Daffodil International University

Faculty of Business and Entrepreneurship

Department of Business Administration

BBA Program

Course Outline: **ICT in Business**

Part A – Introduction

I. Course Code and Title : MIS101: ICT in Business

II. Credit : 3 credit hours

1. Course Summary

Today information and communication technology (ICT) can be regarded as a fundamental needs for running the business smoothly. That's why businesses invest in ICT widely and apply it for increased productivity and employee morale. ICT is required for producing valuable information overtime that is needed in virtually every field of human thought and action. ICT is useful for not only in business world but also in individual level. At a personal level, if one possesses high quality information he/she can take advantage of his/her future career opportunities and can be better equipped to make other personal decisions. That's why the smartest person is one who acquires more knowledge than others. As we are moving through fourth industrial revolution, people in all walks of lives need to know about computers. If businesses want to function effectively in an information rich-society, it is necessary to use ICT.

2. Course Objectives

It is designed as a core course for students pursuing a degree in the business field. The prime objective of this course is to educate students the information and communication technology applications in business. The specific objectives include acquainting them with different types of computers and their components, teaching various functions and usages of computers in diversified areas, making them understand of how operating system work, teaching number systems and their conversion, networking, electronic commerce, database, and security. Again, training students with some basic application software through lab classes is another objective.

3. Course Learning Outcomes

At the end of the Course, the Student will be able to-

CLO 1	Develop the basic understanding of information and communication technologies that is useful in business
CLO 2	Acquire analytical knowledge by solving mathematical problem
CLO 3	Know the fundamental networking, database, and computer related threats and security measures
CLO 4	Know contemporary apps, social networking sites and famous personalities in computing world
CLO 5	Write business report and improve oral presentation
CLO 6	Enhance basic software skills useful for personal and industry level through lab practice

Mapping/Alignment of CLOs with Program Learning Outcomes (PLO)

PLO/ CLO	DBA PLOs										
	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11
CLO1		□									
CLO2											
CLO3		□									
CLO4								□			
CLO5								□			
CLO6				□	□						

Part B – Content of the Course

4. Topics to be covered/Content of the course

Topics	Specific Outcome(s)	Time Frame	Suggested Activities	Teaching Strategy(s)	CLO Alignment
Course Overview	- To comprehend the mission and vision of the institution - To evaluate the students	Week 1	- Students will appear at a pretest exam consisting of 30 minutes time period for 15 marks	- socialized recitation - PowerPoint slide presentation - Course outline discussion	*develop interest of the students

Topics	Specific Outcome(s)	Time Frame	Suggested Activities	Teaching Strategy(s)	CLO Alignment
	pre-course knowledge through pre-test examination · To acquire general idea about the course management information systems · To grasp the content and policies for the class · To acquaint with and get enrolled students in this course module		- Students will give brief introduction about themselves - Course outline will be discussed in details - BLC systems enrolment key will be provided and manual enrolment will be done		*express themselves while introducing themselves
Introduction to ICT and Historical Evolution of Computing (definition of ICT and computer, components of ICT, applications of ICT, drawbacks of ICT, characteristics of a computer, computer for individual users, computer for organizations, and computer for society)	- Describe the basic concept of ICT, its components etc. - Learn the use of various types of computers - Know the historical evolution of computing	Week 2	- Appear at Ice-breaking session - Complete individual assignment on MIS in everyday lives from diversified perspectives - Appear at lesson 1 completion quiz	- Discussion on previous lecture - Lecture based on PowerPoint slide presentation - Q&A session - Feedback through forum discussion and/or padlet	CLO 1
Looking Inside the Computer System (the parts of computer System, information processing cycle, essential computer	- Learn the various parts of a computer system	Week 2	- Appear at Ice-breaking session - Complete video assignment on IS - Appear at lesson 2 completion quiz	- Discussion on previous lecture - Lecture based on PowerPoint slide presen-tation - Q&A ses-sion - Feedback through fo-rum	CLO 1

Topics	Specific Outcome(s)	Time Frame	Suggested Activities	Teaching Strategy(s)	CLO Alignment
hardware, importance of software, data vs. info. and computer users)				discus-sion and/or padlet	
QUIZ-1: Online through BLC system					
LAB Practice	Exploring MS Word	Week 3	- Individual practice - Write and submit article in MS word (group assignment)	- Practical class based on hands-on manual and/or projector based instruction - Q&A session - Feedback through forum discussion and/or padlet	CLO 6
Operating System Basics (types of OS, user interface, running programs, managing hardware, enhancing an OS with utility software)	- Learn the concepts of OS, types of OS, functions and performance enhancement of OS.	Week 3	- Appear at Ice-breaking session - Appear at lesson 3 completion quiz	- Discussion on previous lecture - Lecture based on PowerPoint slide presentation - Q&A session - Feedback through forum discussion and/or padlet	CLO 1
Transforming Data Into Information (how computer represent and process data, factor affecting processing speed, number systems, conversion of number system, binary arithmetic, complements, computer codes)	- Learn the theoretical part of number systems and convert one number system to others	Week 4	- Appear at Ice-breaking session - Individual practice in class and hoe-work - Appear at lesson 4 completion quiz	- Discussion on previous lecture - Lecture based on mathematical solution using white board - Q&A session - Feedback through forum discussion and/or padlet	CLO 2
Boolean Algebra and Logic Gate (axioms, theorems, operation, logic gates, Boolean functions, Boolean function and truth table)	- Learn the general terminologies of Boolean algebra and logic gates used in computer	Week 5	- Appear at Ice-breaking session - Individual practice in class and hoe-work	- Discussion on previous lecture - Lecture based on mathematical solution using white board - Q&A session - Feedback through forum	CLO 2

Topics	Specific Outcome(s)	Time Frame	Suggested Activities	Teaching Strategy(s)	CLO Alignment
			- Appear at lesson 5 completion quiz	discussion and/or padlet	
MID-TERM EXAMINATION		Week 6	Situation based paper based or online examination conduction		
Types of Storage Devices (categorizing storage devices, magnetic storage devices, optical storage devices, solid-state storage devices)	- Learn the various types of storage media	Week 7	- Appear at Icebreaking session - Appear at lesson 6 completion quiz	- Discussion on previous lecture - Lecture based on PowerPoint slide presentation - Q&A session - Feedback through forum discussion and/or padlet	CLO 1
Basics of Networking (the uses of network, types of networks, hybrid networks, how network are structured, network topologies and protocols, www)	- Learn the networking concept with its terminologies	Week 7 and 8	- Appear at Icebreaking session - Individual assignment and presentation on personal website development - Appear at lesson 7 completion quiz	- Discussion on previous lecture - Lecture based on PowerPoint slide presentation - Q&A session - Feedback through forum discussion and/or padlet	CLO 3
QUIZ-2: Online through BLC system					
Doing Business in the Online World (types of business model, e-commerce definition, types of e-commerce, e-commerce payment methods, e-commerce customer service, online banking, intranet and extranet, telecommuters, recognizing secure sites)	- Learn the basic ideas of e-commerce	Week 9	- Appear at Icebreaking session - Appear at lesson 8 completion quiz	- Discussion on previous lecture - Lecture based on PowerPoint slide presentation - Q&A session - Feedback through forum discussion and/or padlet	CLO 3
QUIZ-3: Online through BLC system					

