**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:

|  |  |  |
| --- | --- | --- |
| **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, JaneLaudon | Essentials of ManagementInformation Systems | PHI | 10th |
| 2 | Kenneth Laudon, Jane Laudon | Information Systems:Managing the Digital Firm Management | Pearson | Latest |
| 3 | Stephen Haag, AmyPhilips | Business DrivenTechnology | McGraw Hill | Latest |
| 4 | James A O’Brien, GeorgeM Marakas, Ramesh Behl | Management InformationSystems | TMH | Latest |
| 5 | Stephen Haag, Maeve Cummings, Amy Philips | Management InformationSystems for the Information Age | McGraw Hill | Latest |
| 6 | W.S. Jawadekar | Management Informationsystems | TMH | Latest |
| 7 | Raymond McLeod andGeorge P. Schell | Management Informationsystems | Pearson | 10th |
| 8 | Efraim Turban, Jay E. Aronson and Ting-PengLiang | Decision Support Systems and Intelligent SystemsManagement | Pearson | Latest |
| 9 | EfraimTurban, Dorothy Leidner, Ephraim McLean and James Wetherbe | Information Technology for Management: Transforming Organizations in DigitalEconomy | 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