

MAKERERE UNIVERSITY
MAKERERE UNIVERSITY BUSINESS SCHOOL
FACULTY OF COMPUTING AND INFORMATICS
DEPARTMENT OF APPLIED COMPUTING AND IT
BACHELOR OF MARKETING

COURSE UNIT : PRINCIPLES OF INFORMATION COMMUNICATION TECHNOLOGY I
SEMESTER : II
ACADEMIC YEAR : 2025/2026
LECTURERS : CHRISTINE NANSAMBA, DR.SUMAYA KAGOYA, NASSER WANGUBO, KENNEDY TURYASINGURA
CREDIT UNITS : 5
COURSE CODE : BUC1226

INTRODUCTION:

ICT is a business process enabler that has revolutionised all the different sectors of the economy, from finance, banking, accounting, humanities, human resource, Education, Health, Agriculture, tourism to mention but a few. This course gives a general overview of Information and Communications Technologies, and their impact in society. It builds a foundation of digital literacy skills that are necessary in a technologically driven society. The Course also highlights Uganda's ICT sector and regulations in line with Uganda Vision 2040 as well as articulating the role ICT can play in the achievement of Sustainable Development goals globally. The course has both theoretical and computer based hands on practical applications.

COURSE OBJECTIVES:

1. To equip the students with theoretical knowledge in basic ICT Concepts
2. To Expose students to Common ICT Components and their application in business
3. To help students understand the importance of Digital Literacy and Digital Citizenship
4. To enable students understand current development in ICT and their applicability in both business and the corporate world
5. Equip students with relevant practical computer based competences in business and corporate world.
6. To enable students understand the role of ICT in achieving Sustainable Development Goals (SDGs).

LEARNING OUTCOMES:

By the end of this course the students will be able to:

1. Explain ICT and ICT Concepts
2. Explain the importance of Digital Literacy and Digital citizenship
3. Describe current ICT trends and explain how they are influencing business operations globally.

4. Competently use computers to input data, process and output information.
5. Explain why managers, students and businesses need to know and embrace ICT in their organizations.
6. Know how an organisation can strategically use ICT for competitive advantage
7. Competently use Microsoft Word and Microsoft Power Point to generate Professional documents and presentations for business and the corporate world. These include; Application letters, CVs (Resume), Invitations, Memos, posters, brochures etc.
8. Recommend choice of hardware and software depending on the needs of an individual or organisation.
9. Understand the information systems activities, types, components and strategic use of information systems and how business processes can be transformed through ICT.

COURSE CONTENT

<u>WEEK (S)</u>	<u>TOPICS</u>	<u>PRACTICALS</u>
1 & 2 (15 HRS)	<p>1. Introduction to ICT and Key Concepts</p> <ol style="list-style-type: none"> 1) Definition of ICT, IS, IT: 2) Data and Information: Information Product and Information Quality. 3) Data Processing: Understand data processing cycle 4) Strategic uses of ICT 5) Digital Literacy and Digital Citizenship –Definitions, Applications, elements of Digital Citizenship. 6) Uganda ICT Sector: Uganda Vision 2040 - Knowledge and ICT Sector; Uganda Cyber Laws- Electronic Signature Act 2011, Computer Misuse Act 2011, and Electronic Transactions Act 2011. Relevance & Challenges 7) ICT for Sustainable Development Goals (ICT4SDGs): The role of ICTs in achieving Sustainable Development Goals (SDGS). <p>2. ICT business Trends:</p> <ol style="list-style-type: none"> 8) Artificial Intelligence, 9) Block Chain, 10) Cloud to the Edge, 11) Intelligent Apps and Analytics, 12) Mobile Payments; Understand 	<p>Overview of computer operations and file management</p> <ul style="list-style-type: none"> • An overview of Microsoft Window Environment • How to start a PC. • Desktop items. • Start-up button and task bar. • Microsoft window (title bar, open, close, restore). • Hierarchical structure of drives, folders and files. • Folders/Files operation • Searching files. • Control panel. • Compressing files/folders and decompressing folders. • Keyboard Skills and typing Tutor <p>Overview of Keyboard navigation:</p> <ul style="list-style-type: none"> • New page (Ctrl+N) • Next page (Ctrl + Page Down) • Previous page (Ctrl + Page Up) • Start of Line (Home) • End of line (End) • Start of Document (Ctrl + Home) • End of Document (Ctrl + End) • Move insertion point (Left, Right, Up, Down arrows) • Page Down (Page Down) • Page Up (Page Up) • The Undo button (the magic button)

