

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:

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:

	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:**

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:

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