GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION (GTU'S Global Program)

Year – I (Semester – II) (W.E.F. January 2014)

Subject Name: Management Information System (MIS)

Subject Code: 2820002

1. Course Objective: The objective of the course is to

- Understand the role of the information systems (IS) function in an organization,
- Develop an insight as to how information systems influence business strategy and
- Develop the ability to contribute meaningfully towards information system selection.

2. Course Duration: The course duration is of 36 sessions of 75 minutes each, i.e. 45 hours.

3. Course Contents:

Module No:	Module Content	No. of Sessions	Marks (70 External exam)
I	Organization and Information Systems, Changing Environment and its impact on Business - The IT/IS and its influence - The Organization: Structure, Managers and activities - Data, information and its attributes - The level of people and their information needs - Types of Decisions and information - Information System, categorization of information on the basis of nature and characteristics.	7	17
II	Kinds of Information Systems: Transaction Processing System (TPS) – Office Automation System (OAS) – Management Information System (MIS) – Decision Support System (DSS) and Group Decision Support System (GDSS) – Expert System (ES) – Executive Support System (ESS)	7	17
III	Telecommunication and Networks: Communication, Media, Modems & Channels - LAN, MAN & WAN - Network Topologies, Internet, Intranet and Extranet. Wireless technologies like Wi-Fi, Bluetooth.	7	18

IV	Enterprise System: Enterprise Resources Planning (ERP)-Features, selection criteria, merits, issues and challenges in Implementation. Security and Ethical Challenges: Ethical responsibilities of Business Professionals – Business, technology. Computer crime – Hacking, cyber theft, unauthorized use at work. Piracy – software and intellectual property. Privacy – Issues and the Internet Privacy. Challenges – working condition, individuals. Health and Social Issues, Ergonomics and cyber terrorism	7	18
V	**Practical Module**: 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.	8	(20 Marks of CEC Internal Evaluation)

4. Teaching Methods:

The course will use the following pedagogical tools:
  (a) Discussion on concepts and issues on Management Information Systems.
  (b) Case discussion covering a cross section of Information systems.
  (c) Projects/ Assignments/ Quizzes/ Class participation etc

5. Evaluation:

A	Projects/ Assignments/ Quizzes/ Individual or group Presentation/ Class participation/ Case studies etc	Weightage 50 marks (Internal Assessment)
B	Mid-Semester Examination	Weightage 30 marks (Internal Assessment)
C	End –Semester Examination	Weightage 70 marks (External Assessment)

6. Basic Text Books:

Sr. No.	Author	Name of the Book	Publisher	Edition
T1	O'Brien J.	Management Information Systems – Managing Information Technology in the Business	Tata McGraw Hill	Latest Edition
T2	Laudon, Kenneth C. and Laudon, Jane P	Management Information Systems: Managing the Digital Firm	Pearson Education	Latest Edition
T3	Stephen Haag, Maeve Cummings, Amy Philips	Management Information Systems: For the information age	Tata McGraw Hill	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. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Edition
R1	Jawadekar, W. S	Management Information Systems	Tata McGraw Hill	Latest Edition
R2	McLeod, Raymond and Schell, George P	Management Information Systems	Pearson Education	10th edition

8. List of Journals/Periodicals/Magazines/Newspapers, etc.

CIO, Computer Express, Digichip, PC World, Computer Shopper, Dataquest etc.

9. Session Plan:

Session Nos.	Topic
1-3	Organization and Information Systems, Changing Environment and its impact on Business - The IT/IS and its influence - The Organization: Structure, Managers and activities - Data, information and its attributes
4-6	The level of people and their information needs. Types of Decisions and information - Information System, categorization of information on the basis of nature and characteristics

7-8	Transaction Processing System (TPS) - Office Automation System (OAS) - Management Information System (MIS) -
9-11	Decision Support System (DSS) and Group Decision Support System (GDSS) - Expert
11-12	Communication, Media, Modems & Channels - LAN, MAN & WAN
13-15	Network Topologies, Internet, Intranet and Extranet. Wireless technologies like Wi-Fi, Bluetooth
16-18	Enterprise Resources Planning (ERP)-Features, selection criteria, merits, issues and challenges in Implementation
19-20	Ethical responsibilities of Business Professionals – Business, technology.
21	Computer crime – Hacking, cyber theft, unauthorized use at work.
22-24	Piracy – software and intellectual property.
25	Privacy – Issues and the Internet Privacy.
26-28	Challenges – working condition, individuals. Health and Social Issues, Ergonomics and cyber terrorism
28-36	**Practical Module :** Telecommunications and Networks, Internet and New IT Infrastructure, Managing Hardware and Software Assets