



SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY)

(Established under section 3 of the UGC Act 1956)

Re - accredited by NAAC with 'A' Grade

Founder: Prof. Dr. S. B. Mujumdar, M.Sc.,Ph.D. (Awarded Padma Bhushan and Padma Shri by President of India)

Sub Committee for Curriculum Development Faculty of Management **General Management - Under-Graduate**

Name of Institute: Symbiosis School for Liberal Arts

Course Name and Code: Information Technology for Management

(UG/PG): UG

Number of Credits: 4

Duration: 60

Level: 4

Learning Objective(s): Information Technology in contemporary firms has clearly assumed Strategic proportion. IT is a strategic enabler which has shown how it can transform businesses, disrupt existing business models, provide competitive edge. No wonder innovating how businesses work with the help of IT is major mantra for most companies. It is therefore essential that non-technical people also understand how IT plays a role in various sectors.

This course is integrative and interdisciplinary and brings together elements of strategy, marketing and operations management. The course will focus not on the technology itself but on the use of technology by managers.

At the end of the course the students are expected to understand:

- a. Discover the importance of IT in the overall Business Strategy
- b. Show how to analyse and plan the IT needs of an organisation
- c. Relate to how IT can be deployed as a tool for competitive advantage.
- d. Interpret the laws pertaining to the use of IT.

Pedagogy:

1. Lectures and Guest lectures
2. Readings followed by discussions
3. Viewing of films
4. Presentations
5. Case studies

Pre-requisites: NA**Course Outline**

S.No.	Topic	No. of sessions
1	INFORMATION TECHNOLOGY, BUSINESS STRATEGY & INNOVATION This module would the crucial role played by technology in any business. Students would understand the need for becoming aware of technology can enable different parts of businesses and hence as future managers why it is crucial to have a non technical understanding of technology. This will help in utilising technology as a strategic element of business, innovation as well as the changes which an organisation has to go through.	6
2	IT-ENABLED BUSINESS MODEL INNOVATION This module would focus on understanding what Business Models are. It would then discuss how technology can influence and provide opportunities to improve Business Model efficiencies as well as discover new ones.	6
3	IT-ENABLED PROCESS INNOVATION & ENTERPRISE INTEGRATION Business Processes have assumed significant importance along with the core offering of Product or a Service. They become more so in the light of globalisation. Increasing number of Indian companies and entrepreneurs are doing business around the world, compliance issues are assuming serious proportions. How can technology assist in managing such matters and more will be covered in this module	6
4	IT-ENABLED BUSINESS INTELLIGENCE & ANALYTICS In an increasingly competitive as well as globalised world, businesses are striving to create a differentiating proposition to solve problems, meet needs or discover opportunities. A lot of data today is available, thanks to technology. However collecting and analysing the same is a challenge which specific technology solutions are helping companies with. This section will provide an exposure to the students about big data, big analytics scenarios which exist today.	6
5	IT-ENABLED COMPETITIVE ADVANTAGE This module will take a look at how companies have used technology itself as a competitive advantage.	6
6	MANAGEMENT OF IT & OUTSOURCING	6

	It is important to note that many firms invest a significant amount in IT infrastructure and solutions. It is therefore important that managers work with the technology personnel to ensure that such investments satisfy the business objectives. Creating a joint business and IT strategy therefore becomes a must.	
7	IT AS A COLLABORATION TOOL In order to ensure that the right information is available at the right time with the right person there are variety of collaborative tools which are being deployed. It ensures right information, timely decisions, improved processes, management of global teams, customer intimacy and innovation. This module will discuss the importance of collaboration in the business, government and social space.	8
8	ETHICAL, PRIVACY AND SECURITY ISSUES While Technology provides connectivity, information, analysis it also poses challenges with respect to the way it can be used. Improper use, hacking, cyber-crimes can cause damages which can be significant for individuals, businesses or countries, Students will understand these from a management perspective.	8
9	DIGITAL MARKETS AND FUTURE TRENDS The technology is predicted to continue its advance. It is capable of disrupting the way things are done. This module will discuss major trends today and the opportunities and challenges that come with it.	8
	Total	60

Books Recommended

Suggested Evaluation Methods:

As per SIU Rules on Pg. no. 20 – 5.1 e) III.

Parallel/Similar courses the existing curriculum:

S.No.	Name of the course	Institute where it was offered

Name of Member	Prof. Anita Patankar	Sudha Krishnamurthy	SiddharthMadhok		
Designation	Director	Visiting Faculty	Visiting Faculty		
Org. / Inst.	Symbiosis School for Liberal Arts	Symbiosis School for Liberal Arts	Symbiosis School for Liberal Arts		
Signature					

Name of the Expert: AshutoshParasnis

Signature:

Date: