

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION (Global Program)

Year – II (Semester – IV) (W.E.F. January 2014)

Specialization: Information Systems Management (ISM)

Subject Name: Strategic Information Technology Management (SITM)

Subject Code: 2840402

1. Course Objective:

1. Understand the role of information technology (IT) function in an organisation,
2. Develop an understanding as to how information technology tool/systems use strategically for the betterment of the organisation and
3. Develop the ability to get insights/use the latest enterprise solutions and applications meaningfully towards development of organisations.

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

3. Course Content:

Module No:	Module Content	No. of Sessions	Marks (70 External exam)
I	Organizational Transformation with IT- Assessing the Value of Investing in IT: The Productivity Paradox, Implementing IT, Structuring and Managing The IT Function, Management Control of Information Technology, The Legacy Environment.	7	17
II	Components of System- Computer system, The Database, Powerful Networks.	7	17

III	E-business and E-commerce, Enterprise Systems i.e.: CRM, SCM, ERP, SRM, ES for SME's and MSME's	7	18
IV	Decision support system and Intelligent systems, Knowledge Management: Benefiting from Core Competencies, Ethical Issues	7	18
V	Practical Module: Preparation of Practical Case Study on SITM in any organisation	8	(20 Marks of CEC Internal Evaluation)

4. Teaching Methods: The course will use the following pedagogical tools:

- Discussion on concepts and issues on Strategic use of IT in organization.
- Case discussion covering a cross section of gaining strategic advantage by applying IT tools and techniques.
- Projects/ Assignments/ Quizzes/ Class participation etc.

5. Evaluation:

A	Projects/ Assignments/ Quizzes/ Individual or group Presentation/ Class participation/ Case studies 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. Textbooks:

Sr. No.	Author	Name of the Book	Publisher	Edition
T1	Henry C. Lucas, Jr.	Information Technology: Strategic Decision-Making for Managers	Wiley Publication	Latest Edition
T2	S. A. Kelkar	Strategic IT Management: A concise study	PHI Publication	Latest Edition
T3	White/ Bruton	The Management of Technology And innovation: A strategic approach	Cengage Publication	Latest Edition

7. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Edition
R1	Efraim Turbanl Linda Volonino	IT for Management: improving Performance in the Digital Economy	Wiley	Latest Edition
R2	Alexis Leon	Enterprise Resource	TM Hill	Latest Edition
R3	Shelda Debowski	Knowledge Management	Wiley	Latest Edition
R4	Dr. B. Muthukumaran	IT for Managers	Oxford	Latest Edition
R5	Motiwalla Luvai	Enterprise Systems for	Pearson	Latest Edition
R6	Rajiv Sabherwal Irma Becerra- Fernandez	Business Intelligence	Wiley	Latest Edition
R7	Jagan Vaman, Nathan	ERP in practice	TATA McGraw Hill	Latest Edition
R8	Ellen Monk, Wagner	Enterprise Resource Planning	Cengage Publication	Latest Edition
R9	Fernandez,	Knowledge Management	Pearson	Latest Edition
R10	Awad & Ghaziri	Knowledge management	Pearson	Latest Edition

8. List of Journals/Periodicals/ Magazines/ Newspapers etc.

Computer Express, Digichip, PC World, Computer Shopper, Dataquest etc.

NB: The Instructor/s (Faculty Member/s) will be required to guide the students regarding suggested readings from Text(s) and references in items 6 and 7 mentioned above.

9. Session Plan:

Session no.	Topic
1-2	Introduction- Organizational Transformation with IT
3-5	Information Systems in the Enterprise
6-8	Assessing the Value of Investing in IT: The Productivity Paradox
9-10	Implementing IT, Structuring and Managing The IT Function
11-12	Management Control of Information Technology
13-14	The Legacy Environment
15-16	Components of System- Computer system, The Database, Powerful Networks
17-19	Components of System- Computer system, The Database, Powerful Networks
20-21	E-commerce and E-business
22-23	Enterprise Systems (i.e.: CRM, SCM, ERP, SRM, ES for SME's and MSME's)
24-25	Decision and Intelligent Systems
26-37	Knowledge Management: Benefiting from Core Competencies
28	Ethical Issues in Strategic Information Technology Management
29-36	Practical Module: Preparation of Practical Case Study on SITM in any organisation