

Text Books:

1. Michael Blaha, James Rumbaugh: Object-Oriented Modeling and Design with UML, 2nd Edition, Pearson Education, 2005.
(Chapters 1 to 17, 23)
2. Frank Buschmann, Regine Meunier, Hans Rohnert, Peter Sommerlad, Michael Stal: Pattern-Oriented Software Architecture, A System of Patterns, Volume 1, John Wiley and Sons, 2007.
(Chapters 1, 3.5, 3.6, 4)

Reference Books:

1. Grady Booch et al: Object-Oriented Analysis and Design with Applications, 3rd Edition, Pearson Education, 2007.
2. Brahma Dathan, Sarnath Ramnath: Object-Oriented Analysis, Design, and Implementation, Universities Press, 2009.
3. Hans-Erik Eriksson, Magnus Penker, Brian Lyons, David Fado: UML 2 Toolkit, Wiley- Dreamtech India, 2004.
4. Simon Bennett, Steve McRobb and Ray Farmer: Object-Oriented Systems Analysis and Design Using UML, 2nd Edition, Tata McGraw-Hill, 2002.

INFORMATION SYSTEMS

Sub Code: 10IS72	IA Marks :25
Hrs/Week : 04	Exam Hours :03
Total Hrs : 52	Exam Marks :100

PART – A**UNIT – 1****Foundation Concepts – 1****7 Hours**

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.

UNIT – 2**Foundation Concepts – 2****6 Hours**

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.

UNIT – 3

Electronic Business Systems

6 Hours

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.

UNIT – 4

Enterprise Business Systems

7 Hours

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

PART – B

UNIT – 5

Electronic Commerce Systems

6 Hours

Electronic commerce fundamentals: Introduction, The scope of e-commerce, Essential e-commerce, processes, 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.

UNIT – 6

Decision Support Systems

7 Hours

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.

UNIT – 7

Security and Ethical Challenges

7 Hours

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.

UNIT – 8

Enterprise and Global Management of IT

6 Hours

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.

Text Books:

1. James A. O' Brien, George M. Marakas: Management Information Systems, 7th Edition, Tata McGraw Hill, 2006.
(Chapters 1, 2, 7, 8, 9, 10, 13, 14)

Reference Books:

1. Kenneth C. Laudon and Jane P. Laudon: Management Information System, Managing the Digital Firm, 11th Edition, Pearson Education, 2006.
2. Steven Alter: Information Systems The Foundation of E-Business, 4th Edition, Pearson Education, 2002.
3. W.S. Jawadekar: Management Information Systems, Tata McGraw Hill 1998.

PROGRAMMING THE WEB

Subject Code: 10CS73

I.A. Marks : 25

Hours/Week : 04

Exam Hours: 03

Total Hours : 52

Exam Marks: 100

UNIT – 1

6 Hours

Fundamentals of Web, XHTML – 1: Internet, WWW, Web Browsers and Web Servers, URLs, MIME, HTTP, Security, The Web Programmers Toolbox.

XHTML: Basic syntax, Standard structure, Basic text markup, Images, Hypertext Links.

UNIT – 2

7 Hours

XHTML – 2, CSS: XHTML (continued): Lists, Tables, Forms, Frames

CSS: Introduction, Levels of style sheets, Style specification formats, Selector forms, Property value forms, Font properties, List properties, Color,