

Face to Face.....

IT - SM Made Simple With OM TRIVEDI



Know Your Faculty

- Faculty Member of ICAI.
- Alumnus of Indian Institute of Management – Kolkata.
- More than 8 years' teaching experience in CA course.
- A renowned author of best-selling CA books, a corporate speaker and an educationist.
- Expert on competition studies, value creation, competitive advantages, management information systems and process improvement techniques.
- Management consultant and advisor to several Indian and multinational companies.
- Worked with eminent MNC's like Thomson, Firewall, Macmillan and McGraw-Hill.
- Partner with LexisNexis India (A Reed Elsevier Group Company) and MD of Carvinowledge Press.
- With an experience of more than a decade in industry, he has huge exposure to the dynamics of various organizations.
- I am still chasing "Perfection".

Author of Best-Selling Books



Plan

Innovate

Learn

Excel

My experience will give you "TOOLS TO CLIMB"

QUICK BITES

Information Technology and Strategic Management

[For CA-Intermediate (IPC) Course]

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Faculty Member of ICAI, New Delhi
EPSM – Indian Institute of Management Calcutta (IIMC)

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Quick Bites Information Technology and Strategic Management

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Part-4 Business Information Systems

Chapter 9: Introduction to Business Information Systems

Information System Concepts

Data: Data is a collection of facts usually collected as the result of experience, observation or experiment, or processes within a computer system, or a set of premises.

Information: Information is data that has been processed so that they are meaningful. It is organized data that has been arranged for better comprehension, understanding and/or retrieval.

Data		Process	Information
Name	Salary (RM)		No. of employees = 5
Om	4,300.00		Average Salary = 29
Manver	2,000.00		Total Salary = 14700.00
Gopal	2,500.00		Highest Salary = 4300.00
Amita	4,000.00		Lowest Salary = 1900.00
Eesha	1,900.00		

Process: Process or procedure explains the activities carried out by users, managers and staff.

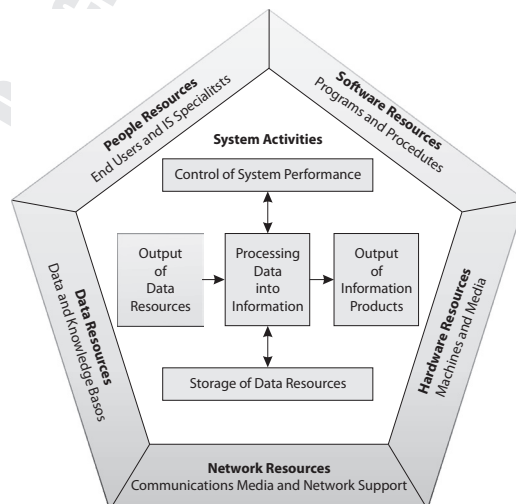
System: The system can be defined as “a group of mutually related, cooperating elements working on reaching a common goal by taking inputs and producing outputs in organized transformation processes.”

Information System

Information System is

- A set of people, procedures, and resources that collects, transforms, and disseminates information in an organization.
- A system that accepts data resources as input and processes them into information products as output.

Components of Information System



Business Information System

Business Information Systems (BIS) are systems integrating information technology, people and business. BIS bring business functions and information modules together for establishing effective communication channels which are useful for making timely and accurate decisions

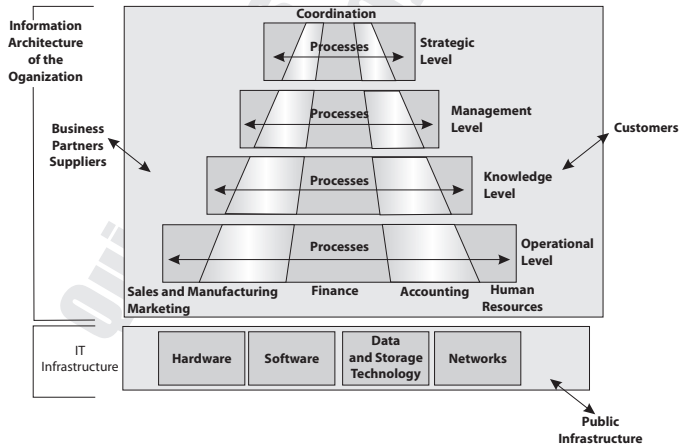
Information Systems and their Role in Businesses

- Support of business processes and operations
- Support of decision making by employees and managers
- Support of strategies for competitive advantage

Components of an information system in business:



Types of Information Systems



TYPES OF SYSTEMS**Executive Support Systems (ESS)**

Strategic-Level Systems				
5-year sales trend forecasting	5-year operating plan	5-year budget forecasting	Profit planning	Personnal planning

Management Information Systems (MIS)**Decision-Support Systems (DSS)**

Management-Level Systems				
Sales management	Inventory control	Annual budgeting	Capital investment analysis	Relocation analysis
Sales region analysis	Production scheduling	Cost analysis	Pricing and profitability analysis	Contract cost analysis

Knowledge Work Systems (KWS)
Office Systems

Knowledge-Level Systems		
Engineering workstations	Graphics workstations	Managerial workstations
Word processing	Document Imaging	Electronic calendars

Transaction Processing Systems (TPS)

Operational-Level Systems				
Order tracking	Maching control Plant scheduling	Securities trading	Payroll Accounts payable	Compensation Training & development Employees record keeping
Order Processing	Material movement control	Cash management	Accounts receivable	
Sales and Marketing	Manufacturing	Finance	Accounting	Human Resources

Transaction Processing System (TPS)

An information system that processes data arising from the occurrence of business transactions

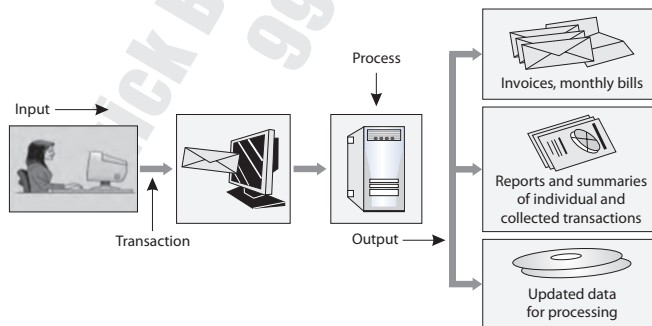
Airline Reservation Systems, Railway reservation by IRCT, Banking Systems, or the Accounting System of roughly any outsized company.

Features of Transaction Processing Systems

- i. Access Control
- ii. Equivalence TPS
- iii. High Volume Rapid Processing
- iv. Trustworthiness

Pre-requisites or ACID TEST for any TPS

- i. Atomicity
- ii. Consistency
- iii. Isolation
- iv. Durability

**Office Automation Systems (OAS)**

The use of computer-based information systems that collect, process, store, and transmit electronic messages, documents, and other forms of office communications among individuals, workgroups, and organizations.

- The Office Automation Systems (OAS) is amalgamation of hardware, software, and other resources used to smooth the progress of communications and augment efficiency.

Example:

A word processing document may include a graph developed using a spreadsheet program, which is dynamically updated when the data in the spreadsheet is changed.

OAS Activities

- i. Exchange of information
- ii. Management of administrative documents
- iii. Handling of numerical data
- iv. Meeting planning and management of work schedules

Knowledge Management System (KMS)**What is knowledge?**

- Knowledge is a much broader concept than information.
- Knowledge consists of many pieces of related information, and has a structure or organisation whereby each piece of information is linked to others.

What is Knowledge Management System (KMS)?

Knowledge management systems are knowledge-based information systems that support the creation, organization, and dissemination of business knowledge to employees and managers throughout a company.

Finally, it can be said that:

- Knowledge Management Systems (KMS) refer to any kind of IT system that stores and retrieves knowledge, improves collaboration, locates knowledge sources, mines repositories for hidden knowledge, captures and uses knowledge, or in some other way enhances the KM process.
- a. **Explicit knowledge** is articulated and represented in the form of spoken words, written material and compiled data.
- b. **Tacit knowledge** is unarticulated and represented as intuition, perspective, beliefs, and values that individuals form based on their experiences.

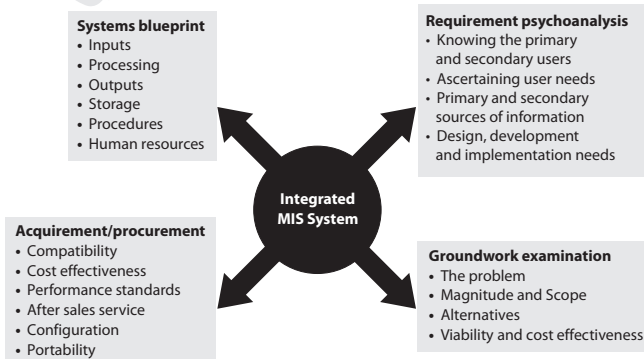
Information Creation through Knowledge Management**Why knowledge has gained so much momentum in recent times?**

- i. Altering Business surroundings
- ii. Burgeon Connections
- iii. Globalization
- iv. Modification in Organizational composition

Management Information System (MIS)

Management Information System (MIS) A management support system that produces pre-specified reports, displays, and responses on a **periodic, exception, demand, or push/reporting basis**.

A Management Information System aims at meeting the information needs of managers, particularly with regard to the current and past operations of the enterprise.



Particular	Dos	Don'ts
i. Layman	Have simpler and manageable system	Be ambitious
ii. Bridging	Develop common understanding between consultant and the organization	Be unrealistic in Developing action plan
iii. Contribution in Totality	Involve programmer in needs assessment	Delay decisions on hiring application developer/s
iv. Tailor-made	Customize off-the-shelf software	Depend heavily on the Consultant
v. Interpretation	Have simple software for users to handle	Invest heavily in in-house application development
vi. Synchronization	Extensively involve users in MIS development	Let vendors determine hardware needs for LAN
vii. Application	Adopt modular approach for software development	Go for large applications

