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| **PROGRAM** | **Master of Business Administration** |
| **SEMESTER** | **4** |
| **COURSE TITLE** | **Management Information System** |
| **COURSE CODE** | **04MB0402** |
| **COURSE CREDITS** | **03** |
| **COURSE DURATION** | **42 Hrs (42 sessions of 60 minutes each)** |

**COURSE OUTCOMES:**

* Understand the role of Management Information Systems in achieving competitive business advantage through informed decision-making.
* Analyse how information technology impacts a firm in terms of value creation and bring about strategic advantage for a firm.
* Gain consciousness about the ethical responsibilities while dealing with information.
* Develop the ability to make meaningful decisions aimed at acquisition, development, deployment and management of information systems.
* To explain the contemporary issues related to emerging technologies and

**COURSE CONTENTS:**

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| **Unit No** | **Unit / Sub Unit** | **Sessions** |
| **I** | **Organization and Information Systems:** **The Organization:** ∙ Structure, Managers and activities. ∙ The level of people and types of decisions and their information needs. ∙ Changing the Environment and its impact on Business - IT/IS and its influence.  **Information Systems:** ∙ Data, information and its attributes. ∙ Information Systems – meaning, functions and dimensions and needs. ∙ 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 Mode | 10 |
| **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  o **Artificial Intelligence and Machine Learning** - Expert Systems | 10 |
| **III** | **Types of Information systems - II**: Meaning, functions and applications: - **Functional system**: o Financial o Human Resource o Marketing o Production and Operations. | 10 |
| **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. | 12 |
| **V** | **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  **Enterprise Systems: Business Process integration**: ERP o Supply chain management systems o CRM o Business Intelligence |  |

**EVALUATION:**

**The students will be evaluated on a continuous basis and broadly follow the scheme given below:**

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|  | **Component** | **Weightage** |
| A | Continuous Evaluation Component (Assignments / Presentations/ Quizzes / Class Participation/ etc.) | 20% (C.E.C.) |
| B | Internal Assessment | 30% (I.A.) |
| C | End-Semester Examination | 50% (External Assessment) |

**SUGGESTED READINGS:**

**Text Books:**

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| **Sr. No** | **Author/s** | **Name of the Book** | **Publisher** | **Edition & Year** |
| T1 | Kenneth Laudon, Jane Laudo | Essentials of Management Information Systems | PHI | 10th |
| T2 | EfraimTurban, Dorothy Leidner, Ephraim McLean and James Wetherbe | Information Technology for Management: Transforming Organizations in Digital Economy | Wiley | 2010 |

**Reference Books:**

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| **Sr. No** | **Author/s** | **Name of the Book** | **Publisher** | **Edition and Year** |
| R-01 | W.S. Jawadekar | Management Information systems | Tata McGraw Hill | 2012 |
| R-02 | James A O’Brien, George M Marakas, Ramesh Behl | Management Information Systems | TMH | 2016 |
| R-03 | Raymond McLeod and George P. Schel | Management Information systems | Pearson | 10th |