**Text Books:**
1. Michael Blaha, James Rumbaugh. Object-Oriented Modeling and Design with UML, 2$^{nd}$ 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, 3$^{rd}$ 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, 2$^{nd}$ 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.

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## 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, 7$^{th}$ 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, 11$^{th}$ Edition, Pearson Education, 2006.
2. Steven Alter: Information Systems The Foundation of E-Business, 4$^{th}$ 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,

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