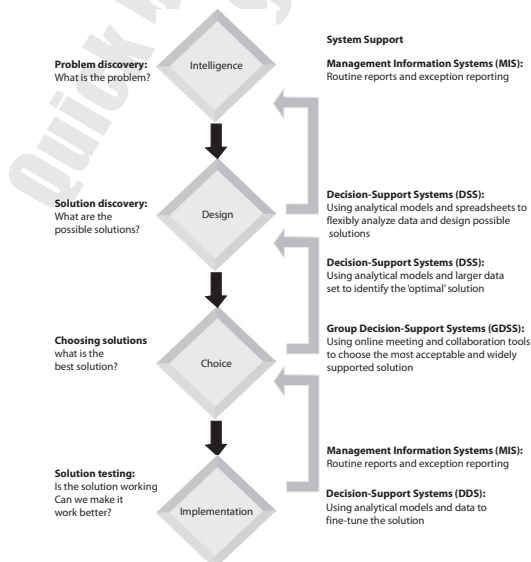
Decision Support Systems (DSS)

Decision Support System (DSS): An information system that utilizes decision models, a database, and a decision maker's own insights in an ad hoc, interactive analytical modelling process to reach a specific decision by a specific decision maker.

Components of DSS

- The user
- One or more databases
- Planning languages
- Model Base

Framework of Decision Support System



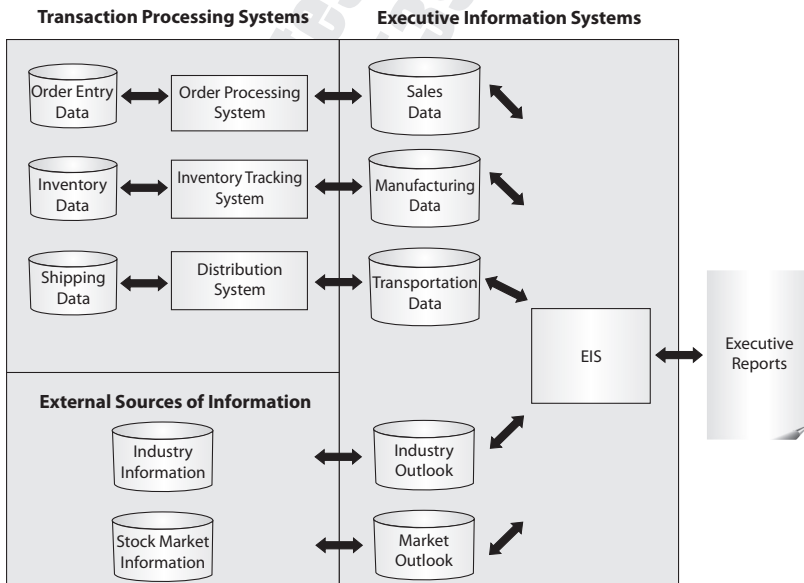
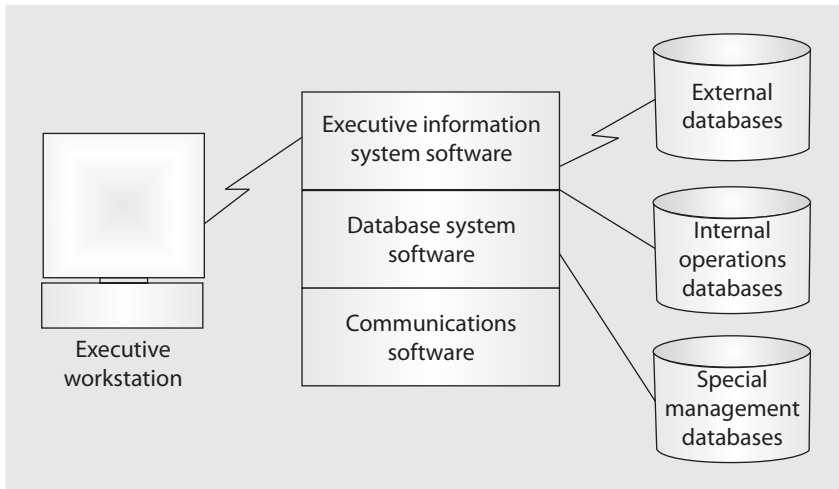
Executive Information Systems (EIS)

An information system that provides strategic information tailored to the needs of executives and other decision makers.

Executive Support System (ESS)

An executive information system with additional capabilities, including data analysis, decision support, electronic mail, and personal productivity tools.

Components of EIS



Chapter 10: Specialized Business Information Systems

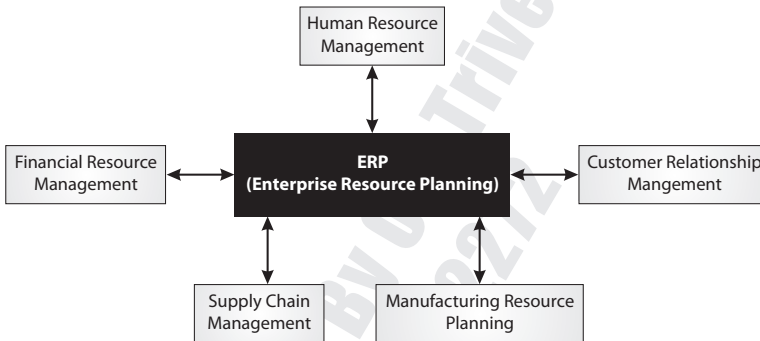
Specialized Systems provide comprehensive end to end IT solutions and services to various corporations in India and other part of a world. These end to end IT solutions and services include:

- Systems integration
- Engineering services
- Customization
- Implementation
- Software application
- Maintenance

Enterprise Resource Planning (ERP)

Enterprise Resource Planning (ERP): Integrated cross-functional software that reengineers manufacturing, distribution, finance, human resources, and other basic business processes of a company to improve its efficiency, agility, and profitability.

