



SECOND SEMESTER 2015-2016  
COURSE HANDOUT (PART II)

In addition to Part-I (general handout for all courses appended to the time table) this portion gives further details pertaining to the course. Date: 15/01/2016

Course No.: **MBA C471**  
Course Title: **MANAGEMENT INFORMATION SYSTEMS**  
Instructor-in-charge: **Leela Rani**

**SCOPE AND OBJECTIVE**

The objectives of the course are:

- a) Provide an understanding of relevance and usefulness of Information Systems in business
- b) Provide
  - An integrated view of all functional areas of Management Information Systems
  - An understanding of recent advances in Management Information Systems

The course deals with the issues relating to Information Systems, in general, and Management Information Systems, in particular. The course will help students to equip themselves with the information necessary to become MIS knowledgeable in today's fast changing dynamic business environment. The course will provide a good foundation to any one aspiring to take up roles as Information Systems Managers/Experts/ Information Officers. The learning from the course would depend on the extent of investment of quality time and effort by each participant in preparing for each session, reading the assigned readings, and relating them to respective sessions.

**TEXT BOOK**

T1: Information Technology for Management, Transforming Organizations in the Digital Economy, Efraim Turban and Linda Volonino, Wiley Students Edition, 7<sup>th</sup> Edition, New Delhi, 2010.

**REFERENCE BOOKS**

R1: Management Information Systems, Ken Laudon, Jane Laudon and Rajanish Dass, Eleventh Edition, Pearson Education, New Delhi, 2010.

R2: MIS Cases – Decision making with application software, Lisa Miller, Third Edition, Pearson Education, 2007.

**COURSE PLAN**

S No.	Topic	Session Objectives and Required/Suggested Reading
1	Introduction to IT support to organizations	<b>Session Objectives</b>
		1) Course Outline and Details
		2) What is System? Systems (Thinking) Approach? Information System? Management Information System?
		3) Need for IT & ISs for Competitive Advantage
		4) Case study: Toyota's innovative advertising strategy
		Reference: T1-Chapter 1
2	Organizational performance volatile times in	<b>Session Objectives</b>
		1) Digital economy, Business in digital economy
		2) Business pressures and responding with IT
		3) IT in practice - Information Snippets of Chapter 1
		4) Case study: NHS Hospitals adopt wireless technology
		Reference: T1-Chapter 1
3	IT: Basics	<b>Session Objectives</b>
		1) Classification and types of information systems
		2) IT support to people, supply chain and business processes
		3) IT in practice - Information Snippets of Chapter 2
		4) Case study: Mary Kay's IT systems
		Reference: T1-Chapter 2



4	Innovative and futuristic systems	1) IS infrastructure, architecture, emerging computing environments 2) Innovative and futuristic systems 3) Case: Airbus improves productivity with RFID Reference: T1-Chapter 2
5	Data Management to improve business performance	1) Data mart, Data warehouse and data centres 2) Enterprise content management 3) Information Snippets of Chapter 3 – IT in practice 4) Case: Pushing corporate data to employees' Facebook pages 5) Self-Study Case: Applebee's International learns & earns from data Reference: T1-Chapter 3
6	Networks and collaboration	1) Enterprise networks and connectivity 2) Network management and collaboration 3) Information Snippets of Chapter 4 – IT in practice 4) Case: Super Bowl logistics 5) Self-study: Case study: Collaboration at DrKW Reference: T1-Chapter 4
7	Enterprise security and Business continuity	1) Enterprise security, IS vulnerabilities and threats, Internal control & management 2) Business continuity and disaster recovery planning, risk management 3) Information Snippets of Chapter 5 – IT in practice 4) Case: Data breach at ChoicePoint 5) Self-study: Case: NEC's weak internal controls Reference: T1-Chapter 5
8	Excel Case	Excel system for Milligan's Inventory Management; Ref: R2: Case No.1
9	Case Discussion	Airbus & Information Technology; Ref: WWW
10	E-Commerce: Basics	1) Overview of E-Commerce, Major E-C mechanisms 2) B2B, B2C applications, E-Government to C2C, E-C support services 3) Information Snippets of Chapter 6 – IT in practice 4) Case: E-Commerce in Dell 5) Self-Study: Case: Stormhoek Vineyards' excels with web 2.0 tools Reference: T1-Chapter 6
11	M-Commerce	1) Mobile applications in different areas of services 2) Mobile enterprises, M-Consumer service and entertainment 3) Location based commerce and services, Pervasive computing and RFID 4) Information Snippets of Chapter 7 – IT in practice 5) Case: Food Lion using wireless innovations 6) Self-Study: Case: Hertz goes wireless Reference: T1-Chapter 7
12-13	Presentations on Mini Project	
14	Transaction Processing Systems (TPS)	1) TPSs and Functional information systems, Integration of FISs ; 2) Information Snippets of Chapter 9 – IT in practice 3) Case: Wireless Inventory Management at Dartmouth Medical Centre 4) Self-Study: Case: Dollar General uses integrated software Reference: T1-Chapter 9