Topics	Specific Outcome(s)	Time Frame	Suggested Activities	Teaching Strategy(s)	CLO Alignment
Basics of Database Management System (database and DBMS definition, applications of DBMS, entity , attribute and key field)	- Learn the basic ideas of DBMS	Week 10	- Appear at Ice-breaking session - Appear at lesson 9 completion quiz	- Discussion on previous lecture - Lecture based on PowerPoint slide presentation - Q&A session - Feedback through forum discussion and/or padlet	CLO 3
Computer Threats and Basic Security Measures (basic security concepts, threats to users, threats to hardware, and threats to data)	- Learn the basic ideas of threats to ICT tools and security measures of these threats	Week 11	- Appear at Ice-breaking session - Submit group assignment report on MIS practices in Bangladesh - Appear at lesson 10 completion quiz	- Discussion on previous lecture - Lecture based on PowerPoint slide presentation - Q&A session - Feedback through forum discussion and/or padlet	CLO 3
LAB Practice	- Able to design presentation slides using PowerPoint	Week 12	- Individual practice - Individual presentation using MS PowerPoint design	- Practical class based on hands-on manual and/or projector based instruction - Q&A ses-sion - Feedback through fo-rum discus-sion and/or padlet	CLO 4 and 6
LAB Practice	- Able to analyze data using MS Excel.	Week 13	- Individual practice - Individual assignment submission using MS Excel	- Practical class based on hands-on manual and/or projector based instruction - Q&A ses-sion - Feedback through fo-rum discus-sion and/or padlet	CLO 6
QUIZ-4: Viva Voce through face to face interaction					
FINAL EXAMINATION		Week 14	Situation wide paper based or online examination conduction		

Part C- Assessment and Evaluation

5. Assessment Pattern

Quizzes:

Altogether 4 quizzes may be taken during the semester, 2 quizzes will be taken before midterm and 2 quizzes will be taken after final term. Out of this 4 quizzes, best 3 quizzes will be counted. No makeup quizzes will be taken. Students are strongly recommended not to miss any quizzes.

Assignment:

The assignment will be given to individually and group wise. The students will have to form a group consisting of 2 to 5 members. There will be several assignments. The assignment topic or case studies will be given during the class which they have to prepare at home and submit on or before the due date. No late submission of assignments will be accepted. Students will have to perform 1 presentation on the given topic during the semester.

Computer usages and applications in Bangladesh: A case of (specific company name):

It's a group assignment. Student can create group consisting of maximum 5 members. Each group has to make a name and group logo. Select a specific company (any that student prefers) then visit that company and/or use secondary source like company website or other article to collect data required for preparing the assignment report. The report should contain specified contents announced in the class.

CIE- Continuous Internal Evaluation (60 Marks):

Bloom's Category Marks (out of 60)	Practical (18)	Quizzes (15)	Mid-term Tests (20)
Remember	3	5	2
Understand	5	5	4
Apply	5		6
Analyze	5	5	4
Evaluate			2
Create			2

SMEE- Semester Mid & End Examination (40 Marks):

Bloom's Category	Test
Remember	4
Understand	8
Apply	12
Analyze	8
Evaluate	4
Create	4

6. Assessment and Evaluation:

Grades will be calculated as per the university grading structure and individual student will be evaluated based on the following criteria with respective weights.

On-going Assessment

ASSESSMENT	*MARKS*	
Attendance	7%	
(As per university rule)		
Lab Practicum	18%	
(Individual and group assignment and project)		
Quiz: 1 (Online)	5%	
Quiz: 2 (Online)	5%	
Quiz: 3 (Online)	5%	
Quiz-4 (Viva) Extra	5%	
	Total	**40%**

Formal Exam

ASSESSMENT	*MARKS*	
Mid-term Exam	20%	
Final Term Exam	40%	
	Total	**60%**
	Grand Total	**100%**

Grading System:

Numerical Grade	Letter Grade	Grade Point	Remarks
80 % and above	A+ [Plus]	4.0	Outstanding
75% to less than 80%	A [Regular]	3.75	Excellent
70% to less than 75%	A- [Minus]	3.5	Very Good
65% to less than 70%	B+ [Plus]	3.25	Good
60% to less than 65%	B [Regular]	3.0	Satisfactory
55% to less than 60%	B- [Minus]	2.75	Above Average
50% to less than 55%	C+ [Plus]	2.5	Average
45% to less than 50%	C [Regular]	2.25	Below Average
40% to less than 45%	D	2.0	Pass
Less than 40%	F	0.0	Fail
Absent in the Final Exam	I	0.0	Incomplete
Unfair Means During Exam	W	0.0	Withheld

Part D-Learning Resources

Textbook

1. P. Norton, Introduction to Computers. New York: McGraw-Hill, Latest Edition.
2. Computer Fundamentals by PK Sinha, Latest edition