



**INTERNATIONAL MANAGEMENT INSTITUTE, BHUBANESWAR**  
**PROGRAMME NAME: PGDM**  
**COURSE TITLE: (IS502 - Management Information Systems)**  
**CREDIT: (2credits)**  
**SESSION DURATION: 60 Minutes**

**TERM: II**  
**ACADEMIC YEAR: 2019-2020**  
**BATCH: PGDM (2019-21)**

**Faculty:** Prof. Niraj K. Vishvakarma

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**Office hours:** 9.30 AM – 5.30 PM

**Consulting hours:** Every Friday, 2.30 PM – 5.30 PM

**Course Introduction:** This course will help in understanding the relationship between use of information systems (IS) and business outcomes. The use of information technology communication by an organization create its organizational dominance in the business world. This course aims to prepare students to access the opportunity and problem faced by an organization as they attempt to add business value and strategic benefits by implementing IS.

**Learning Outcomes:** After successful completion of this course, the student will be able to understand the following concept.

1. Understand the fundamental concept of the information system. **(LO1)**
2. Demonstrate the relationship between IT and business strategy. **(LO2)**
3. Role of information system in effective decision making and business intelligence. **(LO3)**
4. Understand the critical factors in information system planning, development, and implementation. **(LO4)**
5. Data & information system security and privacy issues. **(LO5)**
6. Role of cloud computing and information architecture in business management. **(LO6)**
7. Acquire an understanding of the recent trend in IT/IS issues in an organization. **(LO7)**
8. Understanding the requirement of IT infrastructure for business. **(LO8)**

**Course Pedagogy:** The teaching methodology in the course will be combination of lecture delivery in the class, hand on Practices of problem/example solving and case discussion. The addition to that additional reading material will be provided time to time for making the better understanding and broadening the subject knowledge.

## Course Readings

### Books:

Management information system: Managing the digital firm, By Laudon & Laudon, Pearson 14<sup>th</sup> edition (Referred as Loudon in course outline)

Management Information Systems, By Ramesh Behl, James A. O'Brien , and George M. Marakas, Mc Graw Hill 11<sup>th</sup> edition (Referred as Behl in course outline).

Management Information Systems: Managerial Perspectives by D.P. Goyal Pub. Vikas Publishing House Referred as Goyal in course outline).

### Course Evaluation criteria:

Evaluation Component	Learning Outcomes	Weightage
Project	LO1-LO20	20%
Assignment	LO1-LO15	20%
Mid Term	LO1-LO10	30%
End Term	LO1-LO20	30%

### Plagiarism

We are committed to upholding the highest standards of academic integrity and honesty. Plagiarism is the use of or presentation of ideas, works that are not one's own and which are not common knowledge, without granting credit to the originator. You may refer the already available content just for your reference and to get the basic ideas. Only 20% of such content is acceptable, above that comes under the definition of Plagiarism which is unacceptable in IMI and will be treated seriously. All such cases will be referred to the appropriate body of the Institute for suitable disciplinary action.

### Session Plan:

Session No.	Topic	Learning Outcomes	Reading
1-2	<b>Introduction to information systems</b> <ul style="list-style-type: none"><li>Understanding the basic component of Information Systems (IS)</li><li>Types of IS</li><li>Time and Space coordination in Business</li></ul>	LO 1	Loudon: Ch. 1&2, Behl: Ch. 1, Goyal: Ch. 1
3-5	<b>Strategic Role of IS, IT for Competitive Advantage</b> <ul style="list-style-type: none"><li>Strategies for dealing with competitive forces</li><li>Porter's Five Forces Model</li><li>Information Systems for Dealing with Competitive forces</li><li>Strategic Information Systems</li></ul>	LO 1 LO2	Loudon: Ch. 3, Behl: Ch2 Goyal Ch. 2 & Ch. 3  <b>Case Study:</b> Zara: Fast fashion from Savvy Systems, John Gallagher, <a href="http://www.gallaughher.com">www.gallaughher.com</a>

6-8	<b>Enterprise system for achieving operational excellence and customer intimacy</b> <ul style="list-style-type: none"> <li>• Enterprise Systems</li> <li>• Enterprise resource Planning Systems</li> <li>• Customer Relationship Management Systems</li> <li>• DSS, ESS</li> </ul>	LO 3 LO1	Loudon: 9, Behl: Ch. 4, Goyal Ch. 8 <b>Readings:</b> Putting the Enterprise into the Enterprise System by Thomas H. Davenport
9-11	<b>Enterprise IT/IS architecture:</b> SOA, Web Services and Cloud Computing(IaaS, PaaS, SaaS etc) for IS/ES/ IT deployment	LO 1 LO 6 LO 7	<b>Readings:</b> What Every CEO needs to know about the Cloud, McAfee, Harvard Business Review  <b>Case Studies:</b> Amazon Web Services(2008). Robert S Huckman, Gary P. Pisano, Liz Kind, Harvard Business School
12-13	<b>Information system planning, development</b> <ul style="list-style-type: none"> <li>• Core activities in the systems development process</li> <li>• Principal methodologies for modeling and designing systems</li> <li>• New approaches for system building in the digital firm era</li> </ul>	LO 1 LO4	Loudon: Ch. 13, Behl: Ch. 10, Goyal Ch. 10&Ch. 12
15-16	<b>Information system implementation</b> <ul style="list-style-type: none"> <li>• Implementing the new systems</li> <li>• Project management</li> <li>• Evaluating Hardware, Software and Services</li> </ul>	LO 1 LO4	Loudon: Ch. 13, Behl: Ch. 10, Goyal Ch. 4  <b>Case Analysis:</b> Digital Transformation at Novartis to improve Customer Engagement, <i>Donald Marchand and Bochukova; IMD</i>
17-18.	<b>Data &amp; Information security and Privacy issues</b> <ul style="list-style-type: none"> <li>• Ethical responsibilities of Business Professionals</li> <li>• Cyber security and Cryptography</li> <li>• Systems Control and Audits</li> </ul>	LO5	Loudon: Ch. 13, Behl: Ch. 11, Goyal Ch. 16  <b>Readings:</b> Myth of Secure Computing, by Robert D. Austin, Christopher A.R. Darby
19-20	<b>IT infrastructure for modern business</b> <ul style="list-style-type: none"> <li>• Types of computer systems</li> <li>• Moor's Law</li> <li>• Seven component of IT infrastructure</li> </ul>	LO8	Behl: Ch. 7, Goyal Ch. 4

21-22	<b>Project Presentation</b>	Presentation by Students	Each Group is required to select a company of their choice and required to study the MIS use by the company and suggest possible recommendation for improvement
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