“Enterprise Resource Planning (ERP) is essentially a software which integrates all the departments and their functions within a company through a single IT system.”



Various Stages of ERP

ERP STAGE 1: Inventory Control

ERP STAGE 2: ABC Analysis

ERP STAGE 3: Economic Order Quantity

ERP STAGE 4: Just In Time (JIT)

ERP STAGE 5: Material Requirement Planning (MRP- I)

ERP STAGE 6: Material Requirement Planning (MRP- II)

ERP STAGE 7: Distribution Resource Planning (DRP)

ERP STAGE 8: Enterprise Resource Planning

ERP STAGE 9: Money Resource Planning (MRP III) or ERP-II

ERP STAGE 10: Web-enabled EIS

Customer Relationship Management (CRM)

Information systems that track all the ways in which a company interacts with its customers and analyses these interactions to optimize revenue, profitability, customer satisfaction, and customer retention.

- Customer relationship management (CRM) is about transforming an organization to become customer-centric and customer-facing in all that it does.
- A CRM may be defined as a business process in which client relationships; customer loyalty and brand value are built through marketing strategies and activities.

Analytical CRM

Customer relationship management applications dealing with the analysis of customer data to provide information for improving business performance.

Analytical approach:

- Customer Relationship Management = Customer Understanding + Relationship Management

Collaborative CRM

- It enables easy collaboration with customers, suppliers, and partners

CRM Interpretation

1. **Customer:** Customer is a 'Human Being'.
2. **Relationship:** Relationship is the 'Feeling'.
3. **Management:** Management is 'Management Tact'

Benefits of CRM

- i. Provides a single point of access to information
- ii. Supports better-informed business decisions
- iii. Enables real-time interactions
- iv. Integrates and personalizes the delivery of customer services.
- v. Improves the customer experience
- vi. Influences the Internet as a self-service delivery channel.

Supply Chain Management (SCM)**What is a Supply Chain?**

A supply chain is a network of facilities and distribution options that performs the functions of procurement of materials, transformation of these materials into intermediate and finished products, and the distribution of these finished products to customers.

Supply Chain Management: Integrating management practices and information technology to optimize information and product flows among the processes and business partners within a supply chain.

What is Supply Chain Management?

It is the management of the flow of goods.



Components of SCM

Purchasing	Supplier selection	• Strategic alliances	
Operations	Lean	• Inventory control	• Quality
Integration	Coordination	• Measurement	• Control
Distribution	Transportation	• CRM	• Logistics parties

Human Resource Management Systems (HRMS)

Human Resource Information Systems (HRIS): Information systems that support human resource management activities such as recruitment, selection and hiring, job placement and performance appraisals, and training and development.

Human Resource Information Systems (HRIS) are designed to support:

- i. Planning to meet the personnel needs of the business.
- ii. Development of employees to their full potential.
- iii. Control of all personnel policies and programs.

Key Integration Points

- i. Compensation Management
- ii. Recruiting and Hiring
- iii. Succession Planning
- iv. Workforce Management
- v. Payroll and Benefits

Benefits of Human Resource Management Systems (HRMS)

- i. Bringing industry best practices to the HR functions.
- ii. HRMS lets you assess and utilize the human resource potential completely.
- iii. The solution increases the operational efficiency and productivity of the HR department.
- iv. Reduces HR administrative costs.
- v. Increases employee engagement and satisfaction.
- vi. Ensures seamless flow of information between employees, supervisors, managers and administrators.
- vii. Improves leadership development and succession.
- viii. Enhances data integrity within the enterprise.
- ix. Enables to meet compliance and audit requirements.

Core Banking System (CBS)

Core means “Centralized Online Real-time Environment”.

The word Core Banking is used to describe the various services being offered by the banking system to its customers and this is done by the whole banking core branches.

CBS Facilities

- ❑ Automatic teller machine or ATM
- ❑ Electronic fund Transfers or EFT
- ❑ Tele-banking
- ❑ Internet banking
- ❑ Branch clearing facility for banking branch offices

Platform where communication technology and information technology are merged to suit core needs of banking is known as **Core Banking Solutions (CBS)**.

Elements of Core Banking System

- ❑ Making and servicing loans;
- ❑ Opening new accounts;
- ❑ Processing cash deposits and withdrawals;
- ❑ Processing payments and cheques;
- ❑ Calculating interest;
- ❑ Customer relationship management (CRM) activities;
- ❑ Managing customer accounts;

- Establishing criteria for minimum balances, interest rates, number of withdrawals allowed and so on;
- Establishing interest rates; and
- Maintaining records for all the bank's transactions.

What is Core Banking Solutions (CBS)?

- Core Banking System may be defined as the set of basic software components that manage the services provided by a bank to its customers through its branches (branch network).
- In other words, the platform where communication technology and information technology are merged to suit core needs of banking is known as Core Banking Solutions (CBS).
- Core Banking Solution (CBS) is networking of branches, which enables Customers to operate their accounts, and avail banking services from any branch of the Bank on CBS network, regardless of where he maintains his account.
- The customer is no more the customer of a Branch. He becomes the Bank's Customer.

