



GUJARAT TECHNOLOGICAL UNIVERSITY
Syllabus for Master of Business Administration (PT), 2nd Semester
Subject Name: Management Information Systems
Subject Code: 5529901

With effect
from academic
year 2022-23

1. Learning Outcomes:

Learning Outcome Component Learning	Learning Outcomes – Learners will be able to
Business Environment and Domain Knowledge (BEDK)	Analyze how various information systems work together to accomplish the information needs and objectives of an organization.
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	Analyze the role played by types of information systems at various levels and functional areas of the organization.
Global Exposure and Cross Cultural Understanding (GECCU)	Analyze how information systems are used by various organizations across the world.
Social Responsiveness and Ethics (SRE)	Illustrate the impact of information systems in society in context of ethical, social and security concerns.
Effective Communication (EC)	Explain relationships between concepts of information systems organization.
Leadership and Teamwork (LT)	Evaluate the role of information systems in supporting various levels of business strategy.

Correlation Levels:

1 = Slight (Low); 2 = Moderate (Medium); 3 = Substantial (High), “-” = no correlation

Sub. Code:	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
LO1: Analyze how various information systems work together to accomplish the information needs and objectives of an organization	3	3	2	1	1	1	-	1	2
LO2: Analyze the role played by types of information systems at various levels and functional areas of the organization.	2	2	1	1	-	-	-	2	2
LO3: Analyze how information systems are used by various organizations across the world.	2	2	1	1	3	-	-	1	1
LO4: Illustrate the impact of information systems in society in context of ethical, social and security concerns.	1	-	-	2	-	-	3	1	1
LO5: Explain relationships between concepts of information systems, organization, management and strategy.	2	2	2	3	-	-	2	-	1
LO6: Evaluate the role of information systems in supporting various levels of business strategy	2	1	3	3	-	-	3	1	1



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

3. **Course Contents:**

Module No.	Module Content	No. of Sessions	Marks (out of 70)
I	Organization and Information Systems: <ul style="list-style-type: none">• <i>The Organization:</i><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.○ <u>Role of CIO & Reporting system</u>• <i>Information Systems:</i><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.• <i>Building Information Systems:</i><ul style="list-style-type: none">○ <u>How do building new systems produce organizational change?</u>○ <u>What are the core activities in the systems development process?</u>○ <u>What are alternative methods for building information systems?</u>	10	17
II	Types of Information systems - I: <i>Meaning, functions and applications of:</i> <ul style="list-style-type: none">• Transaction Processing Systems• Decision Support Systems• Executive Support / Information Systems<ul style="list-style-type: none">○ Digital Dashboards• Expert Systems Overview of Artificial Intelligence and Machine Learning	10	18
III	Types of Information systems - II: <i>Meaning, functions and applications of:</i> <ul style="list-style-type: none">• Functional system:<ul style="list-style-type: none">○ Financial○ Human Resource○ Marketing○ Production and Operations• Enterprise Systems: Business Process integration<ul style="list-style-type: none">○ ERP○ Supply chain management systems	10	18



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	<ul style="list-style-type: none"> ○ CRM ● Overview of Business Intelligence 		
IV	Ethical Issues pertaining to IS: <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 Information Security: <ul style="list-style-type: none"> ● First line of defense – People / employees ● Second line of defense – Technology for authorization, prevention, detection and response <u>Risk Intelligent CIOs</u> Contemporary/ emerging technologies: <ul style="list-style-type: none"> ● Cloud and mobile computing ● E-commerce, m-commerce ● Internet of Things 	10	17
V	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.	-	(30 marks CEC)

4. Pedagogy:

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

5. Evaluation:

Students shall be evaluated on the following components:

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	10th



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2.	Kenneth Laudon, Jane Laudon	Management Information Systems: Managing the Digital Firm	Pearson Latest	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	10th
8.	Efraim Turban, Jay E. Aronson and Ting-Peng Liang	Decision Support Systems and Intelligent Systems Management	Pearson	Latest
9.	Efraim Turban, 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. <https://www2.deloitte.com/content/dam/Deloitte/co/Documents/risk/InteligenciaFrentealRiesgo/No.6-RiskIntelligenceCIO.pdf>
3. <https://www.mckinsey.com/business-functions/mckinsey-digital/our-insights/the-cio-challenge-modern-business-needs-a-new-kind-of-tech-leader>
4. <https://hbr.org/1976/11/how-effective-managers-use-information-systems>
5. CIO
6. Computer Express
7. Digichip
8. PC World
9. Computer Shopper
10. Dataquest