

GUJARAT TECHNOLOGICAL UNIVERSITY

MPM (MASTERS IN PHARMACEUTICAL MANAGEMENT)

DUAL DEGREE PROGRAMME

Year – V (Semester – X) (W.E.F. January 2017)

Subject Name: Information Technology in Business

Subject Code: 4310204

1. Objectives: The objective of the course is to understand the use of information technology to design and structure the organization. Knowing about the creation of alliances and partnerships that include electronic linkages. Identifying information and use of technology for Business Initiatives. Understanding the role of technology in under the current scenario of collaborations and clusters.

2. Course Duration: The course duration is of 36 sessions of 75 minutes each, i.e. 45 hours.

3. Course Contents:

Module No:	Module Content	No. of Sessions	Marks (70 External exam)
I	Introduction: Understand the role of information Technology in an organization., Fundamental of Computers, Strategic initiatives for technology in business organizations	7	17
II	Business Intelligence: Introduction, Technologies Enabling BI, Management and future of BI, Knowledge Management: Strategic Knowledge Management, Knowledge Management through technology i.e.: KMS	7	18
III	Ethics and Information, Ethical issues related to Information Technology, Enterprise Systems- CRM, SCM, ERP An overview ERP-Selection, Execution and future directions and trends, ES for SME's and MSME's	7	17
IV	Creating and enhancing collaborative partnerships: An Overview, steps involved and prerequisites. Outsourcing: Concept, Kinds, latest trends. Emerging trends and technologies Security management of Information technology	7	18

V	Practical Module: Prepare a project of your choice using the theoretical fundamentals in above modules and also prepare a small presentation / project report under the guidance of your subject teacher, and make public presentation.	8	(20 Marks of CEC Internal Evaluation)
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4. Teaching Method: The following pedagogical tools will be used to teach this

course: (1) Lectures and Discussions.

(2) Use of ICT in classroom / outside.

(3) Assignments and Presentations

5. Evaluation:

A	Projects/Assignments/Quiz/Class Participation, etc.	Weightage (50 Marks) (Internal Assessment)
B	Mid-Semester Examination	Weightage (30 Marks) (Internal Assessment)
C	End-Semester Examination	Weightage (70 Marks) (External Assessment)

6. Text Books:

Sr. No.	Author	Name of the Book	Publisher	Edition
T1	Efraim Turban Dorothy Leidner Ephraim Mclean James Wetherb	IT for Management- Transforming organization in the digital economy	Wiley	Latest edition
T2	Haag, Philips	Business Driven Technology	McGraw Hill	Latest edition
T3	S. A. Kelkar	Strategic IT Management: A concise study	PHI Publication	Latest edition

7. List of Journals/Periodicals/Magazines/Newspapers, etc.

Technology, ICT and Computer Application Journals and Articles published in India and internationally, use of ICT for Conference and Seminars, Multi-location collaborative working for projects etc. is encouraged.

9. Session Plan:

Session no.	Topic
1-3	Introduction: Understand the role of information Technology in business organisation
4-6	Fundamental of Computers, Strategic initiatives for technology in business
7-8	Business Intelligence: Introduction, Technologies Enabling Business Intelligence, Management and future of Business Intelligence
9-11	Knowledge Management: Strategic Knowledge Management, Knowledge Management through technology i.e.: KMS
12-13	Ethics and Information, Ethical issues related to Information Technology
14-16	Enterprise Systems- CRM, SCM, ERP An overview ERP-Selection
17-19	Execution and future directions and trends, ES for SME's and MSME's
20-22	Creating and enhancing collaborative partnerships-steps involved and prerequisites
22-24	Outsourcing: Concept, Kinds, latest trends
25-27	Emerging trends and technologies Security management of Information technology
28-36	Practical Module: Prepare a project of your choice using the theoretical fundamentals in above modules and also prepare a small presentation / project report under the guidance of your subject teacher, and make public presentation.