

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

Year – I (Semester – I) (W.E.F. Academic Year 2017-18)

Subject Name: MANAGEMENT INFORMATION SYSTEM (MIS)

Subject Code: 3519208

Subject Credits: 3

Total Marks: 150

1. Course Objective:

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

2. **Course Duration:** The course duration is of **36 sessions of 75 minutes** each.

3. Course Contents:

| Module No. | Modules with its Contents/Chapters | No. of Sessions | Marks (out of 70) |
|------------|--|-----------------|-------------------|
| I | <p>Introduction to MIS Information Systems – meaning and four components; Categorization of Organizational Information Systems – hierarchical, process and functional perspective. Robert Anthony’s Management Hierarchy, Simon’s Categorization of Decisions and phases of decision making, Gorry and Scott-Morton Framework of MIS, Information Systems in Organizational Context, Organizational change using IS, IS and Culture</p> <p>Transaction Processing (TPS) versus Management Information System (MIS), Goals of MIS, Inputs and Outputs of MIS, functional and technical perspectives. MIS Approach - Design, Implementation and Monitoring aspects of MIS Systems</p> | 10 | 21 |

| | | | |
|------------|---|-----|---------------------------------------|
| II | Management Information Value Chain - Decision Support Systems, Decision Making System, Expert System, Executive Information Systems, Relationship and role of MIS in network economy, IS Cycle, Dimensions of IS Integration, Enterprise Systems | 08 | 14 |
| III | Introduction to ERP – Various Functional Modules Application of ERP with respect to Supply Chain Management, Customer Relationship Management, Financial Management, Human Resource Management, Business Intelligence | 10 | 21 |
| IV | Enterprise Application Integration and Flexibility with Service Oriented Architecture, the Economics of Information, Disruptive Technology Challenges, Opportunities, Trends and Best Practices of MIS | 08 | 14 |
| | 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. | --- | Internal Evaluation (30 Marks of CEC) |

4. 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) |

5. Teaching Methods:

The course will use the following pedagogical tools:

- (a) Lectures and Discussions.
- (b) Assignments and PPT Presentations.
- (c) Case Studies.

6. Evaluation:

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

| | | |
|----------|---|---------------------------------|
| A | Continuous Evaluation Component comprising of Projects/Quiz/Test/Class Attendance/ Participation (List of activities) | (Internal Assessment- 50 Marks) |
| B | Mid-Semester examination | (Internal Assessment-30 Marks) |
| C | End –Semester Examination | (External Assessment-70 Marks) |

7. Text 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 |

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. Other Readings

| Sr. No. | Author | Name of the Book | Publisher | Year of Publication |
|---------|--------------------------------------|--------------------------------|-------------------|---------------------|
| 1 | Jawadekar, W. S | Management Information Systems | Tata McGraw Hill | Latest Edition |
| 2 | McLeod, Raymond and Schell, George P | Management Information Systems | Pearson Education | 10th edition |

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|---|------------|--|------------------|----------------|
| 3 | O'Brien J. | Management Information Systems – Managing Information Technology in the Business | Tata McGraw Hill | Latest Edition |
|---|------------|--|------------------|----------------|

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

1. MIS Quarterly, University of Minnesota
2. CIO, Computer Express, Digichip, PC World, Computer Shopper, Dataquest etc.

8. Session Plan:

| Session No. | Topics to be covered |
|-------------|--|
| 1-2 | Information Systems – meaning and four components; Categorization of Organizational Information Systems – hierarchical, process and functional perspective. |
| 2-5 | Robert Anthony’s Management Hierarchy, Simon’s Categorization of Decisions and phases of decision making, Gorry and Scott-Morton Framework of MIS, Information Systems in Organizational Context, Organizational change using IS, IS and Culture |
| 6-10 | Transaction Processing (TPS) versus Management Information System (MIS), Goals of MIS, Inputs and Outputs of MIS, functional and technical perspectives. MIS Approach - Design, Implementation and Monitoring aspects of MIS Systems |
| 11-14 | Management Information Value Chain - Decision Support Systems, Decision Making System, Expert System, Executive Information Systems |
| 15-18 | Relationship and role of MIS in network economy, IS Cycle, Dimensions of IS Integration, Enterprise Systems |
| 19-22 | Application of ERP with respect to Supply Chain Management, Customer Relationship Management |
| 23-28 | Financial Management, Human Resource Management, Business Intelligence |
| 29-32 | Enterprise Application Integration and Flexibility with Service Oriented Architecture, the Economics of Information, Disruptive Technology |
| 33-36 | Challenges, Opportunities, Trends and Best Practices of MIS |
