

SEMESTER – III: SYSTEM & DIGITAL BUSINESS

Mandatory Course 1: Strategic Information Technology & Resource management

Course Type:	PS: Program Specialisation	Course Credits:	4
Course Code:	S3PM507	Course Duration:	60 Hours

Course Objective:

- To familiarize students with strategic implications of information technology within business contexts.
- To equip students with practical skills for managing IT resources, infrastructure, and services.
- To cultivate analytical capabilities to align IT strategy with organizational objectives.
- To foster understanding of IT governance, compliance, and cybersecurity issues.
- To develop strategic insight into leveraging emerging technologies for competitive advantage.

Course Outcomes:

- CO1: Understand how Information Technology used for competitive advantage. The five forces and the value chain to derive value
- CO2: Analyze the process perspective and how business process reengineering and its application for competitive advantage
- CO3: Apply Data, Information and technology integration for effective decision making and for competitive strategy and advantage across the sector,
- CO4: Evaluate which sourcing is a better option from insourcing and outsourcing, in- shoring and offshoring, and near- shoring and far-shoring for IT integration and business strategy.
- CO5: Design an effective technology strategy using the emerging trends of technology, business strategic web related technologies, World Wide Web, and mobile technology for business.

Unit / Module	Content	CO Mapping	Hours Assigned
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1	Information Technology and Competitive, Key concepts related to strategy, such as value chain, five forces, information asymmetry, and Technology investment. Information advantage. Role of Information Systems in organization Technology vs Information systems.	CO1, CO2	7
2	Approaches of competitive advantage - Market based approach and Resource based approach. Strategic Role of IT in gaining Competitive Advantages.	CO1, CO2	7
3	Strategic Use of ERP in Business, Process Perspective, Business Process Reengineering.	CO2, CO3	7
4	Strategic role of information, sue of information for decision making process, How organisation leverage data and information for strategic and competitive advantage.	CO2, CO3	7
5	Research on Internet use. Marketing Online, Online Advertising, social media and Digital Marketing.	CO3	7
6	Sourcing Information Systems around the world. Sourcing Decision cycle Framework. Explain the differences between - insourcing and outsourcing, in-shoring and offshoring, and near-shoring and far-shoring. Major drivers for outsourcing. How offshoring must be managed.	CO4	7
7	Creating a Technology Strategy. Technology Trends. Emerging trends of information technology to device Business model &	CO4, CO5	6

	business strategy; Web related technologies, web media, how to use world wide web for business and marketing purpose; Mobile technology impact of mobile technologies on business and mobile strategy for a business.		
8	Emerging Trends in Strategic IT and IT Resource Management with related case studies.	CO4, CO5	6
9	Sourcing Information Systems around the world. Sourcing Decision cycle Framework. Explain the differences between - insourcing and outsourcing, in-shoring and offshoring, and near-shoring and far-shoring. Major drivers for outsourcing. How offshoring must be managed	CO3	6

Textbooks:

1. Kerri Pearlson and Carol Saunders, Strategic Management of Information Systems, Wiley
2. Wendy Robson, Strategic Management and Information Systems, FT Publishing International; 2nd edition
3. Samarjeet Borah, Bhushankumar Nemade, Dharmesh Dhabliya, Nitin Sakhare,
4. Tech-Driven Strategies: Leveraging Information Technology in Business Management, Nova Science Publishers

Reference Books:

1. Raymond Papp, Strategic Information Technology: Opportunities for Competitive Advantage, IGI Publishing
2. Robert D. Galliers, Dorothy E Leidner, Strategic Information Management, Routledge 3rd Edition
3. Donald Waterman, A Guide to Expert Systems, Pearson India