CP-105 : COMPUTER APPLICATIONS AND MANAGERIAL SKILL DEVELOPMENT

Objectives

The course is aimed at equipping the students with the necessary techniques and skills of communication to inform others, inspire them and enlist their activity and willing coopertion in the performance of their jobs.

Course Contents

Computers - An Introduction - Computers in Business; PC Software Packages - An Introduction Disk Operating System and Windows, Test Processing Software.

Introduction to a spreadsheet software; Creation of spreadsheet applications; Range, Formulas, Functions, Data Base Functions in spreadsheet; Graphics on Spreadsheet. Modes of Data Processing - Computer Software Systems; Software Development Process; File Design & Report Design; Data Files Types/Organizations; Master & Transaction File; Relevance of Data Base Management Systems and Integration of Applications; Basics of Data Processing; Data Hierarchy & Data File Structures. Application Portfolio Development. Introduction to a Micro Data Base Manager; Program Development Cycle; Flow Charting; Input-Process-Output Analysis; Report Generation & Label Generation; Programming Concepts; Use of Files in Programming, Presentation Graphics - Creating a Presentation on a PC. Data Communications; Networking - LAN & WAN. Management of Data Processing Systems in Business Organizations.

Importance and nature of business communication; Effective Communication skill; process of communication; Barriers and gateways in communication; Dos and Don'ts of Business writing; Commercial letters; Writing Business reports; Oral Communication-presentations of reports, public speaking and negotiations; Legal aspects of Business communication, Group discussions, Mock interviews, Mannerism.

Suggested Readings

1. Burch, John and Grudnitski Gary. *Information Systems: Theory and Practice.* 5th ed., New York, John Wiley, 1989.
2. David, Van Over. *Foundations of Business Systems.* Fort Worth, Dryden, 1992.
3. Eliason, A L. *On-line Business Computer Applications.* 2nd ed., Chicago, Science Research Associates, 1987.
5. John, Moss Jones. *Automating Managers: the Implications of Information Technology for Managers.* London, Pinter, 1990.
6. Long, L. *Computers,* Englewwod Cliffs, New Jersey, Prentice Hall Inc., 1986.
7. Bowman, Joel P and Branchaw, Bernadine P. "Business Communication: From Process to Product". 1987. Dryden Press, Chicago.

The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.