Major Core Banking Products

- i. Infosys' Finacle
- ii. Nucleus FinOne
- iii. Oracle's Flexcube

Accounting Information System (AIS)

Accounting Information Systems: Information systems that record and report business transactions and the flow of funds through an organization, and then produce financial statements. These statements provide information for the planning and control of business operations, as well as for legal and historical record keeping.

Key Components of Accounting Information System

- i. People
- ii. Procedure and Instructions
- iii. Data
- iv. Software
- v. Information Technology Infrastructure
- vi. Internal Controls

Artificial Intelligence

Artificial intelligence (AI) is a field of science and technology based on disciplines such as computer science, biology, psychology, linguistics, mathematics, and engineering.

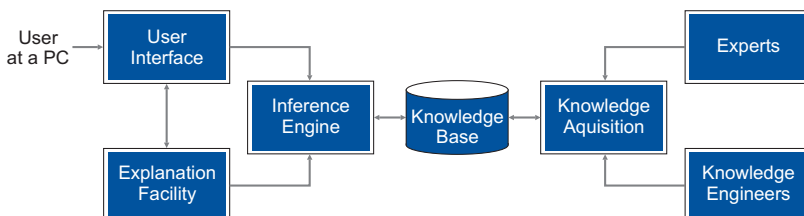
Artificial Intelligence (AI): The effort to develop computer-based systems that can behave like humans, with the ability to learn languages, accomplish physical tasks, use a perceptual apparatus, and emulate human expertise and decision making.

Expert System

An expert system (ES) is a knowledge-based information system that uses its knowledge about a specific, complex application area to act as an expert consultant to end users.

Expert system is a computer based information system which provides advice or solutions for given problems, just like the human experts.

Component of Expert System



Characteristics of Expert System

- ❑ Provides advice like human experts.
- ❑ Can be example based, rule based and frame based
- ❑ Expert Systems provide various level of expertise like
 - Assistant **Level**
 - Coleuege **Level**
 - True **Expert**

Limitation of Expert Systems

- ❑ Costly and complex system
- ❑ It is difficult to obtain the knowledge of experts

Types of Expert Systems

- i. **Example-based:** In Example-based system, developers enter the case facts and results. Through induction the ES converts tee examples to a decision tree that is used to match the case at hand with those previously entered in the knowledge base.
- ii. **Rule-based:** Rule-based systems are created by storing data and decision rules as if-then rules. The system asks the user questions and applied the if-then rules to the answers to draw conclusions and make recommendations. Rule-based systems are appropriate when a history of cases is unavailable or when a body of knowledge can be structured within a set of general rules.
- iii. **Frame-based:** Frame based systems organize all the information (data, description, rules etc.) about a topic into logical units called frames, which are similar to linked records in data files. Rules are then established about how to assemble or inter-relate the frames to meet the user's needs.

Business Intelligence

Business Intelligence (BI): A term primarily used in industry that incorporates a range of analytical and decision support applications in business including data mining, decision support systems, knowledge management systems, and online analytical processing. Business Intelligence (BI) refers to all applications and technologies in the organization that are focused on the gathering and analysis of data and information that can be used to drive strategic business decisions.

Definitions

- ❑ Business Intelligence (BI) is the delivery of accurate, useful information to the appropriate decision makers within the necessary time frame to support effective decision making for business processes.

Business Intelligence Tools

- ❑ Software
- ❑ Standalone tools or suites of tools
- ❑ Software programs and features

Key Business Intelligence tools

- ❑ Simple Reporting and Querying
- ❑ Business Analysis
- ❑ Dashboards
- ❑ Scorecards
- ❑ Data Mining or Statistical Analysis

Benefits for Micro-Businesses and Small to Medium Enterprises

- i. Paperless lodgement
- ii. Electronic record keeping
- iii. Pre-filled forms
- iv. Ease of sharing
- v. Secure AUS key authentication
- vi. Same-time validation

Benefits for Large Business

- i. A single reporting language to report to government
- ii. Reduce costs
- iii. Streamline the process of aggregating data
- iv. Increased access to comparable performance information
- v. Secure AUS key authentication
- vi. Same-time validation

Importance of Access and Privilege Controls

It ensures that information remains accurate, confidential, and is available when required.

Functions of Access Control

- i. Identity Management
- ii. Authentication
- iii. Authorization
- iv. Accountability

Approaches to Access Control

Role-based Access Control (RBAC)

- RBAC largely eliminates discretion when providing access to objects.
- Subjects receive only the rights and permissions assigned to those roles.

