

SY Bachelor of Management Studies (B.M.S.)		Semester III	
Course Name: Information Technology in Management Studies - III		Course Code :VGVUCFOE303	
Lectures per week (1 Lecture is of 60 minutes)		2	
Number of Credits		2	
Evaluation System	Assessment	Hours	Marks
	• External Assessment	2	60
	• Internal Assessment	-	40

Course Objectives:	
1	To provide understanding about emerging MIS technologies like ERP, CRM, SCM and trends in enterprise applications.
2	To learn database management system, outsourcing concepts, BPO/KPO industries, their structures, Cloud Computing
3	To understand the concepts of business process outsourcing, its types and cloud computing.

Unit	Content	No. of Lectures
1	ERP/E-SCM/E-CRM <ul style="list-style-type: none"> • Concepts of ERP • Architecture of ERP, Generic modules of ERP • Applications of ERP • ERP Implementation concepts ERP lifecycle • Concept of XRP (extended ERP) • Features of commercial ERP software Study of SAP, Oracle Apps, MS Dynamics NAV, PeopleSoft 	10
	<ul style="list-style-type: none"> • Concept of e-CRM E-CRM Solutions and its advantages, how technology helps? • CRM Capabilities and customer Life cycle Privacy Issues and CRM • Data Mining and CRM CRM and workflow Automation • Concept of E-SCM Strategic advantages, benefits 	

	<p>E-SCM Components and Chain Architecture</p> <ul style="list-style-type: none"> • Major Trends in e-SCM • Case studies ERP/SCM/CRM 	
2	<p>INTRODUCTION TO DATA BASE AND DATA WAREHOUSE</p> <ul style="list-style-type: none"> • Introduction to DBMS Meaning of DBMS, Need for using DBMS. Concepts of tables, records, attributes, keys, integrity constraints, schema architecture, data independence. • Data Warehousing and Data Mining Concepts of Data warehousing, Importance of data warehouse for an organization Characteristics of Data warehouse, Functions of Data warehouse Data warehouse architecture Business use of data warehouse Standard Reports and queries • Data Mining The scope and the techniques used • Business Applications of Data warehousing and Data mining 	10
3	<p>OUTSOURCING</p> <ul style="list-style-type: none"> • Introduction to Outsourcing Meaning of Outsourcing, Need for outsourcing Scope of Outsourcing. Outsourcing: IT and Business Processes • Business Process Outsourcing (BPO) Introduction • BPO Vendors How does BPO Work? BPO Service, scope, Benefits of BPO, BPO and IT Services, Project Management approach in BPO, BPO and IT-enabled services • BPO Business Model Strategy for Business Process Outsourcing, Process of BPO, ITO Vs BPO • BPO to KPO Meaning of KPO, KPO vs. BPO KPO: Opportunity and Scope KPO challenges KPO Indian Scenario • Outsourcing in Cloud Environment Cloud computing offerings • Traditional Outsourcing Vs. Cloud Computing 	10
	TOTAL	30

Course Outcomes:

CO1	Apply managerial decision-making concepts and understand Management Information System.
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CO2	Understand the concept of Enterprise Resource Planning, Supply Chain Management, Customer Relationship Management, Key issues in implementation.
CO3	Understand relationship between database management and data warehouse approaches, the requirements, and applications of data Warehouse.
CO4	Apply the concepts of business process outsourcing and cloud computing.

Recommended Resources	
Reference Books -	<ul style="list-style-type: none"> ● Information Technology for Management, 6TH ED (With CD) ● By Efraim Turban, Dorothy Leidner, Ephraim Mclean, James Wetherbe (Ch1, Ch2)
<u>E-Resources</u> Webliography:	E-Book https://play.google.com/books/reader?id=tsP15h9gr8MC&printsec=frontcover&output=reader&hl=en&pg=GBS.PR7.w.2.1.0 https://play.google.com/books/reader?id=F1zbUaBtk7IC&printsec=frontcover&output=reader&hl=en&pg=GBS.PP1

EVALUATION PATTERN

INTERNAL EVALUATION

• For Major, Minor, Open Elective (OE), Vocational & Skill Enhancement (VSEC) Courses

Sr. No.	Description	Marks
I	Class Test	15
	Q.1 Objectives. (1 Mark each) (Fill in the blanks / True or False / Match the Following)	
	Q.2 Answer Any Two of the Three. (05 Marks each) (Unit based theory questions)	
II	Project / Assignment / Presentation	15
III	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation.	10
	TOTAL MARKS	40

Note: For OE from science faculty, practical examination of 40 marks will be conducted for Internal Evaluation.

• For Ability Enhancement (AEC) Courses

Sr. No.	Description	Marks
I	Project / Assignment / Presentation	10
II	Active participation in routine class instructional deliveries and overall conduct as a responsible learner, mannerism and articulation.	10
	TOTAL MARKS	20

• For Co - Curricular (CC) Courses

Sr. No.	Description	Marks
I	Class Test	15
II	Activities	35
	TOTAL MARKS	50

• For Field Project (FP), Community Engagement Programme (CEP) Courses

Sr. No.	Description	Marks
I	Weekly reporting (Minimum 4 hours/week)	15
II	Writing report	20
III	Viva-voce/presentation	15
	TOTAL MARKS	50

EXTERNAL EVALUATION

• For Major, Minor, Open Elective (OE), Vocational & Skill Enhancement (VSEC) Courses

- **Maximum Marks: 60**
- **Questions to be set: 04**
- **Duration: 2 Hours**
- **All Questions are compulsory carrying 15 marks each**

Q. No.	Description	Marks
Q.1	Full Length Question OR Full Length Question	15
Q.2	Full Length Question OR Full Length Question	15
Q.3	Full Length Question OR Full Length Question	15
Q.4	Full Length Question OR Full Length Question	15
	TOTAL MARKS	60

Note: Question of 15 marks can be further sub-divided into questions of 5/5/5, 8/7 or 10/5.

• For Ability Enhancement (AEC) Courses

Q. No.	Description	Marks
Q.1	Attempt any two out three: (5 marks each)	10
Q.2	Attempt any two out three: (5 marks each)	10
Q.3	Attempt any two out three: (5 marks each)	10
	TOTAL MARKS	30