



# 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>Analyze</i> how various information systems work together to accomplish the information needs and objectives of an organization.</li> </ul>
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> <li>• <i>Analyze</i> the role played by types of information systems at various levels and functional areas of the organization.</li> </ul>
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> <li>• <i>Analyze</i> how information systems are used by various organizations across the world.</li> </ul>
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> <li>• <i>Illustrate</i> the impact of information systems in society in context of ethical, social and security concerns.</li> </ul>
Effective Communication (EC)	<ul style="list-style-type: none"> <li>• <i>Explain</i> relationships between concepts of information systems, organization, management and strategy.</li> </ul>
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> <li>• <i>Evaluate</i> the role of information systems in supporting various levels of business strategy.</li> </ul>

## LO – PO Mapping: Correlation Levels:

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

Sub. Code: 4519206	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
LO1: <i>Analyze</i> 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: <i>Analyze</i> the role played by types of information systems at various levels and functional areas of the organization.	2	2	1	1	-	-	-	2	2
LO3: <i>Analyze</i> how information systems are used by various organizations across the world.	2	2	1	1	3	-	-	1	1
LO4: <i>Illustrate</i> the impact of information systems in society in context of ethical, social and security concerns.	1	-	-	2	-	-	3	1	1
LO5: <i>Explain</i> relationships between concepts of information systems, organization, management and strategy.	2	2	2	3	-	-	2	-	1
LO6: <i>Evaluate</i> 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:	Contents	No. of Sessions	70 Marks (External Evaluation)
I	<b>Organization and Information Systems:</b> <u>The Organization:</u> <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> <u>Information Systems:</u> <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> <u>Strategic business use of IS:</u> <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	<b>Types of Information systems - I:</b> Meaning, functions and applications of: <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>○ Digital Dashboards</li><li>○ Artificial Intelligence and Machine Learning</li></ul></li><li>- Expert Systems</li></ul>	10	18
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>○ Financial</li><li>○ Human Resource</li><li>○ Marketing</li><li>○ Production and Operations</li></ul></li><li>- Enterprise Systems: Business Process integration<ul style="list-style-type: none"><li>○ ERP</li><li>○ Supply chain management systems</li><li>○ CRM</li><li>○ 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></ul>	10	17



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	<ul style="list-style-type: none"> <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> <p><b>Information Security:</b></p> <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> <p><b>Contemporary/ emerging technologies:</b></p> <ul style="list-style-type: none"> <li>Cloud and mobile computing</li> <li>E-commerce, m-commerce</li> <li>Internet of Things</li> </ul>		
V	<p><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.</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:

A	<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>Mid-Semester examination</b>	<b>(Internal Assessment-30 Marks)</b>
C	<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	Management Information	TMH	Latest



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	M Marakas, Ramesh Behl	Systems		
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