

FSO313 Advanced IT Applications in 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 - 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 - Benefits - Electronic Payment Systems – Electronic Payment Process- Electronic Payment Methods - 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: E-CRM and Internet Marketing (12 Hours)

CRM: Meaning – Objectives – Benefits – Limitations – E-CRM tools – E-CRM Strategy Formulation – Uses of E-CRM in Business - Ways to improve E-CRM – Recent Trends in E-CRM

Internet marketing: Nature – Purpose – Essentials of Internet Marketing – Types of Internet Marketing -Email Marketing - Display Advertising - Search Engine Marketing - Local listing - Contextual advertising - Social Media Marketing - Affiliate marketing - Strategies for Internet Marketing - 5 P's to Internet Marketing– Steps in Formulating a Successful Internet Marketing Strategy.

UNIT 4: Emerging Trends in Information Technology (12 Hours)

Cloud Computing - Definition, Features - Deployment Models - Service Models - Infrastructure as a Service (IaaS) - Platform as a Service (PaaS) - Software as a Service (SaaS) – Benefits and Disadvantages of Cloud Computing - Cloud Security

E-learning – Definition - Types of E-learning - Learner led E- learning - Facilitated E-Learning - Instructor-led E-Learning - Embedded E-Learning - Telementoring 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 – Whiteboard - Application Sharing – Conferencing - Online Meeting Tool.

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 in various sectors (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, Enterprise 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