

ECON143 Fundamentals of Economics for Managers



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Course Contents/Syllabus:

Introduction to world of Computers, Basic Structure of Computer System, Computers in Home (Reference, Education & Communications, Entertainment and Digital Media Delivery, Smart Appliances, Home Computers), Computers in Education, Computers in workplace (productivity and decision making, customer services, communications), Computers on the move (Portable and Hand held computers, Self-Service kiosks, GPS Applications), Generation of Computer, Types of Computer (Size and Technology wise), Support Systems - Hardware and Software, Computer Peripherals, Memory Management..

Module II 20%

Descriptors/Topics

Computer Networks and Internet Technology

Introduction to Computer Networks, Networking components, Classification and types of Networks, Network

Topologies – Overview with Advantages and Disadvantages, Communication Channels, Client Sever Architecture,

LAN concepts, Introduction to Internet (History, Concepts, & Myths), Difference between Internet, Intranet and

Extranet, Domain Name Service, Internet Protocols and Addressing, Services of Internet, Internet and Support

Technologies, Censorship and Privacy issues

E-commerce

Introduction, E-Commerce Vs E-Business, Advantages & Disadvantages of E-Commerce, E-Commerce Transaction

Models, E-Commerce Business Models, E-Commerce Technologies, Hosting E-Commerce Site – Planning and

constructing web services, Electronic Payment System, E-Commerce Applications, E-Core Values – Ethical, Legal,

Taxation and International issues, E-Commerce Security Issues,

Module IV 15%

Descriptors/Topics

Enterprise Resource Planning

Introduction, History of ERP, Scope and Benefit, ERP and related technologies (BPR, MIS, DSS, EIS, SCM, OLAP),

ERP implementation methodology – implementation life cycle, ERP and its success factors, Pitfalls and management

concerns, ERP Market – renowned vendors and the packages.

Module V 15%

Descriptors/Topics

Database Management System

Introduction, Need for DBMS, Components of DBMS, Benefits of DBMS over Traditional File System, classification and types of Database Models, Database Approach – Its benefits and disadvantages.
Module VI 20%

Introduction to Office Automation using MS-Office

Concepts of Office Automation, Components of Office Automation, Word Processing & Text Documentation,

Spreadsheets & Data Management, Staging and Managing Presentations, Setting up of Mail Client Services,

Management of Internet Services.

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