

HAILEY COLLEGE OF COMMERCE

UNIVERSITY OF THE PUNJAB, LAHORE

Course Title: Management Information System

Course Code: BEC-203

Program: BS E-Commerce

Credit Hours: 3

Semester: 03

1.0 Introduction of the Course:

This is a fundamental course for the students of BS E-Commerce. The course is designed to give concept of information systems and their importance for business success. Different information technology applications in business to manage better and how it will provide support to decision makers for strategic business decisions will be discussed. Different applications like hospital information systems, corporate information systems, city information systems, crime information and control systems, Transaction process system etc. will be discussed.

2.0 Pre-Requisites Course or Other Requirements/Skills:

Management Information System

3.0 Course Learning Outcomes:

On completion of this course, the student will be able to:

- Describe how data is captured, organized and managed using a data management system and design a simple database using data modelling techniques;
- Discuss the strategic considerations in information system development and their impacts on the organization;
- Design effective user interfaces and explain the importance of internal controls for information systems;
- Describe the different technologies, techniques and infrastructure of transaction processing systems associated with various transaction cycles;
- Explain the e-commerce technology architecture and discuss the strategies for successful E-commerce;
- Identify and analyze risk factors, discuss measures to mitigate risks and the importance of business continuity planning; and
- Explain how various information systems are designed to support the decision making process for business managers.

4.0 Course Contents:

Unit 1: Management Information System impact on human capital in the organization

- 1.1 To differentiate Computer Sciences,
- 1.2 Information Technology, Information
- 1.3 system in various perspectives.
- 1.4 Importance of Information System in

Unit 2: Global E- Businesses: How Businesses Use Information System

- 2.1 What is Business Case?
- 2.2 What is Productivity Paradox

- 2.3 Strategy?
- 2.4 Decision Support System useful for
- 2.5 competitive Advantage

Unit 3: Database Management

- 3.1 The concept of DBMS, RDBMS, Data
- 3.2 Base Design, Normalization, DFD, ERD
- 3.3 EARD, Data Mining, Date
- 3.4 warehousing, Data Dictionary,
- 3.5 Relational Model Corporate and
- 3.6 Business Strategy
- 3.7 Data Marts

Unit 4: Telecommunication and internet

- 4.1 Telecommunication and networking
- 4.2 in Today's Business world.
- 4.3 Communication Network, internet,
- 4.4 Monitoring employee on network,
- 4.5 wireless Revolution

Unit 5: System Application for Digital Age

- 5.0 E-commerce, E-business, E-marketing,
- 5.1 Digital Market and Digital Goods.
- 5.2 How to manage knowledge on internet.

Unit 6: Managing Knowledge/Questionnaires

- 6.1 Types of Questionnaires
- 6.2 Importance of Questionnaires
- 6.3 How to Conduct Questionnaires

Unit 7: Organizational Information System

- 7.1 Competitor Analysis
- 7.2 Competition
- 7.3 The Value Chain
- 7.4 Critical Success Factors.

Unit 8: Enterprise wide Information System

- 8.1 Achieving operational Excellence
- 8.2 Customer Intimacy
- 8.3 Enterprise Applications

Unit 9: Building and Managing System

- 9.1 System Development Life cycle
- 9.2 System Conversion
- 9.3 Stages and their attributes

Unit 10: Project Management/Managing Change

- 10.1 Importance of Project Management
- 10.2 Selecting Projects
- 10.3 Establishing the Business value of
- 10.4 Information system
- 10.5 Managing Project Risk

Unit 11: Managing Global System

- 11.1 The Growth of International

11.2 Information system

11.3 Organizing International Information System

Unit 12: Information system, Ethics, Crime and Security

12.1 Information Privacy

12.2 Information Accuracy

12.3 Information Property

12.4 Information Accessibility

12.5 Hacking and Cracking

12.6 Internet Security

Class Participation: Management Information System – A Tool for Corporate Sustainability Methodologies that can evaluate the degree to which companies' information systems correspond to needs determined by the objectives of sustainability the firm imposes on itself

Final Project

Application of all the concepts learned in above lectures

5.0 Teaching-Learning Strategies

1. Lectures
2. Handouts
3. Group Discussions
4. Classroom Presentations
5. Projects and Term Paper
6. Quizzes
7. Case Study, Reading Assignment

6.0 Assessment and Examinations:

7.0 Textbooks

1. Management Information Systems: Managing The Digital Firm Kenneth C. Laudon& Jane P. Laudon, 12th Ed
2. Information System Management in Practice Barbara C. McNurlin
3. James O'Brien, Management Information Systems, (Latest Edition)
4. Raymond Mcleod, Jr, Management Information Systems, Prentice Hall (Latest Edition)