

# GUJARAT TECHNOLOGICAL UNIVERSITY

## MAM (MASTERS IN APPLIED MANAGEMENT) DUAL DEGREE PROGRAMME

Year – III (Semester – VI) (W.E.F. January 2015)

**Subject Name: Information Systems**

**Subject Code: 4160504**

### 1. Objectives:

- To understand the role of the information systems (IS) function in recent organizations
- To develop an insight how information systems influence business strategy and Develop the ability to contribute meaningfully towards information system selection

### 2. Course Duration:

The course duration is 36 sessions of 36 minutes each. i.e. 36 hours.

### 3. Course Contents:

Module No.	Module Content	No.of Sessions	70 Marks (External Evaluation)
1	Meaning of Information System, Characteristics and Business Applications of Information Systems Components of Information Systems, Role of CIO (Chief Information Officer), Job Opportunities in Information Technology, Future Scope of Information System	9	17
2	Introduction and applications of Information Systems: Transaction Processing System (TPS) – Office Automation System (OAS) – Management Information System (MIS) – Decision Support System (DSS), Knowledge Management System (KMS). Introduction to E-Banking	9	17
3	Telecommunication & Computer Networks – Classification of Computer Networks, Intranet, Extranet and Internet. Merits & Demerits of Internet, Role of E-Commerce, Basics of E-Commerce Business Models: B2B, B2C & C2C, Basics of Social Medias like Facebook, Twitter, LinkedIn.	9	18
4	Enterprise System: Enterprise Resources Planning (ERP) - Features, selection criteria, merits, issues and challenges in Implementation. Cyber Crime - Fundamentals of Ethical Hacking, Cyber Theft, Unauthorized use at work.	9	18

5	<b>Practical Module:</b> Understanding Information systems for Accounting, Finance, Production and manufacturing, Marketing and HRM functions in any organization.	6	(20 Marks of CEC Internal Evaluation)
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#### 4. Teaching Method:

The following pedagogical tools will be used to teach this course:

- Audio-Visual Learning
- Case Discussion
- Projects/ Assignments/ Quiz Etc.

#### 5. Evaluation:

A	Projects/Assignments/Quiz/Case Discussion and solution	Weightage (50%) (Internal Assessment)
B	Mid – Semester Examination	Weightage (30%) (Internal Assessment)
C	End – Semester Examination	Weightage (70%) (External Assessment)

#### 6. Basic Textbooks:

Sr. No.	Name of the Book	Author	Publisher	Edition
T1	Management Information Systems – Managing Information Technology in the Business Enterprise	O'Brien , James and Marakas, George	McGraw-Hill Irwin	10 <sup>th</sup>
T2	Management Information Systems – Managing the Digital Firm	Laudon, Kenneth C. And Laudon, Jane P.	Pearson Education	12 <sup>th</sup>
T3	Management Information Systems – For the information age	Stephen Haag, Maeve Cummings, Amy Philips	Tata McGraw-Hill	Latest

#### 7. Reference Books:

Sr. No.	Name of the Book	Author	Publisher	Edition
R1	Management Information Systems	Jawedakar, W., S.	Tata McGraw-Hill	Latest
R2	Management Information Systems	McLeod, Raymond and Schell, George P	Pearson Education	Latest

## 8. List of Journals/Periodicals/Magazines/Newspapers, etc.

- Journal of Management Information Systems
- International Journal of Information System and Management
- MIS Quarterly
- European Journal of Information System
- The Electronic Journal of Information System Evaluation
- Information Week
- Information Management

## 9. Session Plan:

Session No.	Topics to be covered
1-5	Organization and Information Systems, Changing Environment and its impact on Business - The IT/IS and its influence - The Organization: Structure, Managers and activities - Data, information and its attributes
6-9	The level of people and their information needs. Types of Decisions and information - Information System, categorization of information on the basis of nature and characteristics
10-12	Transaction Processing System (TPS) - Office Automation System (OAS) - Management Information System (MIS)
13-15	Decision Support System (DSS), Executive Support System (EIS or ESS)
15-17	Telecommunication Media and Classification of Networks. Networking Topologies and Networking Configuration
18-22	Internet, Intranet and Extranet. Wireless technologies like Wi-Fi, Bluetooth
23-26	Enterprise Resources Planning (ERP)-Features, selection criteria, merits, issues and challenges in Implementation
27-28	Computer crime – Hacking, cyber theft, unauthorized use at work.
29	Piracy – software and intellectual property.
30	Privacy – Issues and the Internet Privacy.
31-36	<b>Practical Module</b> : Telecommunications and Networks, Internet and New IT Infrastructure, Managing Hardware and Software Assets

**ACTIVE LEARNING ASSIGNMENTS:** Preparation of power-point slides, which include videos, animations, pictures, graphics for better understanding theory and practical work – The faculty will allocate chapters/ parts of chapters to groups of students so that the entire syllabus to be covered. The power-point slides should be put up on the web-site of the College/ Institute, along with the names of the students of the group, the name of the faculty, Department and College on the first slide. The best three works should submit to GTU.