

Course Details:

Course Title: IT For Business

Course Code: CS- 103

Program: BBA2k24

Credit Hours: 3

Pre-requisite: (Code)

Sections: A&B

Course Description:

Modern decision-making in business relies on effective data gathering, its assimilation and use. IT systems that include a range of hardware and software are thus foundation stones of modern business that allow us to store, collate and access data. Separately, Internet has brought a new revolution in the way people think and conduct business. E-commerce, social platforms and increasing use of AI, BI etc. applications are not only changing the landscape but also how businesses will collaborate and compete. This course will introduce the foundations of information technology and how it is used in daily operations and in business settings to make end users more productive.

Course Learning Outcomes:

1. CLO 1. *Summarize* the key concepts of Information Technology from a business perspective.
2. CLO 2. *Apply* IT tools to enhance individual productivity in the organization.
3. CLO 3. *Identify* key applications of IT in business such as productivity, performance improvement, security, etc.
4. CLO 4. *Analyse* the IT need of an organization for survival, and growth, etc.

Program Goals & Learning Objectives:

Goals & learning objectives of the BBA Program are:

Goal 1: Students will acquire knowledge to analyze business problems

LO 1.1: Students will be able to understand problems in a business setting

LO 1.2: Students will be able to analyze problems using business knowledge

Goal 2: Students will work in team settings

LO 2.1: Students will be able to work towards achieving team goals

LO 2.2: Students will be able to demonstrate effective team behavior

Goal 3: Students will learn to communicate effectively

LO 3.1: Students will be able to communicate effectively in oral presentations

LO 3.2: Student will be able to create professional reports

Goal 4: Students will deal with the ethical dilemmas that arise in a business environment

LO 4.1: Students will be able to identify ethical concerns emanating from a business situation

L0 4.2.: Students will be able to apply ethical guidelines to address business problems by examining set of alternatives

Mapping - CLOs with LOs

Learning Objective	LO 1.1	LO 1.2	LO 2.1	LO 2.2	LO 3.1	LO 3.2	LO 4.1	LO 4.2	Not mapped	Evaluation Item
CLO 1	✓									Case Study(s)
CLO 2	●									Quiz
CLO 3	●									Quiz
CLO 4		●								Projects

Legends indicate:

✓ mapped and assessed CLO

● mapped but not assessed CLO

x unmapped CLO

Required Course Material:

Textbook (s):

- Laudon, K. And Laudon, J. Management Information Systems: Managing the Digital Firm, 16th Edition, Pearson Education

Reference Book (s):

- Information Systems for Business and Beyond (2019) by David T. Bourgeois, James L. Smith, Shouhong Wang and Joseph Mortati
- Enhanced Discovering Computers© 2017 by Vermaat, Sebok, Frydenberg and Campbell,

Other Material:

References/ Web links/ Hand- Outs will be provided to the students during the course

Course Evaluation:

Grading will be done as per NBS criteria. The breakup is as follows:

Final Exam	40%
Midterm	25%
Project 1 (Topic)	10%
Project 2 (Excel)	10%
Quizzes	10%
Lab Work (CP)	05%

Weekly Schedule:

Week	Lecture No. and Topic	Preparation Material	Session Outcomes (Students should be able to...)
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1	<u>Lecture 1:</u> Introduction to the Course <ul style="list-style-type: none"> What is Information Technology What is Information Systems <u>Lecture 2:</u> Getting Started with Excel	Chapter 1 Lab practice session	Summarize key role of IT in Business (CLO 1)
2	<u>Lecture 3:</u> Organisation, Strategy & IS <ul style="list-style-type: none"> What is an Organization? Processes in a business/ Organization How IS impact Organizations? <u>Lecture 4:</u> Navigating the Excel interface	Chapter 2 Case Study(s) from the Chapter Lab practice session	Summarize key components of an IT system from technical and social perspective. (CLO 1) Apply MS Excel to create a basic worksheet (CLO 2)
3	<u>Lecture 5:</u> Types of Business Information Systems <u>Lecture 6:</u> Working with Formulas and Functions in Excel	Chapter 3 Case Study(s) from the Chapter Lab practice session	Summarize major Types of Business Information Systems (CLO 1) Summarize key concepts of Excel including formulas and functions (CLO 1)
4	<u>Lecture 7:</u> Databases and cloud computing <u>Lecture 8:</u> Commonly used Excel functions (Part-I)	Chapter 6 Case Study(s) from the Chapter Lab practice session	Identify key applications of IT in Business (CLO 3) Apply formulas and basic functions in an Excel sheet. (CLO 2).
5	<u>Lecture 9:</u> Connecting and Communicating Online: The Internet, Websites, and social Media Applications. <u>Lecture 10:</u> Commonly used Excel functions (Part-II)	Chapter 7 Case Study(s) from the Chapter Lab practice session	Summarize the key role of internet and social media applications in Business (CLO 2) Apply advanced functions in an Excel sheet (CLO2)

