philips, Management Information Systems: For the information age. Tata McGraw Hill, Latest edition
- Simkin M.G: Introduction to computer Information System for Business, S. Chand & Co.
- Kumar, Muneesh : Business Information Systems, Vikas Publishing House
- Rajaraman V: Analysis and Design of Information Systems for Modern Management, Prentice Hall.
- Sadagopal S: Management Information Systems, Prentice Hall.

