

**Course No.: 304 INFORMATION TECHNOLOGY PRACTICES IN
BUSINESS (ITPB XII)**

(For B.Com General and six Speciality Courses)

Marks: 80

Hours: 40

Objectives: The basic objective of this paper is to familiarize the students with the concepts of Information Technology and how these are in practice in business. Further the paper enables the students to understand theoretically the applications of IT in Business.

Course Contents:

Unit I: Information revolution, Information Technology, Information and Communication Technology- concepts, significance and fundamental aspects.

20: 10 hrs

Unit II: Different tools of IT and its application in Business: Traditional tools like Printing Press, Radio, Audio, Video, Telephones, etc. ; emerging technologies and Media convergent.

20: 10 hrs

Unit III: Fundamentals of Computers: Computer and its components, Data, information and EDP, Number system and codes- Different number system (moderate idea) American Standard Code for Information Interchange.

20: 10 hrs

Unit IV: Computer networks, Electronic Data Interchange, Advantages of EDI, Barriers to implementation, The world wide web, issues in internet, usages of internet.

20: 10 hrs

Text and Reference Books:

1. Edwards, Ward and Bytheway: The Essence of Information Systems; Prentice Hall, New Delhi.
2. Kanter: Managing with Information; Prentice Hall, New Delhi.
3. Nath C.K.: Information Technology and its implications in Business; Kalyani Publication, Hariyana.
4. ITL ESL: Fundamental of Computers (for UG courses in Commerce and Management), Perason, New Delhi.