GUJARAT TECHNOLOGICAL UNIVERSITY

INTEGRATED MASTER OF BUSINESS ADMINISTRATION

Year – 2 (Semester – 3) (W.E.F. Academic Year 2018-19)

Subject Name: Management Information Systems (MIS)
Subject Code: 2537103

1. **Learning Outcome:**
   - Understand the the role of Management Information Systems in achieving business competitive advantage through informed decision-making.
   - Analyze how information technology impacts a firm in terms of value creation and bring about strategic advantage for a firm.
   - Develop the ability to contribute meaningfully towards acquisition, development, deployment, and management of information systems.

2. **Course Duration:** The course duration is of **40 sessions of 60 minutes each.**
3. **Course Contents:**

Module No.	Modules with its Contents/Chapters	No. of Sessions	Marks (out of 70)
I	Information Systems – meaning; components and dimensions of IS; Categorization of Organizational Information Systems; Robert Anthony's Management Hierarchy, Simon's Categorization of Decisions and phases of decision making , Information Systems in Organizational Context; Transaction Processing (TPS); Management Information System (MIS); Goals of MIS, Inputs and Outputs of MIS, functional and technical perspectives. MIS Approach - Design, Implementation; MIS Development lifecycle; MIS Development Models and Monitoring aspects of MIS Systems	16	21
II	Management Information Value Chain; Executive Decision Support Systems; Decision Making System;Executive Information Systems;role of MIS in network economy; IS lifecycle	06	14

III	Introduction to ERP – Features; Selection criteria; Various Functional Modules; Issues and Challenges in Implementation; Application of ERP with respect to Supply Chain Management, Customer Relationship Management, Financial Management, Human Resource Management, Business Intelligence	12	21
IV	Enterprise Application Integration and Flexibility with Service Oriented Architecture; Disruptive Technology; Opportunities, Trends and Best Practices of MIS; IS & Ethics: Cyber Crime; Ethical and Unethical Hacking	06	14
V	**Practical** Obtain a bird's eye view of contemporary technologies and infrastructure required to implement an IS. IT infrastructure and platforms, managing data, networks and the internet, wireless networks. Understanding Information systems for Accounting, Finance, Production and manufacturing, Marketing and HRM functions in any organization.		(30 marks CEC)

4. Teaching Methods:

The following pedagogical tools will be used to teach this course:
- Lectures
- Case Discussions and Role Playing
- Audio-visual Material (Using CDs/Clippings/ online videos)
- Assignments and Presentations

5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following
Elements:

A	Continuous Evaluation Component comprising of Projects/Assignments/Quiz/Class Participation/Class test/Presentation on specific topic etc	(Internal Assessment-50 Marks)
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Kenneth Laudon, Jane Laudon	Essentials of Management Information Systems	Prentice Hall	10th Edition
2	Turban and Aronson	Decision Support Systems and Intelligent Systems	Pearson Education Asia	Latest
3	Laudon, Kenneth C. and Laudon, Jane P	Management Information Systems: Managing the Digital Firm	Pearson Education	Latest Edition
4	Stephen Haag, Maeve Cummings, Amy Philips	Management Information Systems: For the information age	Tata McGraw Hill	Latest Edition
5	Jawadekar, W. S	Management Information Systems	Tata McGraw Hill	Latest Edition
6	McLeod, Raymond and Schell, George P	Management Information Systems	Pearson Education	10th edition
7	O'Brien J.	ManagementInformation Systems – Managing Information Technology in the Business	Tata McGraw Hill	Latest Edition
8	Kenneth Laudon, Jane Laudon	Essentials of Management Information Systems	Prentice Hall	10th Edition
9	Turban and Aronson	Decision Support Systems and Intelligent Systems	Pearson Education Asia	Latest
10	Laudon, Kenneth C. and Laudon, Jane P	Management Information Systems: Managing the Digital Firm	Pearson Education	Latest Edition

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.

7. Case Studies:

Sr. No.	Title of Case Study
1	Case: Fed Ex – Introduction to Information Systems
2	Case: Dairy Farm Group – Redesign of Business Systems and Processes (Centre of Asian Business Cases – Harvard Business Publishing)
3	Case: Safeway Manufacturing Division – Manufacturing Control System (Harvard Business Publishing)
4	Case: Dubai Ports Authority (Harvard Business Publishing)
5	Case: Partner Health Care Systems (Ivey Business Publishing)
6	Case: General Motors (Stanford Business Publishing)
7	Case: Siemens Share Net (Harvard Business Publishing)
8	Case: IBM Websphere (IBM White Papers)
9	Case: H.E. Butt –Online Grocery Shopping(Harvard Business Publishing)
10	Case: Amazon (Harvard Business Publishing)

8. List of Journals / Periodicals / Magazines / Newspapers, etc.
   1. MIS Quarterly, University of Minnesota
   2. CIO
   3. Computer Express
   4. Digichip
   5. PC World
   6. Computer Shopper
   7. Dataquest