**Syllabus for Master of Business Administration, 1st Semester**

**Subject Name: Management Information System (MIS)**

**Subject Code: 4519206**

**With effective from academic year 2018-19**

# Learning Outcomes:

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| --- | --- |
| **Learning Outcome Component** | **Learning Outcome** |
| Business Environment and Domain Knowledge (BEDK) | * Understand the role of Management Information Systems in achieving competitive business advantage   through informed decision-making. |
| Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI) | * Analyse how information technology impacts a firm in terms of value creation and bring about strategic   advantage for a firm. |
| Social Responsiveness and Ethics (SRE) | * Gain consciousness about the ethical responsibilities while dealing with information. |
| Leadership and Teamwork (LT) | * Develop the ability to make meaningful decisions aimed at acquisition, development, deployment and   management of information systems. |

1. **Course Duration:** The course duration is of **40 sessions of 60 minutes each.**

# Course Contents:

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| --- | --- | --- | --- |
| **Module No:** | **Module Content** | **No. of Sessions** | **70 Marks (External Evaluation)** |
| **I** | **Organization and Information Systems:**  *The Organization:*   * Structure, Managers and activities. * The level of people and types of decisions and their information needs. * Changing Environment and its impact on Business - The IT/IS and its influence.   *Information Systems:*   * Data, information and its attributes. * Information Systems – meaning, functions and dimensions and need. * Categorization of Organizational Information Systems – hierarchical and functional perspective.   *Strategic business use of IS:*   * Interdependence between organization and IS * IS strategies for competitive advantage using Porter’s Five Forces Model and Value Chain Model | 10 | 17 |
| **II** | **Types of Information systems - I:**  Meaning, functions and applications of:   * Transaction Processing Systems * Management Information Systems * Decision Support Systems * Executive Support / Information Systems   o Digital Dashboards | 10 | 18 |
|  | o Artificial Intelligence and Machine Learning  - Expert Systems |  |  |
| **III** | **Types of Information systems - II:**  Meaning, functions and applications of:   * Functional system:   + Financial   + Human Resource   + Marketing   + Production and Operations * Enterprise Systems: Business Process integration   + ERP   + Supply chain management systems   + CRM   + Business Intelligence | 10 | 18 |
| **IV** | **Ethical Issues pertaining to IS:**   * Ethical responsibilities of business professionals * Computer crime – hacking & cracking, cyber theft, unauthorized use at work, software piracy, theft of intellectual property, viruses & worms, adware and spyware   **Information Security:**   * First line of defense – People / employees * Second line of defense – Technology for authorization, prevention, detection and response   **Contemporary/ emerging technologies:**   * Cloud and mobile computing * E-commerce, m-commerce * Internet of Things | 10 | 17 |
| **V** | **Practical:**  Students should simulate an organization and its processes and create a hypothetical information system. Students should study the information systems adapted by various business entities. | --- | (30 marks CEC) |

1. **Pedagogy:**
   * ICT enabled Classroom teaching
   * Case study
   * Practical / live assignment
   * Interactive class room discussions

# Evaluation:

Students shall be evaluated on the following components:

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| **A** | **Internal Evaluation** | **(Internal Assessment- 50 Marks)** |
| * Continuous Evaluation Component | 30 marks |
| * Class Presence & Participation | 10 marks |
| * Quiz | 10 marks |

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| **B** | **Mid-Semester examination** | **(Internal Assessment-30 Marks)** |
| **C** | **End –Semester Examination** | **(External Assessment-70 Marks)** |

# Reference Books

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| --- | --- | --- | --- | --- |
| **No.** | **Author** | **Name of the Book** | **Publisher** | **Year of Publication / Edition** |
| 1 | Kenneth Laudon, Jane  Laudon | Essentials of Management  Information Systems | PHI | 10th |
| 2 | Kenneth Laudon, Jane Laudon | Information Systems:  Managing the Digital Firm Management | Pearson | Latest |
| 3 | Stephen Haag, Amy  Philips | Business Driven  Technology | McGraw Hill | Latest |
| 4 | James A O’Brien, George  M Marakas, Ramesh Behl | Management Information  Systems | TMH | Latest |
| 5 | Stephen Haag, Maeve Cummings, Amy Philips | Management Information  Systems for the Information Age | McGraw Hill | Latest |
| 6 | W.S. Jawadekar | Management Information  systems | TMH | Latest |
| 7 | Raymond McLeod and  George P. Schell | Management Information  systems | Pearson | 10th |
| 8 | Efraim Turban, Jay E. Aronson and Ting-Peng  Liang | Decision Support Systems and Intelligent Systems  Management | Pearson | Latest |
| 9 | EfraimTurban, Dorothy Leidner, Ephraim McLean and James Wetherbe | Information Technology for Management: Transforming Organizations in Digital  Economy | Wiley | Latest |

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

# List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.

1. MIS Quarterly, University of Minnesota
2. CIO
3. Computer Express
4. Digichip
5. PC World
6. Computer Shopper
7. Dataquest