

Branch Name:	MANAGEMENT
Program Code:	MS201
Course Name:	Technology in Business Management
Course Code:	3MS2010106P
Pre-requisite Course:	-

Course Objectives:

1. To provide foundational understanding of business technologies and digital systems used in modern organizations.
2. To develop managerial capability to use emerging technologies for operational efficiency and decision-making.
3. To create awareness of digital transformation trends and technology-enabled business models.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Mar ks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
-	1	2	2	-	-	25	25	50

Subject Contents/ List of Practical:

Sr. No.	Topic	Total Hours	Weightage (%)
1	Word for Business Documentation • Word – Interface, formatting basics (fonts, styles, paragraphs) • Word – Business letter and memo drafting • Word – Report formatting (headers, footers, page numbers, TOC) • Word – Tables, borders, and shading for business data • Word – Mail merge for business communication • Word – Templates for resumes, offer letters, and circulars PowerPoint & Business Presentations • PowerPoint – Interface, slide layouts, and design basics • PowerPoint – Smart Art and diagrams for business concepts • PowerPoint – Charts and tables in presentations • PowerPoint – Slide master and consistent branding/theme design • PowerPoint – Animations and transitions for business storytelling • PowerPoint – Designing a company profile deck • PowerPoint – Designing a business plan/pitch deck • PowerPoint – Presenting with speaker notes and rehearsal timing	15	50

2	Excel for Business Computation & Reporting - Excel – Interface, cell referencing, basic formula - Excel – Logical functions (IF, AND, OR, nested IF) - Excel – Lookup functions (VLOOKUP, HLOOKUP, INDEX-MATCH) - Excel – Text and date functions for data cleaning - Excel – Conditional formatting for business reports - Excel – Charts and graphs for business presentation - Excel – Pivot tables for simple business summaries - Excel – Building a basic budget/expense report template Web-Based Business Tools - Google Sheets – Shared spreadsheet for team-based business data - Google Forms – Creating a business survey/feedback form - Google Slides – Collaborative presentation building	15	50
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Text Book

Sr. No	Books
1	Laudon, K. C. & Laudon, J. P. – Management Information Systems: Managing the Digital Firm, Pearson Education. (Latest Edition).
2	Jawadekar, W. S. – Management Information Systems: Text and Cases, McGraw Hill Education. (Latest Edition).

Reference Books:

Sr. No	Books
1	O'Brien, J. A. & Marakas, G. M. – Introduction to Information Systems, McGraw Hill Education. (Latest Edition).
2	Turban, E., Pollard, C. & Wood, G. – Information Technology for Management: Driving Digital Transformation, Wiley. (Latest Edition).
3	Agrawal, A., Gans, J. & Goldfarb, A. – Prediction Machines: The Simple Economics of Artificial Intelligence, Harvard Business Review Press (Latest Edition).
4	Sinha, P. K. & Sinha, Priti – Computer Fundamentals, BPB Publications (Latest Edition).

List of Open Source Software/learning website:

1. Microsoft Learn – Digital skills and cloud basics
2. Google Digital Garage – Digital business and marketing
3. Coursera (Audit Mode – Free) – Business technology fundamentals
4. edX (Free Track) – Digital transformation courses

Journals/Magazines

1. Harvard Business Review
2. MIT Sloan Management Review
3. Vikalpa – Journal of IIM Ahmedabad
4. Analytics India Magazine

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Create and format professional business documents (letters, memos, reports) using MS Word.	Create
CLO2	Design and deliver effective, well-structured business presentations using MS PowerPoint.	Apply
CLO3	Apply spreadsheet functions and tools for business computation, data handling and reporting using MS Excel.	Create
CLO4	Utilize web-based/cloud collaborative tools for business communication, teamwork and operations.	Apply

Mapping of CLOs with Pos & PSOs

Course Learning Outcomes	Program Outcomes (POs)								Program Specific Outcomes (PSOs)	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CLO1	M	L	L	H	L	L	L	M	L	M
CLO2	M	L	M	H	L	L	L	M	L	M
CLO3	M	H	M	M	L	L	L	M	M	M
CLO4	M	L	M	H	L	M	M	M	M	L

H: High, M: Medium, L: Low
