

DBS SCHOOL OF BUSINESS

LJMU DEGREE PROGRAMMES

MODULE PROFORMA

Module Title: Information and Communications Technology

Level: 1

Assessment: Continuous Assessment: 50%

Examination: 50%

Prerequisites: None

Credits: 10

Objectives:

- To develop detailed knowledge and understanding of the principal uses and applications of Information and Communications Technology (ICT) in the modern business environment.
- To familiarise students with the technologies that support the Internet and its related applications.
- To develop proficiency in the design and development of a client-side website.
- To enable students to develop in-depth knowledge of the design, integration, application and evaluation of a range of software tools in relevant business areas.
- To provide students with good file management techniques and the ability to use operating and applications software tools.
- To enable students to demonstrate appropriate judgement in the selection of appropriate hardware and software to address particular application requirements.

Learning Outcomes:

On completion of this module students will be able to:

- Select appropriate ICT tools to provide the optimum solution for a variety of business problems.
- Understand and apply basic theory and practice of data communications systems.
- Plan and design a complete website including content, site map, user-friendly navigation and other features.
- Design and modify business applications using typical software tools.
- Build a directory tree and establish a logical file management system.
- Demonstrate practical skills in the use of common software and hardware tools.

Syllabus:

Information Technology in Business

- The role of ICT in business organisation overview; Foundations of information systems in business – data and information for decision-making; functional and cross-functional information systems (Marketing, Sales, HR, Finance, Operations, CRM, SCM, ERP etc), Information Systems to support management decision-making (EIS, MIS, DSS).

Hardware

- Computer configuration and components; Processors and storage technologies; Software: Systems, Applications; Functions, Selection and application to problem solving; Role and functions of operating systems: utility, file management; Introduction to practical use of operating systems.

Data Communications: Computer Networks/The Internet

- Network types and components; transmission media and equipments; Network functions, network architecture/topologies; Network Operating Systems, Network Administration; Internet technologies and applications: Internet, Intranet, Extranet, E-commerce, The World Wide Web, Wireless Communication Systems; Protocols; Browsers; Search Engines; Business Issues, B2B, B2C, Web Marketing; Transaction sites; Optimising web sites, Privacy issues, legislation.

Input/Output and Storage

- Data capture methods and technologies; pointing devices, reading tools, digitizers, Processing options; The CPU; Memory; Output methods and technologies: screen printers, sound, Storage media: disks, magnetic, optical, external drives, memory sticks, capacity: bits, bytes,

File Management/Word Processing

- File Management, Setting up a file management structure: directory trees, file naming conventions/extension, move/copy delete, files and directories, viewing options, Features of the graphical user interface environment: create/edit/format; using proofreading tools; create mail shots and flyers, advertisements, templates and master documents,

Presentation software

- Preparing presentation; content, types of presentations, create/edit/format slideshow presentations, layout and color schemes, master slide, inserting and embedding objects; printing options, automating slide shows, Checking, testing and trouble shooting.

Data and Data Management

- DBMS: types, design, basic modelling, E-RD, designing the database,: tables, data properties. Entering/editing records; Create tables relationships, queries; select, action, aggregate, Build summary reports from tables and queries; Designing forms/interface for data entry; securing the database data.

Spreadsheets

- Designing and creating spreadsheet models; using common functions and formulae; inputting/editing data; creating summary information charts and pivot tables; linking, exporting to other applications, understanding the appropriate business uses of spreadsheet software.

Web Design

- Introduction to Web Design: Creating a website using high-level software: Site map; structure, folders, directory tree; page design, layout, Links: absolute and relative; Images: GIF, JPEG, PNG; page structure