

**V. S. M. COLLEGE(A) : : RAMACHANDRAPURAM**  
**I BBA (I Semester)- SYLLABUS**  
**SUBJECT: COMMERCE AND MANAGEMENT**

**Paper III: INFORMATION TECHNOLOGY FOR MANAGERS**  
**W.e.f:2019-20 Admitted Batch**

**CODE :: 1614103**

Hours : 75hrs (5hrs per Week)  
 Number of Credits : 5  
 Max. Marks : 100 Marks (75 marks SEE and 25 marks CIA)  
 TIME : 3hrs

**INFORMATION TECHNOLOGY FOR MANAGERS**

**Learning outcomes:**

- Complete all work in compliance with relevant policies, practices, processes and procedures.
- Participate as an effective individual and member of a team.
- Identify and implement strategies to improve job performance and promote personal and professional growth.

**Unit -I : IT in modern organization :** Basic concepts of information system- organizational structure and IT support at different organizational levels managing information technology in organizations. Introduction to computer systems: introduction to computers-five generations of computers-classification of digital computers system.

**Unit -II : Computer in Hardware:** computer hardware: central processing unit, control unit, mathematical logical unit, memory organization-random access memory, DRAM, SRAM, ROM, registers, Factors affecting processor speed-instruction set, mechanical cycle secondary storage devices: magnetic tapes. Magnetic disks, hard disks, hard disks, optical disk  
 Input devices: key board, mouse, trackball, game controllers, scanners, voice reorganization, web cams, and digital cameras. OCR,OMR, MICR. OUTPUT DEVICES: monitors, CRT Monitors, flat panel monitors, printers: daisy wheel, dot matrix, ink jet printers-plotters, multimedia projector.

**Unit -III : Computer software:** system software and application software. Operating system windows OS, mobile device operating system, and notebook operating system. Application software : Types of personal application software, spread sheet-data management-word processing-desktop publishing, graphics, CAD, CAM, CIM, Multimedia speech recognition software, group ware suit. Programming languages: Assembly, procedural language, Non-procedural language, natural programming language, hypertext markup language, Modeling language, objected oriented programming language.

**Unit -IV : Telecommunication and Networks :** Introduction, analog and digital signals, Modulation, need of modulations, modems  
 Telecommunication system : Communication processors: modem, multiplexers, front end processor.  
 Communication media and channel: cable media, Broad cast media channels twisted pair, coaxial pair, fiber optical cable, micro wave, satellite, radio, cellular radio, infrared global positioning systems.

Networks: LAN, WAN, VAN, Virtual private network(VPN).

Internet, Intranet, Extranets: The evolution of internet, service provided by the internet, World wide web.

**Unit -V** : New technologies in information Technology: Introduction to hyper Media, Artificial intelligence and Business Intelligence, Knowledge discovery in data base: KDD data ware house and data Marts. Data mining and OLAP, EPR-Supply chain management, CRM- geographic information system.

**References:**

1. Ms J J L R Bhatathi Devi, A Text Book of IT, Maruthi Book depot, Guntur.
2. N V N Chari and Lalitha S, Fundamental of Information Technology, Kalyani Publishers, Hyderabad.
3. Turban Rainer Potter: Introduction to information Technology, Wiley, India.