	<p>Mobile payments and its various models</p> <p>13) Mobile Apps; Popular types/Categories and Examples of business Apps</p> <p>14) Mobile Computing; Common devices, Main Principle and Limitations.</p> <p>15) Cloud Computing: Definition, Pros and Cons, Application, Examples and factors to consider when choosing cloud computing.</p> <p>Ayo, C. K. (1998). <i>Computer Literacy Operations and Appreciation</i>. (2nd ed.). Mckay Consult.</p>	
<p>4 & 5 (10 HRS)</p>	<p>3. ICT Hardware Components</p> <ol style="list-style-type: none"> 1) Understand the business benefits of computer hardware. 2) Classifications, types and the evolving role played by different types of computers. 3) ICT Hardware Specification. 4) Understand the term computer acquisition and its methods. 5) Enumerate the hardware and software evaluation factors with respect to computer acquisition. <p>1. Nyeko and Moya, <i>ICT in Business Second Edition 2013</i></p> <p>2. Englander (2009), <i>The Architecture Of Computer Hardware, Systems Software, & Networking An Information Technology Approach 4Th Ed.</i></p> <p>3. Ayeni, Ogunrinde, Balogun, & Okonkwo (2010) <i>Computers in Society</i></p> <p>4. Ayo, C. K. (1998). <i>Computer Literacy Operations and Appreciation</i>. (2nd ed.). Mckay Consult.</p>	<p>Professional Document Production using Microsoft Word</p> <ul style="list-style-type: none"> • An Overview of Word Environment • Document Formatting • Find and Replace • Changing measurements • Word computations (formulas) • Sorting, spelling and grammar • Mail Merge • Create a bibliography, citations, and references • Table of Contents, • List of Figures • List of Tables • Inserting Endnote and Footnote • Tracking Changes • Inserting Comments • Printing Documents
<p>6 (5 HRS)</p>	<p>4. ICT Software Components</p> <ol style="list-style-type: none"> 1) Understand the reasons managers need to understand computer software including its business benefits. 2) Software categories and functions 3) Factors to consider when choosing a software implementation. 4) Commercial verses open source software. 5) Qualities of software products. 6) System software – operating systems like windows family, 	<p>Practical Class Assignments</p> <ul style="list-style-type: none"> • Application letters • CVs • Invitations letters/Mail Merge • Memos/Mail Merge • Quotations • Certificates, Posters, invitation cards • Report formatting complete with; <ul style="list-style-type: none"> ○ Create a bibliography, citations, and references ○ Table of Contents, ○ List of Figures ○ List of Tables

	<p>Linux etc</p> <p>7) Application software (off shelf and customised)</p> <p>1. Milan, Milenkovic <i>Operating Systems, Concepts and Design. (2nd ed.). Tata McGraw Hill.</i></p> <p>2. Buenaflor, <i>ISO 9126 Software Quality Characteristics 2017.</i></p>	
7 & 8 (10 HRS)	<p>5. Systems theory</p> <p>1) Importance of system theory</p> <p>2) Types of Systems.</p> <p>3) Information systems and its components</p> <p>1. Gleeson & Seidel (2019), <i>Importance of the System Approach Principle</i></p> <p>2. Parsons & Luhmann (2017), <i>What is Systems Theory</i></p> <p>3. Nyeko and Moya, <i>ICT in Business Second Edition 2013</i></p>	<p>Presentations using Microsoft power point 2013.</p> <ul style="list-style-type: none"> • Create a presentation • Save a presentation • Open a presentation • Add, copy, rearrange, and delete slides • Hide or show a slide • Page Setup • View a slide show • Print a presentation • Themes • Spell Check • Inserting tables, images, charts etc • Slide Animation • Animation Preview • Editing Presentation Masters • Creating Multimedia Enriched Presentations • Review of other presentation applications i.e. Prezi, Powtoons, Google Slides, Camtasia, Slide Bean etc..
9 & 10 (10 HRS)	<p>6. The Internet</p> <p>1) Origin</p> <p>2) Internet technologies and applications.</p> <p>3) Social Media: Define Social Media, top social media applications, Social Media Types.</p> <p>4) Opportunities internet offers businesses</p> <p>5) Digital Opportunities in the digital World: New professions in the digital World.</p> <p>1. Craig (2009), <i>The History of the Internet in a Nutshell</i></p> <p>2. ProfitableVenture.com (2019), <i>Top 40 Internet Business ideas & Opportunities in 2019.</i></p> <p>3. Nyeko and Moya, <i>ICT in Business Second Edition 2013</i></p>	<ul style="list-style-type: none"> • Using mubsep.mubs.ac.ug e-learning platform to chat and discussion forum. • creating email, Blogs, Social Media sites • Using collaborative tools on e-mail and Social media applications.
Test I (Theory)	Coursework 1 will include topics 1, 2,3	