Rules-based Access Control (RAC)

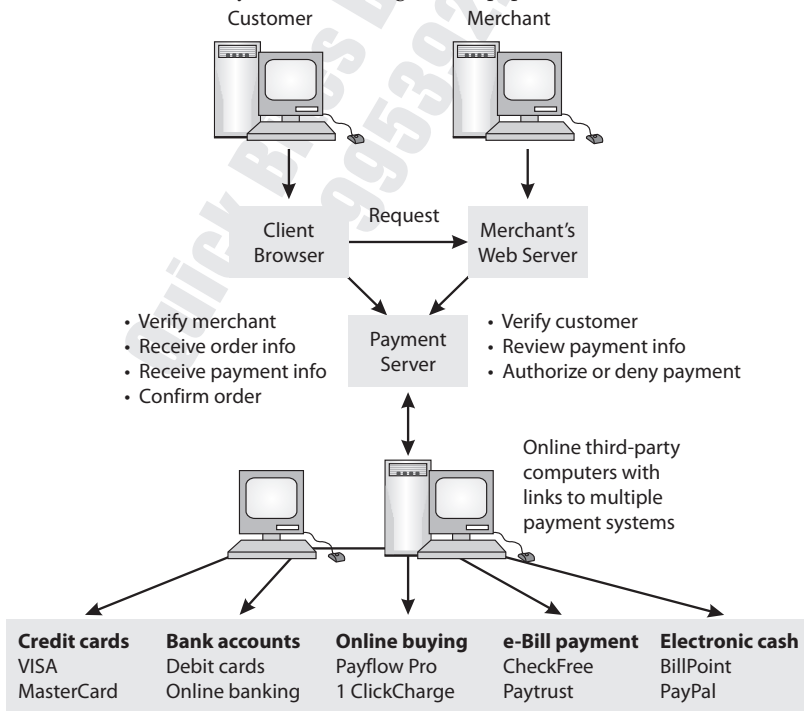
- RBAC, for example, enforces static constraints based on a user's role. RAC, however, also takes into account the data affected, the identity attempting to perform a task, and other triggers governed by business rules.

Principle of Least Privilege

- This is a fundamental principle of information security, which refers to give only those privileges to a user account, which are essential to that user's work. For example, a backup user does not need to install software; hence, the backup user has rights only to run backup and backup-related applications. Any other privileges, such as installing new software, should be blocked.
- Least User Access or Least-privileged User Account (LUA) are also used,

Electronic Funds Transfer

Electronic Funds Transfer (EFT): The development of banking and payment systems that transfer funds electronically instead of using cash or paper documents such as checks.

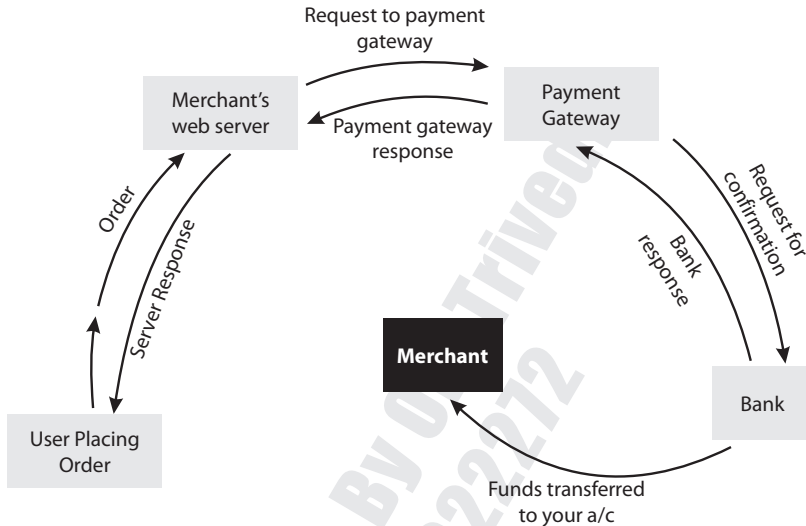


Payment Mechanisms

- With the increase in online shopping and e-commerce industry, it has now become a requirement that the web stores are integrated with a payment gateway.

What is a payment gateway?

Payment gateway is fundamentally a service used to process credit card transactions when orders are accepted online from clients. In a way, it represents a physical POS (Point-of-sale) terminal, which is set in every retail outlet these days.



Major Types of Electronic Payments

Credit Cards

A **credit card** is a payment card issued to users as a system of payment.

How a credit card is processed?

- Authorization:
- Batching:
- Clearing:
- Funding:

Electronic Cheques

- Electronic Cheque is a form of payment made via the internet that is designed to perform the same function as a conventional paper Cheque.

Following two systems have been developed to let consumers use electronic cheques to pay Web merchants directly:

- By the Financial Services Technology Corporation (FSTC):
- By Cyber Cash:

Smart Cards

Smart cards have an embedded microchip that contains all the information a magnetic strip contains but offers the possibility of manipulating the data and executing applications on the card.

