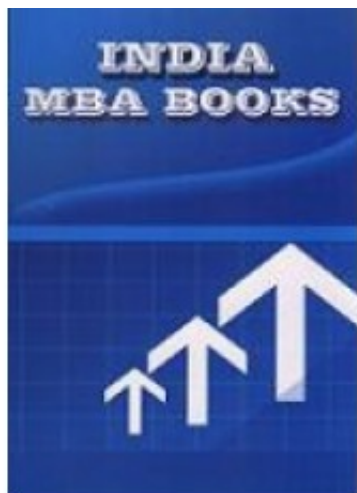


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PREVIEW OF CHAPTERS SYLLABUS

Information Technology and E-Business

Unit - I - Foundation Concepts

Foundations of information systems (IS) in business System concepts – components of an IS – IS resources – fundamental roles of IS applications in business – e-business in business – trends in IS – types of IS – managerial challenges of information technology. Competing with information technology (IT) Fundamentals of strategic advantage – strategic uses of IT – the value chain and strategic IT – using IT for strategic advantages – the basics of doing business on the Internet.

Unit - II - Information Technologies

Managing data resources Data resource management – types of databases – database management approach – data warehouse, data mining and their business applications. The networked enterprise Networking the enterprise – trends in telecommunications – business value of telecommunication networks – the Internet revolution – the business value of Internet, Intranet and Extranet.

Unit - III - Business Applications – E-Business And E-Commerce E-Business systems IT in business – functional business systems – cross- functional enterprise systems and applications – e-Business models – Enterprise e-Business systems – Customer relationship management (CRM) – Enterprise resource planning (ERP) and Supply chain management (SCM) E-Commerce Systems E-Commerce systems – Essential e-Commerce processes – electronic payment processes – e-commerce application trends – Web store requirements – Clicks-and-bricks in e-Commerce-m-Commerce.

Unit - IV - Development Processes

Developing Business/IT Strategies Planning for competitive advantage – business models and planning – Business/IT planning – Business application planning – Implementing IT – End user resistance and involvement – change management Developing Business/IT solutions IS development – the Systems

approach – the Systems Development Cycle – Prototyping – Systems development process – End-user development – implementing new systems – evaluating hardware, software and services.

Unit - V - Management Challenges

Security and ethical challenges Ethical responsibility of a business – computercrime – privacy issues – health issues – Security management of IT – tools of security management – internetworked security defenses – security measures – Information Technology Act 2000 in India. Enterprise and global management of IT Managing the IS function – failures in IT management – the international dimension in IT management – Cultural, political and geo-economic challenges Global business/IT strategies and applications – global IT platforms.

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