



IGDTUW-Anveshan Foundation

IGDTUW Campus

Kashmere Gate, Delhi-110006

<http://www.anveshanfoundation.org>

Three Months Online Certificate Course

On

‘Business Informatics: Start-Up’s Perspective’

1. Introduction:

Indira Gandhi Delhi Technical University for Women (IGDTUW) has promoted and incorporated a separate Section 8 Company under the Company’s Act 2013 to propagate entrepreneurial culture and ecosystem among women. All kind of facilitation in four phases of complete incubation and venture development cycle i.e. i) Pre-incubation, ii) Incubation, iii) Acceleration and iv) Post-incubation are provided by IGDTUW-Anveshan Foundation. IGDTUW-Anveshan Foundation is funded by the Directorate of Training and Technical Education (DTTE), Government of NCT of Delhi and also recognized by the Department of Science and Technology (DST), Government of India as Technical Business Incubator (TBI).

IGDTUW Anveshan Foundation launches a unique kind of online Course on ‘Business Informatics: Start-Up’s Perspective’ to educate and facilitate budding entrepreneurs. Business Informatics is a specialist area of IT that combines information technology, management and business. This Course examines all the necessary domains under ‘Business Informatics’ including need & importance of Business Informatics, CRM, ERP, Digital Marketing, etc.

2. Course Objectives:

- To educate and train budding entrepreneurs towards role of Information Technology in Business.
- To identify the impact of technology and information systems on the business environment and demonstrate skills necessary to initiate, manage, and execute an IT project
- To make understand the role of IT in creating new enterprises, capturing new markets, new technologies and processes.
- To foster innovation and agility by budding entrepreneurs specially women led initiatives.

3. Who Should Attend | Eligibility:

- Anyone active in the entrepreneurial ecosystem/ aspiring entrepreneur/ promoter of a start-up/ facilitator

4. Course Fee:

- Rs. 1500/- (Rs. One Thousand Five Hundred Only)

5. Course Outcomes:

After completion of the Course, the participants would be able to:

- Define terms and explain basic principles, concepts and theories from another domain or discipline in which IT resources will be deployed.
- Demonstrate knowledge and skills in the logical foundations of informatics, data representation, models, structures and informatics-centric management.
- Describe how technology and information systems can enhance the efficiency and accuracy of various business procedures.
- Evaluate how legal and ethical technology issues impact business activities including such areas as data access, privacy, confidentiality, security, and intellectual property standards and policies.
- Use the internet and other media and technology to support 'modern marketing'
- Build brand awareness with a social media

6. Pedagogy

The teaching pedagogy, assignments and project guidance will be a blend of teaching, learning techniques and heuristic experience including the followings.

Course	Major Heads	Duration	Pedagogy
Three Months Online Course on Business Informatics: Start-Up's Perspective	Online Sessions (40 in Number)	Three Months	Online lectures, Case Studies, Group Works and Interactive discussions.
	Assignments (05 in Number)	Along with online sessions	Assignments are to be given and submitted online

*recording of the sessions is not allowed.

7. Evaluation Scheme

After successfully completing the Course individual's performance will be evaluated. Evaluation will be based upon three parameters as mentioned below.

Parameters	Mode	Venue	Maximum Marks
1. Written Examination	Offline/ Online	IGDTUW, Kashmere Gate, Delhi/ Online	60
2. Assignments (05 in number; each of Max. Marks 08)	Online	-	40
Total			100
Minimum Passing Marks			45

8. Certification

Upon successful completion of the Course, participants will be awarded a Certificate of attending the Three Months Course on 'Business Informatics: Start-Up's Perspective' by Indira Gandhi Delhi Technical University for Women.

Certificates will be distributed in a felicitation ceremony online/ offline at Indira Gandhi Delhi Technical University for Women, Kashmere Gate, Delhi.

9. Contents and Course Plan

Session Number	Contents
Section A	Start-Up Ecosystem and Business Informatics
1	Concept of Entrepreneur and Entrepreneurship, Creativity & Innovation
2	Entrepreneurial Ecosystem and Need of Information Technology
3	Role of IS in Business & Data, Information and Knowledge
4	IS in Marketing and Manufacturing systems
5	IS in Human Resource, Accounting and Financial Systems
6	Significance of e-Business Systems
Assignment 1	
Section B	Managing at the Enterprise Level
7	CRM: The Business Focus
8	ERP: The Business Backbone
9	SCM: The Business Network
10	Real World Case Studies Part 1
11	Real World Case Studies Part 2
12	Role of e-Commerce in Business
13	Essential e-Commerce Applications
Assignment 2	
Section C	Supporting Decision Making using AI Technologies in Business
14	Decisions in Management
15	MIS in Business
16	Using Decision Support Systems in Business
17	Data Mining and applications in Business
18	OLAP systems
19	Executive Information Systems and Knowledge Management Systems
20	An Overview of Artificial Intelligence
21	Real World Case Studies
22	Business and AI
23	Developing Expert Systems
24	Algorithms involved in Expert Systems
25	Practical Session using Weka software
Assignment 3	
Section D	Digital Marketing for Digital Generation
26	Digital Marketing Overview
27	Planning for Digital Marketing
28	Are Customers Finding You? SEO vs. SEM
29	Understanding Social Media Marketing
30	Social Media Advertisement
31	Understanding E-Mail Marketing
Assignment 4	
Section E	The Future of Analytics
32	Case Studies
33	Case Studies Part 2
34	The Promise of Technology
35	Technology's Dark Side
36	Implications for Analytics

37	How Digital Tools are Changing Promotion
38	How Digital Tools are Changing Price
Assignment 5	
Section F	Interactive Sessions
39	Doubt sessions
40	Doubt sessions

10. Key Resource Persons

Resource Persons for conducting the Course would be

- i) Staff Members of IGDTUW Anveshan Foundation, a business incubation centre of Indira Gandhi Delhi Technical University for Women.
- ii) Mentors and Consultants associated and empanelled with IGDTUW Anveshan Foundation and
- iii) Faculty Members of Department of Information Technology, Computer Science Engineering of Indira Gandhi Delhi Technical University for Women.

11. Important Dates

Application Link is available online on our website <http://www.anveshanfoundation.org>

Registration Link:- <https://bit.ly/AnveshanBI>



(SCAN TO REGISTER)

Last date to apply:	16 th August (Monday)
Course Starting Date:	23 rd August (Monday)
Assignment 1 - 5 Submission Date:	to be notified to registered participants
Written Examination Date:	Last Week of November
Result Declaration Date:	By end of December

Registered Participants will get notification/ information before and during the course via email/ WhatsApp group.

12. Bank's Details for Fee Payment

S.N.	Particulars	Details
1	Name & Address of the Beneficiary	IGDTUW Anveshan Foundation
2	Account Number of the Beneficiary	09001000021199
3.	Name & Address of the Bank Branch	Punjab & Sind Bank GGSIU University, Kashmere Gate Delhi - 110006
4	Fee (Amount to be transferred)	Rs. 1500/-
5	IFSC Code	PSIB0001098

Any queries could be emailed at anveshan@igdtuw.ac.in