15	Enterprise Systems	1) Enterprise systems, Supply chain management and its business value 2) ERP, CRM and their business value, KM and IT 3) Information Snippets of Chapter 10 – IT in practice 4) Case: ChevronTexaco modernizes its supply chain with IT 5) Self-Study: Case: ERP helps productivity at Northern Digital Inc. Reference: T1-Chapter 10
16	Excel Case Discussion	Piedmont Trailer Manufacturing Company; Ref: R2: Case No.2
17	Inter-organizational, large scale and global systems	1) Inter-organizational activities and order fulfillment, IOSs, LSISs, GISs 2) Facilitating IOS and global systems: Demand driven network to RFID 3) Inter-organizational information integration, PRM & C-Commerce 4) Case: Boeing's global supply chain for Dreamliner 5) Self-Study: Case: How Volkswagen runs its supply chain in Brazil Reference: T1-Chapter 11
18	Business Intelligence (BI)	1) BI architecture, reporting and performance management 2) Data, text, and Web mining and BI search 3) DSS and Automated DSSs, Snippets of information for Chapter 12 – IT in practice 4) Case: BudNet: Anheuser-Busch's intelligence tool 5) Self-Study: Case: Lexmark International improves operations with BI Reference: T1-Chapter 12
19-20	Presentations on Assignment	
21	IT strategy and planning	1) Alignment of business and IT strategies 2) IT strategy initiation and planning, Outsourcing and off-shore outsourcing 3) Snippets of information for Chapter 13 – IT in practice 4) Case: IT strategic alignment at Kimberly-Clark 5) Self-Study: Case: Second Life strategy of American Apparel Reference: T1-Chapter 13
22	Case Discussion	Topic: To be announced
23	Case Discussion	Topic: To be announced
24	Managing IT projects	1) Adopting and implementing IT projects, Business Process Management 2) Change management and organizational transformation 3) Snippets of information for Chapter 14 – IT in practice 4) Case: Con-way Inc. implements innovative technology 5) Self-Study: Case: DSpace at MIT Reference: T1-Chapter 14
25	Impact of IT – organizational concerns	1) New trends in IT, Enterprise 2.0 2) Green businesses and green data centres, Handling of information overload 3) Snippets of information for Chapter 15 – IT in practice 4) Case: Wireless Mesh Networking in real time monitoring 5) Self-Study: Case: Toyota's commitment to innovation and innovation Reference: T1-Chapter 15
<b>END of MIS Session Plan</b>		



#### CASE TOPICS

Case discussions will be held during regular sessions. The following case topics are in addition to the cases presented in main prescribed text. Students should prepare themselves using MS-Excel on the topics given and are expected to participate and contribute in the discussion. Note that case preparation and participation carries 10% weight.

Case No.	Topic – From reference book: R2
1	Excel system for Milligan's Inventory Management - Page No.13
2	Piedmont Trailer Manufacturing Company - Page No.18
3	Maxi's Grocery Mart - Page No.25
4	Klein Technology Seminars - Page No.31
5	Terrell and Terrell Property Management - Page No.43
6	Mark's Collectibles - Page No.49

#### EVALUATION COMPONENT

Component	Duration	Wt (%)	Date & Time	Remarks
Mid Sem Test	90 min	25	19/3 11:00 - 12:30 PM	Partly Open Book
Mini Project	-	10	TBA	15 minutes per group
Assignment	-	10	TBA	15 minutes per group
Case Study	-	10	Entire semester	-
Class Preparation & Participation	-	10	Entire semester	-
Comprehensive Exam	3 hours	35	14/5 AN	Partly Open Book

**Mini Project:** Title – Any MIS topic with its relevance to business/society. **Deliverables:** Each project group will comprise of 4-5 students. Each group has to get its PROJECT TITLE approved from the Instructor. Each group has to prepare a Microsoft Word Report (like a research article). The report should have the following details - Title, Abstract, Table of Contents, Introduction & Background, Literature review, Objectives, Discussion of Information System, Conclusion(s), References/Bibliography, and Appendices, if any. Each Project Group will make a presentation.

**Assignment:** Each group should develop an information system using any software tool and make a presentation on the same.

**Consultation hour:** Will be announced in the class

**Important Note:** MAKE-UP for Mini-Project, Assignment & Case Preparation and Participation will not be granted.

All the notices concerning this course will be displayed on the **Department of Management Notice Board** only.

**Make-Up Policy:** No students will be allowed to take make up without prior permission before test/examination. Written prior application before the test/examination along with the proof, duly verified by the Warden/Dean, SWD/Medical Officer are essential for any consideration of makeup (If the student, for some reason, is unable to inform personally, someone else should bring the application before the test).

**Instructor In-Charge**