



# GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration, 1<sup>st</sup> Semester  
**Subject Name: Management Information Systems (MIS)**  
**Subject Code: 4519206**

With effective  
 from academic  
 year 2018-19

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

**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><b>Organization and Information Systems:</b>  <u>The Organization:</u></p> <ul style="list-style-type: none"> <li>• Structure, Managers and activities.</li> <li>• The level of people and types of decisions and their information needs.</li> <li>• Changing Environment and its impact on Business - The IT/IS and its influence.</li> </ul> <p><u>Information Systems:</u></p> <ul style="list-style-type: none"> <li>• Data, information and its attributes.</li> <li>• Information Systems – meaning, functions and dimensions and need.</li> <li>• Categorization of Organizational Information Systems – hierarchical and functional perspective.</li> </ul> <p><u>Strategic business use of IS:</u></p> <ul style="list-style-type: none"> <li>• Interdependence between organization and IS</li> <li>• IS strategies for competitive advantage using Porter's Five Forces Model and Value Chain Model</li> </ul>	10	17
II	<p><b>Types of Information systems - I:</b>            Meaning, functions and applications of:</p>	10	18



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	<ul style="list-style-type: none"><li>- Transaction Processing Systems</li><li>- Management Information Systems</li><li>- Decision Support Systems</li><li>- Executive Support / Information Systems<ul style="list-style-type: none"><li>o Digital Dashboards</li><li>o Artificial Intelligence and Machine Learning</li></ul></li><li>- Expert Systems</li></ul>		
III	<b>Types of Information systems - II:</b> Meaning, functions and applications of: <ul style="list-style-type: none"><li>- Functional system:<ul style="list-style-type: none"><li>o Financial</li><li>o Human Resource</li><li>o Marketing</li><li>o Production and Operations</li></ul></li><li>- Enterprise Systems: Business Process integration<ul style="list-style-type: none"><li>o ERP</li><li>o Supply chain management systems</li><li>o CRM</li><li>o Business Intelligence</li></ul></li></ul>	10	18
IV	<b>Ethical Issues pertaining to IS:</b> <ul style="list-style-type: none"><li>• Ethical responsibilities of business professionals</li><li>• Computer crime – hacking &amp; cracking, cyber theft, unauthorized use at work, software piracy, theft of intellectual property, viruses &amp; worms, adware and spyware</li></ul> <b>Information Security:</b> <ul style="list-style-type: none"><li>• First line of defence – People / employees</li><li>• Second line of defence – Technology for authorization, prevention, detection and response</li></ul> <b>Contemporary/ emerging technologies:</b> <ul style="list-style-type: none"><li>• Cloud and mobile computing</li><li>• E-commerce, m-commerce</li><li>• Internet of Things</li></ul>	10	17
V	<b>Practical:</b> 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.	---	(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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<b>A</b>	<b>Internal Evaluation</b>	<b>(Internal Assessment- 50 Marks)</b>
	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	10 marks
<b>B</b>	<b>Mid-Semester examination</b>	<b>(Internal Assessment-30 Marks)</b>
<b>C</b>	<b>End –Semester Examination</b>	<b>(External Assessment-70 Marks)</b>

## 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 <sup>th</sup>
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 <sup>th</sup>
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