

COURSE CODE: 2CM2010422	COURSE TITLE: Management Information System
COURSE TYPE : SOFT SKILL	
COURSE OBJECTIVE: In this competitive environment right type of information and at right time from right source play a vital role. The subjects input will enhance the knowledge pertaining to how information is interlinked so that company will get maximum output.	

Teaching Scheme (Hours per week)		Evaluation Scheme (Marks)		
Lectures	Credit	University Assessment	Institutional Assessment	Total
4	4	60	40	100

Unit	Topic and Contents	Hours	Wt. (%)
1.	Management Information System: An Introduction Concepts of Management Information System, Classifications and their impacts, The role of Management Information System in Business Today, The interdependence between organizations and Information systems, Types of Business Information System, Supply Chain Management System, Organizing the Information System Functions.	15	25%
2.	Information Systems, Organizations, and Strategy: Meaning of Organization, Features of Organizations, Using Information System to Achieve Competitive Advantages (Porter's Competitive Forces Model), The Business Value Chain Model, Synergies, core competencies and network based strategies.	15	25%
3.	Ethical and Social Issues in Information Systems: Understanding Ethical and Social Issues Related, A model for thinking about ethical, social and Political Issues, Ethics in an Information Society, Basic Concepts: Responsibility, Accountability and Liability, Professional Code of Conduct, Property Rights: Intellectual Property, trade secrets, Copy right, Patents	15	25%
4.	(A) Customer Relationship Management. Meaning of Customer Relationship Management, Customer Relationship Management software, Electronic Commerce and Internet, Internet Business Models, Types of Electronic Commerce, M-Commerce Services and Application, M-Commerce Challenges, Digital Payments Systems for M-Commerce. (B) Application of MIS: HR information system, Production information system, Marketing information system, Financial information system, Human Resource system, Services information system.	15	25%

References Books:

1. Dharminder and Sangeetha, Management Information System, Excel book, 2006.
2. Gordon B. Davis & Margrethe H. Olson, Management Information System, Tata Mc Graw Hill, 2006.
3. James A. Obrein, Management Information System, Tata MC Graw Hill, 2006.
4. Kenneth C. Laudon and Jane P Laudon Management Information System, PHI and Pearson Education, 2005
5. Mahapartra, Cases in MIS, PHI, 2009.
6. Rainer, Turban, Potter, Introduction to Information Systems, WILEY- India, 2006
7. W S Jawadekar, Management Information System, Texts & cases, Tata Mc Graw Hill, 2009.