

INFORMATION MANAGEMENT SYSTEM [As per Choice Based Credit System (CBCS) scheme] (Effective from the academic year 2016 -2017) SEMESTER – VII			
Subject Code	15IS753	IA Marks	20
Number of Lecture Hours/Week	4	Exam Marks	80
Total Number of Lecture Hours	40	Exam Hours	03
CREDITS – 03			
Course objectives: This course will enable students to			
<ul style="list-style-type: none"> • Explain the Role of information management system in business • Evaluate the role of the major types of information systems in a business environment and their relationship to each other 			
Module – 1			Teaching 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. 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.			08 Hours
Module – 2			
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.			08 Hours
Module – 3			
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.			08 Hours
Module – 4			
Electronic commerce fundamentals: Introduction, The scope of ecommerce, 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 ecommerce			08 Hours
Module – 5			
Decision support in business: Introduction, Decision support trends, Decision support systems (DSS), Management Information Systems, Online 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.			08 Hours
Course outcomes: The students should be able to:			

<ul style="list-style-type: none">• Describe the role of information technology and information systems in business• Record the current issues of information technology and relate those issues to the firm• Interpret how to use information technology to solve business problems
<p>Question paper pattern: The question paper will have ten questions. There will be 2 questions from each module. Each question will have questions covering all the topics under a module. The students will have to answer 5 full questions, selecting one full question from each module.</p>
<p>Text Books:</p>
<ol style="list-style-type: none">1. James A.O'Brien, George M Marakas, Management Information Systems, 7th Edition, Tata McGrawHill. Chapter: 1, 2, 7, 8, 9, 13
<p>Reference Books:</p>
<ol style="list-style-type: none">2. Kenneth C. Laudon and Jane P.Laudon, Management Information System, Managing the Digital Firm, 9th Edition, Pearson Education.3. Steven Alter, Information Systems the Foundation of E-Business, 4th Edition, Pearson Education.4. W.S.Jawadekar, Management Information System, Tata McGraw Hill