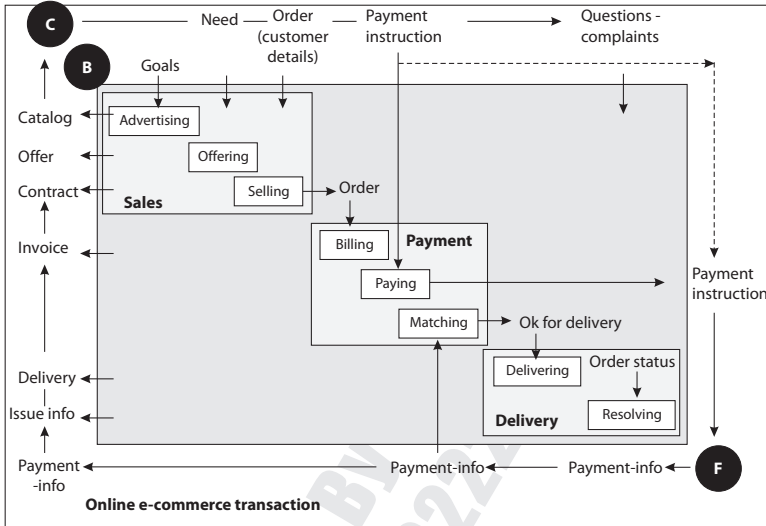
- Contact Cards –
- Contactless Cards –
- Combi/Hybrid Cards –

Electronic Purses

- It is very similar to a pre-paid card.
- The electronic purse card can be used as an ATM card as well as a credit card.
- No credit check or signature is needed.

A Typical On-line Transaction

A typical online e-commerce transaction is composed of three main functions: **sales**, **payment** and **delivery**.



"Learn Today, Lead Tomorrow"

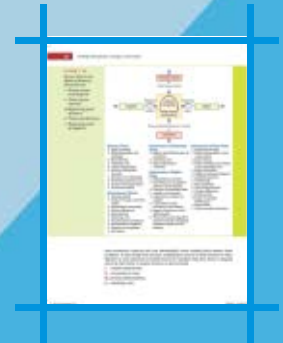
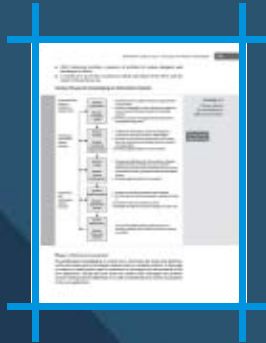
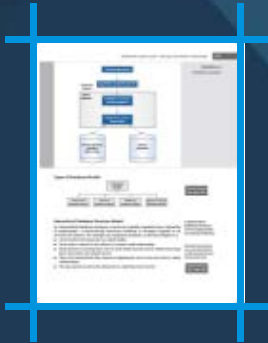
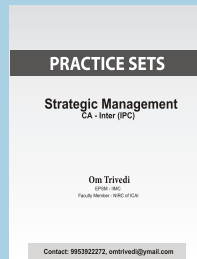
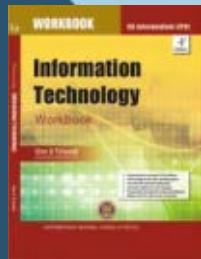
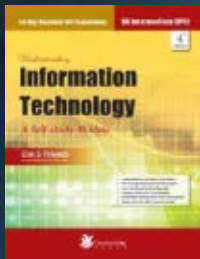
Advantage You



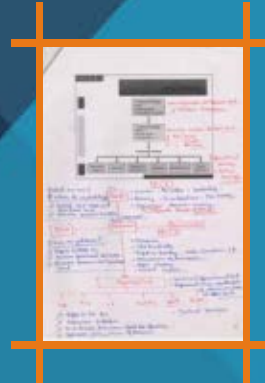
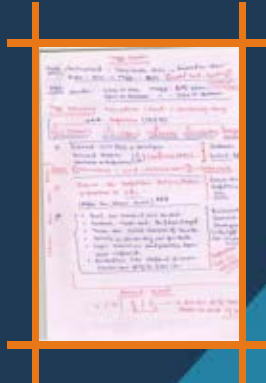
Concept Based Teaching

- Comprehensive coverage in 42 lectures
- Corporate example with Real Life Cases
- Complete coverage of SM, PM, Summary Notes and Charts

Well Designed Study Kit



Class Notes in Work Books



Memory Techniques

- Smart use of "Memory Codes" for memorization of concepts.

"Innovate through Motivation"

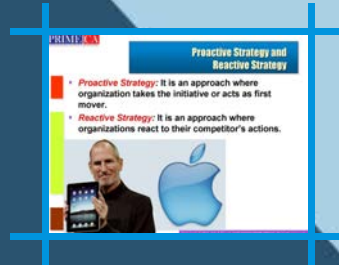
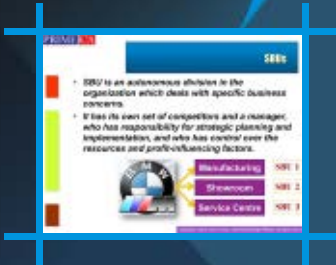
Advantage You



Audio Visual Techniques

- Use of PPTs in class at appropriate places for concept clarity.
- Smart use of Animated Videos and Videos Cases to facilitate easy learning of concepts.

PPTs



Animated Videos

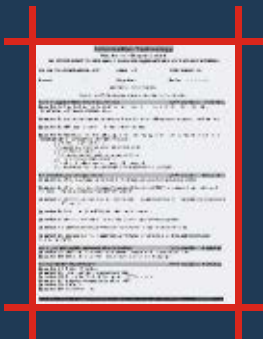
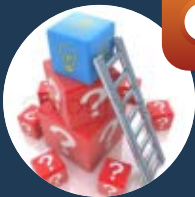


Corporate Videos Caselets



Class Test, Quick Bites, LMR, & Paper Analysis

- Chapter - wise Level I and II class tests.
- Charts and summary notes in the form of "Quick Bites" for quick revisions.
- LMR "Last Minute Revision" topics are provided just 2 days before the examination.



