COC105   Advanced IT Applications for Business [4 Credits]

Learning Objective: Student at the end of the course should be equipped with latest technological advances and IT tools used in industry.

UNIT 1: E-Commerce and Designing and Management of E-Commerce website: (12 Hours)

Fundamentals of E-commerce- Definition- features- need – growth and essential requirements. Value Chain- Competitive Advantage - Business Strategy in an Electronic Age

Management of E-Commerce Website - Website goals and objectives - Essentials of an E-Commerce website – Website design: 7 C framework (Context, Content, Community, Customization, Communication, Connection, Commerce) – Website registration and web hosting – Website costs – Strategies for generating traffic to website – Web advertising models - Building website using online services (Google sites and other similar services may be covered).

UNIT 2: Electronic business, Payment Systems and Security   (12 Hours)

Electronic-business – EDI – Concept, Applications and Benefits - Electronic Customer Relationship Management and its strategies. (Web auctions- virtual communications-Micro sites, etc.) - Electronic Payment Systems - Essentials of a good Electronic Payment System.

E-commerce Security Issues & Solutions: Risks in E Commerce – Security and Threats- Encryption- Cryptography and Authentication - Digital Signature – Digital Certificate – Legal considerations in E Commerce and Cyber Laws.

UNIT 3: Emerging Trends in Information   Technology   (12 Hours)

Cloud Computing: Definition, Cloud Architecture, Cloud Storage, Cloud Types: The NIST Model, the Cloud Cube Model, Deployment Models, Service Models Cloud Computing Service Models: Infrastructure as a Service (IaaS), Platform as a Service (PaaS), Software as a Service (SaaS) Benefits of Cloud Computing Disadvantages of Cloud Computing and Cloud Security

E-learning Definition, Types of E – learning - Learner led E learning, Facilitated e-Learning, Instructor-led e-Learning, Embedded e-Learning, Telemonitoring and e-Coaching-Learning Models: (WBT, CBTL, MSL, CMS) – Uses of e-learning in business.

E-Learning Tools and Technologies- Mail, Online Discussion, Chat and Instant Messaging, Voting, Whiteboard, Application Sharing, Conferencing, Online Meeting Tool

UNIT 4: Enterprise Resource Planning (ERP)   (12 Hours)

Traditional information model, Introduction to an enterprise, Meaning of ERP?, Reasons for growth of ERP market, advantages of ERP, benefits of ERP, Data Warehousing, Data mining, online analytical processing, Business process reengineering.

ERP Implementation: Evolution of ERP, evolution of packaged software solutions, obstacles, cost and benefits. ERP implementation life cycle – pre-evaluation screening, package evaluation, project planning phase, gap analysis, reengineering, configuration, implementation team training, testing, going live, end user training, post implementation.

Business Modules in an ERP Package: Introduction to business modules, finance, manufacturing, Human resource, materials management, sales and distribution.

UNIT 5: Use of Social media in Business Domains   (12 Hours)

Social networking and marketing – promotion, opinion formulation Technology, Tools to conducting online research, web based surveys, data mining from social networking sites; uses in business

Strategies Used for Online Business development /Marketing (Banks, Retail, FMCG, etc), Business Intelligence and Application in Business Domain

Suggested Readings:

1. William Horton, Katherine Horton,E-Learning Tools and Technologies, Wiley Pub.,2003
2. Barrie Sosinsky,Cloud Computing,Wiley India pub ,2001
3. Bajaj - Kamlesh k & Nag- Debjani- "E-commerce (The cutting Edge of Business)" - Tata McGraw Hill Publications- New Delhi. 2nd Edition,2005
4. Milind Oka, Enteprise Resource Planning, Everest publishing house,2000
5. S Sadagopan, "ERP a Management Prospective" Tata McGraw Hill Publishing Company Limited, New Delhi 1999.
6. Alexis Leon , "ERP Demystified", Tata McGraw Hill Publishing Company Limited, New Delhi,2nd edition,2008
7. Zubair H. Shaikh, ERP : The Future of Business Automation 01 Edition,Atlantic Publication,2003