

**Faculty of Science and Technology**  
**R.T.M Nagpur University, Nagpur**  
**Syllabus for B.Tech. Sixth Semester CT**  
**Economics of IT industry(Theory)**

<b>Total Credits: 02</b>	<b>Subject Code: BTCT606T</b>
<b>Teaching Scheme :</b> <b>Lectures: 02 Hours/Week</b> <b>Tutorials: 00 Hours/Week</b> <b>Practical: 00 Hours/Week</b>	<b>Examination Scheme :</b> <b>Duration of University Exam : 02 Hrs.</b> <b>College Assessment : 15 Marks</b> <b>University Assessment:35 Marks</b>

**Course Outcomes:**After completing the course, students will be able to

1. Distinguish between Micro and Macro economics
2. Relate economics concept with IT industry
3. Identify key trends in IT industry
4. Understand the key economic drivers of IT industry.

**Unit 1**

Difference between Micro and Macroeconomics, law of demand and supply, concept and types of elasticity of demand, deflation and recession.

**Unit 2**

Role of Information and technology industry in economic growth of the country, labour intensive verses capital intensive industry, the concept of digital economy and digital age, digital divide, various phases of business cycle.

**Unit 3**

Merger and acquisition, types of merger, advantages of merger, hostile takeover, concept of top line and bottom line growth, Contribution of E-Commerce in economic growth, information technology and environment- the challenge of E - waste.

**Unit 4**

Venture and angel funding as sources of finance, organic verses inorganic growth model, 5 level capability maturity model of IT industry, Concept of agile organization

**List of Reference Books**

1. Modern economic theory by K.K.Dewett,
2. Information and economic development by Yutuka Khurana, IGI Global publisher.
3. The economics of information technology by Paul Jowett, Margaret Rothwell. St Martin Press New York.
4. Industrial Economics. By, Ranjana Seth, Ane Book Pvt Ltd.

 