	3, 4, 5 & 6	
Test Two	Practical covering Text editing, presentations and Internet.	
11 & 12 (10 HRS)	Practical assignments	Practical assignments 1) Application letters 2) CVs 3) Mail Merge 4) Invitations 5) Memos 6) Quotations, etc.
13 (5 HRS)	Practical assignments	Group Assignment to be submitted through eLearning platform (mubsep.mubs.ac.ug)
14 & 15	Revision	
16 & 17	Exams Period	

TEACHING METHODS

Straight lecture, class presentations, discussion and practical demonstration

ASSESSMENT:	Coursework(s)	30%
	End of year examination	70%
		100%

REFERENCE BOOKS/MATERIALS

- Ayeni, R., Ogunrinde, S., Balogun, A., & Okonkwo, C. (2010). *Computers in Society*. National Open University of Nigeria. Lagos: National Open University of Nigeria. Retrieved August 15, 2019, from www.coursehero.com: <https://www.coursehero.com/file/15656483/CIT-101/>
- Ayo, C. K. (1998). *Computer Literacy Operations and Appreciation*. (2nd ed.). Mckay
- Bazibu, M., Baguma, I., Anjoga, H. (2008), *Unmasking ICT*, 1st Edition
- Buenafior, L. (2017). *ISO 9126 Software Quality Characteristics*. Retrieved August 15, 2019, from <https://medium.com/@leanardbuenafior/iso-9126-software-quality-characteristics-a25a26e7d046> Consult.content/themes/npatheme/documents/vision2040.pdf, accessed 28 Jan 2019
- Craig, W. (2009). *The History of the Internet in a Nutshell*. Retrieved from www.webfx.com: <https://www.webfx.com/blog/web-design/the-history-of-the-internet-in-a-nutshell/>
- Englander, I. (2009). *The Architecture Of Computer Hardware, System Software, And Networking*. Ohio: John Wiley & Sons, Inc.
- Gleeson, P., & Seidel, M. (2019, January 25). *Importance of the System Approach Principle*. Retrieved from smallbusiness.chron.com: <https://smallbusiness.chron.com/importance-system-approach-principle-81413.html>

- Groenewald, R. (2018, August 21). *Why Teach Digital Citizenship in 2018*. Retrieved from www.fractuslearning.com: <https://www.fractuslearning.com/why-teach-digital-citizenship-in-2018/>
- ITU. (2017). *Fast-Forward Progress: Leveraging Tech to Achieve the Global Goals*. International Telecommunications Union. Geneva: ITU. Retrieved August 15, 2019, from https://www.itu.int/en/sustainable-world/Documents/Fast-forward_progress_report_414709%20FINAL.pdf
- Milan, Milenkovic *Operating Systems, Concepts and Design*. (2nd ed.). Tata McGraw Hill.
- Nyeko and Moya, ICT in Business Second Edition 2013
- Parsons, T., & Luhmann, N. (2017, 7 3). *What is Systems Theory?* Retrieved from environment-ecology.com: <http://environment-ecology.com/general-systems-theory/137-what-is-systems-theory.pdf>
- Paul, C. M. (2016). Digital Literacy for the 21st Century. In M. Ribble, M. Ribble, A. Smith, C. Reneau, K. Farrell, N. Krueger, N. mcmurtry, *Digital Citizenship Defined: Teach the 9 elements to enhance students' safety, creativity and empathy* (pp. 1-43).
- Paul, C. M., Spires, H., & Kerkhoff, S. (2017). Digital Literacy for the 21st Century. *Encyclopedia of Information Science and Technology, Fourth*, 2235-2242. Retrieved February 25, 2019, from https://www.researchgate.net/publication/318508429_Digital_Literacy_for_the_21st_Century
- ProfitableVenture.com. (2019). *Top 40 Internet Business ideas & Opportunities in 2019*. Retrieved from www.profitableventure.com: <https://www.profitableventure.com/online/>
- Republic of Uganda., n.d., 'Uganda Vision 2040'. Available at: <http://npa.ug/wp->
- Ribble, M. (2017, August 15). *Nine Elements: Nine Themes of Digital Citizenship*. Retrieved from Digital Citizenship: <http://www.digitalcitizenship.net/nine-elements.html>
- TRUEX, L. (2016, November 22). *How Cloud Computing Can Help Your Home Business*. Retrieved August 15, 2019, from thebalancesmb.com: <https://www.thebalancesmb.com/how-cloud-computing-can-help-your-home-business-1794162>