INFORMATION SYSTEMS

Written by Administrator
Sunday, 08 November 2009 11:11 -

Subject Code

: **06IS65**

IA Marks

: 25

No. of Lecture Hours/Week

: 04

Exam Hours

: 03

Total No. of Lecture Hours

: 52

Exam Marks

: 100

PART - A

UNIT - 1

Foundation Concepts – 1: Information Systems in Business: Introduction, The real world of Information Systems, Networks, What you need to know, The fundamental role of IS in business, Trends in IS, Managerial challenges of IT.

System Concepts: A foundation, Components of an Information System, Information System Resources, Information System activities, Recognizing Information Systems.

7 Hours

unit - 2

Foundation Concepts – 2: Fundamentals of strategic advantages: Strategic IT, Competitive strategy concepts, The competitive advantage of IT, Strategic uses of IT, Building a customer-focused business, The value chain and strategic IS, Reengineering business processes, Becoming an agile company Creating a virtual company, Building a knowledge-creating company.

6 Hours

unit - 3

Electronic Business Systems: Enterprise Business Systems: Introduction, Cross-functional enterprise applications, Enterprise application integration, Transaction processing systems, Enterprise collaboration systems.

Functional Business Systems: Introduction, Marketing systems, Manufacturing systems, Human resource systems, Accounting systems, Financial management systems.

6 Hours

unit - 4

Enterprise Business Systems: Customer relationship management: Introduction, What is CRM? The three phases of CRM, Benefits and challenges of CRM, Trends in CRM.

Enterprise resource planning: Introduction, What is ERP? Benefits and challenges of ERP, Trends in ERP. Supply chain Management: Introduction, What is SCM? The role of SCM, Benefits and challenges of SCM, Trends in SCM.

7 Hours

PART - B

Unit - 5

Electronic Commerce Systems: Electronic commerce fundamentals: Introduction, The scope of e-commerce, Essential e-commerce, processes, and Electronic payment processes.

e-Commerce applications and issues: E-commerce application trends, Business-to- Consumer e-commerce,   Web store requirements,
Business-to-Business e-commerce, e-commerce marketplaces, Clicks and bricks in e-commerce.

6 Hours

unit - 6

Decision Support Systems: Decision support in business: Introduction, Decision support trends, Decision support systems (DSS), Management Information Systems, On-line analytical processing, Using DSS, Executive information systems, Enterprise portals and decision support, Knowledge management systems, Business and Artificial Intelligence (AI), An overview of AI, Expert systems.

7 Hours

unit - 7

Security and Ethical Challenges: Security, Ethical and societal challenges of IT: Introduction, Ethical responsibility of business professionals, Computer crime, Privacy issues, Other challenges, Health issues, Societal solutions.

Security management of IT: Introduction, Tools of security management, Internetworked security defenses, Other security measures, System Controls and audits.

7 Hours

unit - 8

Enterprise and Global Management of IT: Managing IT: Business and IT, Managing IT, Business / IT planning, Managing the IS function, Failures of IT management.

Managing global IT: The International Dimension, Global IT Management, Cultural, Political and Geo - Economic challenges, Global Business/ IT strategies, Global Business / IT applications, Global IT Platforms, Global data access issues, Global Systems development.

6 Hours

Text Book:

1.   Management Information Systems - James A. O' Brien, George M. Marakas, 7th Edition, Tata McGraw Hill, 2006.

Reference Books:

1.   Management Information System, Managing the Digital Firm - Kenneth C. Laudon and Jane P. Laudon, 9 th
Edition, Pearson Education, 2006.

2.   Information Systems The Foundation of E-Business - Steven Alter, 4th Edition, Pearson Education, 2002.

3.   Management Information Systems - W.S. Jawadekar, Tata McGraw Hill 1998.