

Semester	III	Specialization	Information Technology
Course Code	306IT	Type	Specialization - Core
Course Title	E Business and Business Intelligence		

Course Objectives:

1	To appreciate e-Business as a significant business segment of the future
2	To develop capacity to initiate/lead an e-business venture/ business segment
3	To understand principles of BI and Analytics at conceptual level
4	To develop skills to design BI and Analytics projects

Syllabus:

Unit Number	Contents	Number of Sessions
1	Introduction , Background and Current Status, Case studies, e-Business Architecture - Enabling Technologies- Information distribution and messaging Technologies- Information Publishing Technology.	6+2
2	e-Business Infrastructure - e-Business Design, Capacity Planning, Performance Modeling- Mobile commerce- framework and models e-Business Models - e-Marketing, e-CRM, Internet advertising - e-Business. Security/Payment Services - e-SCM, e-Procurement - Portals- Search Engines – Online Community building.	7+2
3	e-Business Strategy into Action, Challenges, Legal Issues - Business Plan Presentation and Demonstration "Launching e-Business: From Idea to Realization".	7+2
4	Business Intelligence : definition , concept and need for Business Intelligence, Case studies BI Basics : Data, information and knowledge, Role of Mathematical models.	8+2
5	BI Applications in different domains- CRM, HR, Production.	7+2

Learning Resources:

1	Text Books	Decision Support and Business Intelligence Systems, Turban, Sharda, Delen, Pearson E-business by Rayudu, Himalaya Publication
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2	Reference Books	<p>Business Intelligence Success Factors Tools for aligning your business in the global economy by Olivia Parr Rud, John Wiley and sons , 2009</p> <p>The Profit impact of Business Intelligence by Steve Williams and Nancy Williams , Morgan Kauffman Publishers/ Elsevier, 2007</p> <p>Business Intelligence: Practices, Technologies, and Management- Rajiv Sabherwal, Irma Becerra-Fernandez</p> <p>Knowledge Management by Jawadekar, McGraw-Hill</p> <p>e-Commerce A Manager's Guide to e-Business by Parag Diwan & Sunil Sharma</p>
3	Supplementary Reading Material	<p>The Great Mind Challenge for Business, Vol. 1 and 2, IBM (I) Pvt. Ltd, Bangalore</p> <p>E-Government, E-Business, and National Economic Performance Journal: Communications of AIS , Shirish Shrivastava</p>
4	Websites	<p>www.sas.com</p> <p>www.smartdatacollection.com</p> <p>e-business.com</p> <p>www.ecommercetimes.com</p>
5	Journals	<p>International Journal of Business Intelligence Research</p> <p>Journal of Electronic Commerce Research</p> <p>International Journal of Electronic Commerce</p>