

MID-WESTERN UNIVERSITY, FACULTY OF MANAGEMENT
 MASTER IN BUSINESS ADMINISTRATION (MBA), SYLLABUS 2072 (2016)

Course Title		Management Information System
Course Code Number		MGT 522
Credit Hours		03
Year: I		Semester: II
Course Objectives:		
Main Objective		This course is an introduction to management information systems and their role in supporting and transforming modern organization and management activities. Topics include: database management system, e-commerce, enterprise e-business elaborates the activities of digital business.
Enabling Objectives		After completion of all the learning units of the course, participants will be able to; <ul style="list-style-type: none"> • Analyze the business issues, processes, and techniques associated with organizational information systems; • Assess and explain global issues surrounding the adoption of information technology; • Explain basic concepts about information systems development, implementation and review; and • Explain how companies can leverage information technology for competitive advantage and for national and community development
Learning Unit (LU)	Learning Hours (LH)	Contents
LU 1	7	Foundation of Information System in Business Information System, Data, Information and knowledge, Information system vs Information Technology, Components of IS and resources of Information System, System concept: Computer Based Information system. Trends in information System, Roles of Information System, Types of Information system, Managerial Challenges of IT, Unit Case Study,
LU 2	7	Competing with Information Technology Strategic IT, Competitive strategic concepts, Strategic uses of IT, Value chain and IS, Business process Re-engineering Improving business quality, Becoming a agile and virtual company, Building a knowledge creating company, Unit Case Study
LU 3	7	Database Resource Management Introduction to Database, Application of Database and Database Management System, Database Resource Management Online, read time, and batch processing, concept of database, Types of database (Operational, Analytical, distributed, hypermedia), Data Dictionary and Data manipulating language, data planning, Data warehouse and data mining, Knowledge Discovery, and Knowledge Management, Unit Case Study

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LU 4	7	<p>E-Commerce Introduction to e-commerce, Types of e-commerce based on transaction, Relation of c-commerce, e-commerce, I-commerce, and m-commerce, Benefits to consumer, organization and Society, Infrastructure and e-payments, managing the e-commerce web sites, Unit Case Study</p>
LU 5	7	<p>Enterprise e-business Systems e-Business and importance, Types of e-Business Models, Enterprise Systems, Enterprise Resources Planning (ERP): Features, selection criteria, merits, issues and challenges in Implementation, Supply Chain Management (SCM): Features, Modules in SCM, Customer Relationship Management (CRM) Phases, Knowledge Management and e-governance, Nature of IT decision, Strategic decision, Configuration design and evaluation Information technology implementation plan, Unit case study</p>
LU 6	7	<p>Artificial Intelligence Technologies in Business An overview of Artificial Intelligence, Virtual Reality (VR) and VR application, Intelligent Agents, Expert system Components of expert system, Application of expert system, Developing expert system, Unit Case Study</p>
LU 7	6	<p>Security and Ethical Challenges Security and Ethical Challenges: Ethical responsibilities of Business Professionals – Business, technology; Computer crime – Hacking, cyber theft, unauthorized use at work; Piracy – software and intellectual property; Privacy – Issues and the Internet Privacy; Challenges – working condition, individuals; Health and Social Issues, Ergonomics and cyber terrorism, Unit case study</p>
References		<ol style="list-style-type: none"> 1. James A O'Brien : Management Information System, Tata Mc-Graw Hill, latest edition 2. Sadagopan S.S.: Management Information System, PHI, 1997 3. Jawadekar W.S.: Management Information System, Tata Mc-Graw Hill, 1998 4. Turban, Rainer, Potter: Introduction to Information System Technology, Wiley, 2000

Net Contact Hour is 48 excluding the exams and tests.

Evaluation Module: 50 percent will be assessed through the internal evaluation and 50 percent will be assessed through end semester examination