Term II (2019-21)

COURSE PLAN

Course : **MANAGEMENT INFORMATION SYSTEMS (SY302C)**
Area : **Information Systems & Analytics**

Introduction

Information Technology (IT) has become all-pervasive in today's life. Whether it be the business and the industrial world, or the private lives of citizens, it is impossible to think of a scenario which does not use IT. Today, a lot of what companies can achieve depends on how their managers utilize the latest trends such mobile devices, wireless networks, social media, logistic systems, interoperability, collaboration, and Internet applications.

The rapid growth of IT and its enabling role in business and industry has made the study of technology an essential component of MBA curricula. Needless to say, a portfolio of IT skills plays a major role in ensuring successful and sustainable management careers in any of the functional areas.

Management Information Systems (MIS) involves the application of people, information technologies (IT), and procedures--collectively: the Information System (IS)--to business problems in organizations. Information Systems are one of the major tools available to business managers for achieving operational excellence, developing new products and services, improving decision making, and achieving competitive advantage.

IT provides new options for the acquisition, management, processing and dissemination of information in an organization and alongside creates requirements for new skills, expertise, and organizational arrangements. However, the pace of technological obsolescence makes it imperative for organizations to continuously adapt and train their employees to survive in a hyper-competitive environment. To facilitate better understanding of the many issues surrounding the use of IT in modern organizations, a manager should be conversant about the critical aspects of technology, its capabilities and limitations as well as methods employed for its effective use and management. Managers must strive to understand both the potential benefits and the drawbacks of innovation as major IS implementations can radically alter organizational culture and impact productivity due to the disruptive nature of change.

Students acquire the basic knowledge and skills needed to effectively utilize information systems and technology in support of organizational strategy. Topics include an introduction to information systems in organizations; strategy and information systems leadership; databases and data management; information networks; the Internet and social media; enterprise resource planning and business applications; e-business; wireless and mobile technology; knowledge management; developing and implementing information systems; security and information systems auditing; information ethics and privacy.

Course Objectives
Knowledge Level
1. To understand the importance of application technology for business operations and decision making.
2. To study the current trends in IS/IT, especially SMAC (Social, Mobile, Analytics and Cloud), e-business/e-commerce/e-governance and to understand the implications of these trends on people and organizations;
3. To develop an understanding of the nature and impact of information systems and related technologies upon organizations in general and on the decision-making process;
4. To become familiar with the process of making informed and insightful decisions concerning the use of information technologies and tools to achieve *business* goals and objectives:
5. To understand how IT can be used in generating competitive advantage to meet the strategic goals of a business.

Skill Level
6. To enhance critical thinking through problem solving and to enhance your ability to present ideas; working either individually or with others in a group.
7. To develop proficiency in database software so as to apply them in real-world business scenarios;
8. To enhance the ability to use Internet tools to access information and conduct research/analysis related to business problems.

Alignment of course objectives (CO) with learning goals (LG) of Assurance of Learning

Derived from its mission, ASB has adopted five learning goals, (apart from the discipline competency) - the management-specific attributes, knowledge and skills that its graduates are expected to possess when they complete the programme. The eight outcomes of this course are mapped to the '*Critical and integrative Thinking*' learning goal. The assessments, case analysis and project presentation would reinforce the learning goal '*Effective written and oral communication*'.

CO	Critical and integrative Thinking	Effective written and oral communication	Societal and Environmental Awareness	Ethical Reasoning	Leadership
CO1	3	0	0	0	0
CO2	3	1	0	0	0
CO3	3	0	0	0	0
CO4	3	0	0	0	0
CO5	3	0	1	0	1
CO6	3	2	0	0	1

CO7	3	0	0	0	0
CO8	3	1	0	0	1

Key: 3 – Highly relevant; 2 –Moderately relevant; 1 – Low relevance; 0- No relevance

Unit-wise scope for outcomes and Bloom's taxonomy

Management Information Systems is designed focusing primarily on the Bloom's learning levels of understanding, applying, analyzing and evaluating levels of learning.

Bloom's Levels of Learning \ CO	CO 1	CO 2	CO 3	CO 4	CO 5	CO 6	CO 7	CO 8
Creating							X	
Evaluating			X	X				
Analyzing		X	X	X		X	X	X
Applying				X	X	X	X	X
Understanding	X	X	X	X	X		X	X
Remembering	X	X						

Teaching Methods

The classroom activity will consist of lectures and case discussions. Individual/Group assignments and presentations will complement the classroom discussions in enhancing the understanding of the subject.

Expectation from the Students

The students are expected to prepare well in advance from the relevant references assigned before attending the sessions to make the classroom activity more meaningful and fruitful. Each student is expected to possess a copy of the prescribed textbook.

Attendance

Class attendance is required and there is no substitute for missed sessions. ASB policy on attendance will be applicable for the duration of the course.

Evaluation Scheme

Component	Weightage (in %)
Attendance	5
Mini-project	15
Case discussions	20
Class Participation	10
Midterm exam	20
Endterm exam	30

Textbook

TB 'Business Driven Information System' (6th edition- Indian edition) by Paige Baltzan and Amy Phillips, McGraw-Hill Education (India), 2018

Reference

Ref1 "Business Driven Technology" (5th Edition) by Paige Baltzan, McGrawHill

Ref2 "Management Information Systems: Managing the Digital Firm" (12th Edition) by Kenneth C. Laudon and Jane P. Laudon, Pearson India, 2013

SESSIONS PLAN			
Session #	**Topic**	**Chapter**	**Case Study for Class Discussion**
1	Information to the course and project		
2, 3	Management Information System	TB: 1	Buy Experiences, Not Things (Page 55)
3,4	Decisions and Processes: Value Driven Business	TB: 2	Business is Booming for Wearable Technologies
5& 6	Infrastructures: Sustainable Technologies	TB: 5	Interest in Pinterest
7 & 8	Data: Business Intelligence	TB: 6	Data Visualization: Stories for the Information Age
9, 10, 11 & 12	Hands-on sessions on SQL querying using Oracle Express Edition and MS Access	Material provided by the instructor	
13 & 14	Networks: Mobile Businesses	TB: 7	
MIDTERM			
15 & 16	E-Business: Electronic Business Value	TB: 3	Slack – Be Less Busy

17& 18	Enterprise Applications: Business Communications	TB: 8	
19, 20 & 21	Systems Development and Project Management: Corporate Responsibility	TB: 9	Disaster at Denver International Airport
22, 23 & 24	Ethics and Information Security: MIS Business Concerns	TB: 4	