INFORMATION MANAGEMENT SYSTEM
(Effective from the academic year 2018 -2019)
SEMESTER – VI

Course Code	18IS645	CIE Marks	40
Number of Contact Hours/Week	3:0:0	SEE Marks	60
Total Number of Contact Hours	40	Exam Hours	03

CREDITS –3

Course Learning Objectives: This course (18IS645) will enable students to:

- 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	Contact 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. **RBT: L1, L2, L3**	08

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. **RBT: L1, L2, L3**	08

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. **RBT: L1, L2, L3**	08

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 **RBT: L1, L2, L3**	08

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. **RBT: L1, L2, L3**	08

Course Outcomes: The student will be able to :
• 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
Question Paper Pattern:
• The question paper will have ten questions.
• Each full Question consisting of 20 marks
• There will be 2 full questions (with a maximum of four sub questions) from each module.
• Each full question will have sub questions covering all the topics under a module.
• The students will have to answer 5 full questions, selecting one full question from each module.
Textbooks:
1. James A.O'Brien, George M Marakas, Management Information Systems, 7th Edition, Tata McGrawHill. Chapter: 1, 2, 7 , 8 ,9 ,13
Reference Books:
1. Kenneth C. Laudon and Jane P.Laudon, Management Information System, Managing the Digital Firm, 9th Edition, Pearson Education.
2. Steven Alter, Information Systems the Foundation of E-Business, 4th Edition, Pearson Education.
3. W.S.Jawadekar, Management Information System, Tata McGraw Hill

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