



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration, 1st Semester

Subject Name: Management Information Systems

Subject Code: 1519503

With effective
from academic
year 2020-21

1. Learning Outcomes:

Learning Outcome Component	Learning Outcome (Learner will be able to)
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> • <i>Determine</i> the appropriateness of information systems and technologies for enhancing the organization's efficiency and effectiveness. • <i>Assess</i> the relationship between organizations, information systems and business processes.
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> • <i>Analyse</i> how information systems and technologies impact a firm in terms of value creation and providing strategic advantage for a firm.
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> • Critically <i>evaluate</i> the impact of information systems in the global context.
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> • <i>Prioritize</i> ethical concerns while developing and managing information systems and technologies.
Effective Communication (EC)	<ul style="list-style-type: none"> • <i>Assess</i> the information needs of an organization. • <i>Develop</i> effective presentation skills to communicate strategic IS alternatives.
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> • <i>Function</i> effectively as a member or leader of a team for designing, implementing and evaluating an information system based solution.

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

3. Course Contents:

Module No:	Module Content	No. of Sessions	70 Marks (External Evaluation)
I	<p>Organization and Information Systems:</p> <p><u>The Organization:</u></p> <ul style="list-style-type: none"> • Structure, Managers and activities. • The level of people and types of decisions and their information needs. • Changing Environment and its impact on Business - The IT/IS and its influence. <p><u>Information Systems:</u></p> <ul style="list-style-type: none"> • Data, information and its attributes. • Information Systems – meaning, functions and dimensions and need. • Categorization of Organizational Information Systems – hierarchical and functional perspective. <p><u>Strategic business use of IS:</u></p> <ul style="list-style-type: none"> • Interdependence between organization and IS • IS strategies for competitive advantage using Porter's Five Forces Model and Value Chain Model 	10	17
II	<p>Types of Information systems - I:</p> <p>Meaning, functions and applications of:</p>	10	18



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	<ul style="list-style-type: none"> - Transaction Processing Systems - Management Information Systems - Decision Support Systems - Executive Support / Information Systems <ul style="list-style-type: none"> o Digital Dashboards o Artificial Intelligence and Machine Learning - Expert Systems 		
III	<p>Types of Information systems - II: Meaning, functions and applications of:</p> <ul style="list-style-type: none"> - Functional system: <ul style="list-style-type: none"> o Financial o Human Resource o Marketing o Production and Operations - Enterprise Systems: Business Process integration <ul style="list-style-type: none"> o ERP o Supply chain management systems o CRM o Business Intelligence 	10	18
IV	<p>Ethical Issues pertaining to IS:</p> <ul style="list-style-type: none"> • 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 <p>Information Security:</p> <ul style="list-style-type: none"> • First line of defence – People / employees • Second line of defence – Technology for authorization, prevention, detection and response <p>Contemporary/ emerging technologies:</p> <ul style="list-style-type: none"> • Cloud and mobile computing • E-commerce, m-commerce • Internet of Things 	10	17
V	<p>Practical: Students should simulate an organization and its processes and create a hypothetical information system. Students should study the information systems adapted by various business entities.</p>	---	(30 marks CEC)

4. Pedagogy:

- ICT enabled Classroom teaching
- Case study
- Practical / live assignment
- Interactive class room discussions

5. Evaluation:

Students shall be evaluated on the following components:



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A	Internal Evaluation	(Internal Assessment- 50 Marks)
	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	10 marks
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Reference Books

No.	Author	Name of the Book	Publisher	Year of Publication / Edition
1	Kenneth Laudon, Jane Laudon	Essentials of Management Information Systems	PHI	10 th
2	Kenneth Laudon, Jane Laudon	Information Systems: Managing the Digital Firm Management	Pearson	Latest
3	Stephen Haag, Amy Philips	Business Driven Technology	McGraw Hill	Latest
4	James A O'Brien, George M Marakas, Ramesh Behl	Management Information Systems	TMH	Latest
5	Stephen Haag, Maeve Cummings, Amy Philips	Management Information Systems for the Information Age	McGraw Hill	Latest
6	W.S. Jawadekar	Management Information systems	TMH	Latest
7	Raymond McLeod and George P. Schell	Management Information systems	Pearson	10 th
8	Efraim Turban, Jay E. Aronson and Ting-Peng Liang	Decision Support Systems and Intelligent Systems Management	Pearson	Latest
9	EfraimTurban, Dorothy Leidner, Ephraim McLean and James Wetherbe	Information Technology for Management: Transforming Organizations in Digital Economy	Wiley	Latest

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. List of Journals / Periodicals / Magazines / Newspapers / Web resources, etc.

1. MIS Quarterly, University of Minnesota
2. CIO
3. Computer Express
4. Digichip
5. PC World
6. Computer Shopper
7. Dataquest