6	<u>Lecture 11:</u> e-Commerce Applications <u>Lecture 12:</u> Managing Worksheets, Export, Import, Inter Connected worksheets,	Case: Reinventing Your Business Model." Harvard Business Review, Case: e-Business Model for a Grocery Store <u>Lab</u> practice session	Summarize key concepts of e-commerce applications in Business (CLO 1)
7	<u>Lecture 13:</u> Programming languages and Application <u>Lecture 14:</u> Pivot tables in Excel	Lab practice session	Summarize different programming languages and application Development tools (CLO 1) Apply Excel to depict data visually in a worksheet (CLO 2)
8	<u>Lecture 15:</u> Project management in IT project <u>Lecture 16:</u> MS Excel Practice Session/ Worksheets	Chapter 14 Case Study(s) from the Chapter Lab practice session	Identify key phases of an IT system Development (CLO 3) Apply Excel to depict data visually in a worksheet (CLO 2)
9	MID-TERM EXAM WEEK		
10	<u>Lecture 17:</u> Fintech and block chains <u>Lecture 18:</u> Excel Charts: Depicting Data Visually (Part I)	HBR article: How Fintech Is Making Smaller Suppliers More Resilient HBR article: Kenya Is Becoming a Global Hub of FinTech Innovation	Summarize key role of Database Management Systems in managing business. (CLO 1)
11	<u>Lecture 19:</u> IOT & role of IT in industry 4.0 <u>Lecture 20:</u> Excel Charts: Depicting Data Visually (Part II)	HBR article: How the Internet of Things Can Prepare Cities for Natural Disasters HBR article: The Internet of Things Is Going to Change Everything About Cybersecurity	Summarize key concepts of database designing. (CLO 1) Apply MS Excel for data analysis. (CLO 2)
12	<u>Lecture 21:</u> AI, Machine Learning: Challenges & opportunities <u>Lecture 22:</u> Introduction to MS Visio	HBR article: How Companies Can Take a Global Approach to AI Ethics HBR article: Can AI Deliver Fully Automated Factories?	Identify key relationships in database tables. (CLO 3) Apply Visio to create flow charts. (CLO 2)
13	<u>Lecture 23:</u> Enterprise Applications Enterprise Resource Planning	Laudon chapter 11 & lab practice session	Identify key role of Enterprise Applications in Business (CLO 3)

	<u>Lecture 24:</u> Intro to SAP, Microsoft Dynamics		
14	<u>Lecture 25:</u> Data Analytics and Business Intelligence (BI)	HBR article: How much credit cards companies know about you?	Summarize key role of BI Applications for decision making in business.
	<u>Lecture 26:</u> Excel Dashboards	HBP Book Chapter: Business Analytics at a Glance	Apply MS Excel to design dashboards (CLO 2)
15	<u>Lecture 27:</u> Digital Security, Ethics, and Privacy: Threats, Issues, & Defenses.	Chapter 4 & 8	Summarize key concepts of digital security and their importance in today business. (CLO 1)
	<u>Lecture 28:</u> Power BI	Case Study: Building a 'Backdoor' to the iPhone: An ethical dilemma	
16	<u>Lecture 29 & 30</u> Project Presentations		Analyse the IT need of an organization (CLO 4)
17	PREPARATION WEEK (If Required)		
18	<u>FINAL EXAM WEEK</u>		