Class Tests



Quick Bites



LMR



Paper Analysis

"Plan to win with our study"

Advantage You

Collaboration Tools for You



- Apart from teaching in the Classroom, we facilitate you with several modes of interaction through modern interfaces and technologies.



- Social media interactions for revision and query resolutions.
- Use of Facebook Live for revision of each chapters.



- WhatsApp Groups for each batch to share all class notes, supplementary materials, etc. and query resolutions.

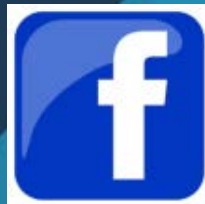


- Telephonic interaction to resolve doubts everyday between 8 to 10 pm on Om Sir's personal number.

Youtube Channel



Strategy Classes



Om Trivedi
IT-SM Classes



Prime CA



Students' Helpdesk

☎ 011-45685002

☎ 9953922272, 9953878636

☎ 9958300572

Address : D-151A, Vikas Marg, Laxmi Nagar, Delhi - 110092 India (Near Metro Gate No. 5)



Prof. OM TRIVEDI

Faculty Member of ICAI, EPSM-IIM

Author & Corporate Speaker

IT - SM

Batches for November 2017 and May 2018

“Sun Risers”

Subjects	Start Date	Days	Finish Date	Timings	Lectures	Venue
IT Then SM	21 st April, 2017	M/W/F	21 st July, 2017	6.30 to 9.30 am	42-44	NIRC of ICAI
SM Then IT	9 th June, 2017	M/W/F	27 th Aug., 2017	6.30 to 9.30 am	42-44	NIRC of ICAI
IT Then SM	24 th July, 2017	M/W/F/S	24 th Sep., 2017	6.30 to 9.30 am	42-44	NIRC of ICAI

“Smart 40”

Subjects	Start Date	Days	Finish Date	Timings	Lectures	Venue
IT Then SM	25 th May, 2017	T/T/S	31 st Aug., 2017	2.30 to 5.30 pm	42-44	Laxmi Nagar

“Game Changers”

Subjects	Start Date	Days	Finish Date	Timings	Lectures	Venue
IT Then SM	29 th May, 2017	M/W/F/S	11 th Aug., 2017	2.30 to 5.30 pm	42-44	Laxmi Nagar
SM Then IT	6 th July, 2017	M/W/F/S	8 th Sep., 2017	2.30 to 5.30 pm	42-44	Laxmi Nagar
IT Then SM	12 th June, 2017	DAILY	30 th July, 2017	5.30 to 8.30 pm	42-44	Laxmi Nagar
SM Then IT	6 th July, 2017	DAILY	31 st Aug., 2017	5.30 to 8.30 pm	42-44	Laxmi Nagar
IT Then SM	4 th Aug., 2017	DAILY	16 th Sep., 2017	5.30 to 8.30 pm	42-44	Laxmi Nagar

“Fast Track Revision” for Nov. 2017 Attempt

Options	Dates	Days	Timings	Venue
Option 1	29 th , 30 th Sep. and 1 st Oct.	Fri./Sat./Sun.	8.30 am to 4.30 pm	Laxmi Nagar
Option 2	6 th , 7 th and 8 th Oct.	Fri./Sat./Sun.	8.30 am to 4.30 pm	Laxmi Nagar

For Admission Contact:

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OM TRIVEDI CLASSES

Help Desk: **9953922272, 9958300572**

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Lecture Schedules for November 2017 Batches

“INFORMATION TECHNOLOGY”

Parts	Chapters	Name of the Chapters	Lectures	Caselets	Video Cases
PART-I Business Process Management and IT	Chapter 1	Introduction to Business Process Management	2	5	3
	Chapter 2	Business Process Management Implementation and Role of IT	2	3	1
	Chapter 3	Business Process Mapping Systems	3	0	0
PART-II Information Systems and IT Fundamentals	Chapter 4	Introduction to Information Systems	2	2	1
	Chapter 5	Computing Technologies	3	5	2
	Chapter 6	Information System Layers, life Cycle and Modern Technologies	2	4	1
PART-III Telecommunication and Networks	Chapter 7	Telecommunications and Networks	4	2	1
	Chapter 8	Internet and Other Technologies	1	3	0
PART-IV Business Information Systems	Chapter 9	Introduction to Business Information Systems	1	1	1
	Chapter 10	Specialized Business Information Systems	2	4	2
PART-V Business process automation	Chapter 11	Business Process Automation through Application Software	2	6	0

“STRATEGIC MANAGEMENT”

Chapters	Name of the Chapters	No. of Lectures	No. of Caselets	No. of Video Cases
Chapter 1	Business Environment	4	14	12
Chapter 2	Business Policy and Strategic Management	2	4	3
Chapter 3	Strategic Analysis	3	9	6
Chapter 4	Strategic Planning	3	5	4
Chapter 5	Formulation of Functional Strategies	2	7	15
Chapter 6	Strategic Implementation and Control	4	11	4
Chapter 7	Reaching Strategic Edge	2	5	3

“Study Kit”

