



School of Professional Advancement
Management Information Systems
Course Outline

Doc. No : QA-WI-01
Issue No: 01
Rev : 00

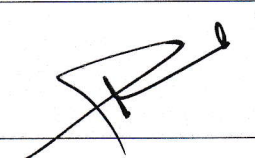


University of Management and Technology

Course Outline

Course code: IT-455

Course title: Management Information Systems

Program	MICT
Credit Hours	3
Duration	15 Weeks
Prerequisites	NA
Resource Person	Ch Saeed Ahmad
Counseling Timing	Class Days
Contact	chsaeed343@gmail.com

	Name	Signature	Date
Prepared By (Resource Person)	Mr. Saeed Ahmed		
Checked By (Program Head)	Mr. Imran Saleem		18-10-19
Approved By (Director SPA)	Mr. Khalil Ahmad Arbi		18/10/19



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Course Description

This course aims at developing and fostering comprehensive understanding of the fundamentals of information technologies as well as essentials of theory and practice of managing business enabling information systems in order to achieve competitive advantage through their appropriate selection and effective application in dynamically changing business environment. The business enabling information systems add value through business intelligence, enhanced managerial decision making, operational excellence, customer intimacy, securing business and customer information. This course further addresses importance of managing strategic business IT alignment to realize corporate strategic objectives through effective IT services management, preventing information systems project failures, averting information systems disruptions, managing information systems risks and better governance of information resources.

Course Objectives

At the end of this course, student will be able to:

- Explain how the information systems can support the information needs of executives, managers, and business professionals.
- Identify various challenges that a business manager might face in managing the development, implementation and operations of information technology in an organization.
- Explain various strategic uses of Internet technologies and give examples of gaining competitive advantages.
- Discuss the business value of implementing data resource management processes and technologies in an organization.
- Apprise the cross-functional enterprise systems (customer relationship management, enterprise resource management, and the supply chain management systems)
- Discuss various evaluation factors that should be considered in evaluating the acquisition of hardware, software, and IS services.
- Identify ethical issues and explore several types of security management strategies.
- Explain how failures in IT management can be reduced through the involvement of business managers in IT planning and management.

Learning Goals & Objectives

Goal 1 –Effective Written and Oral Communication

Objective: Students will demonstrate effective writing and oral communication skills

Goal 2 –Ethical Understanding and Reasoning



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Objective: Students will demonstrate that they are able to identify and address ethical issues in an organizational context.

Goal 3 – Analytical Thinking and Problem Solving Skills

Objective: Students will demonstrate that they are able to identify key problems and generate viable solutions.

Goal 4 – Application of Information Technology

Objective: Students will demonstrate that they are able to use current technologies in business and management context.

Goal 5 – Teamwork in Diverse Environments

Objective: Students will demonstrate that they are able to work effectively in diverse environments.

6 – Understanding Organizational Ecosystems

Objective: Students will demonstrate that they have an understanding of Economic, Political, Regulatory, Legal, Technological, and Social environment of organizations.

Course Outline: Following is the session wise breakup of the course:

Session 1: Introduction

One-to-one introduction

Course Introduction, Teaching & Assessment Methodology

A Brief History of Management Information Systems

Business, Management, Organizations in the Context of Pakistan

Session 2, 3: Globalization and Management Information Systems

Reading 1: Information Systems in Business Today

Case discussion

Learning Outcomes: The main learning objective of the reading is to provide a basic understanding of the role of Information Systems in Business Today, Why Information Systems is important? What is Information System? Dimension of IS (Organization, Management, Technology), Components of IS and its resources, Complementary Assets, and Contemporary approaches to Information Systems

Session 4: Information System Global E-business and Collaborations

Reading 2: E-business How Business use Information

Interactive Session:

Case discussion

Learning Outcomes: What is the distinction between videoconferencing and telepresence? What are the ways in which videoconferencing provides value to a business? Would you consider it smart management? Explain your answer? If you are in-charge of small business, would you choose to implement videoconferencing? What factors you will consider in your decision? The main learning objective of the reading is to provide a basic understanding of the Functional Business Processes, Types



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of IS, Systems that span the Enterprises (ERP, CRM, SCM), Extranet & Intranet, E-business, E-commerce, E-government.

Session 5, 6: Information Systems for Organizational Competitiveness

Reading 3: Information Systems and Organization of a firm

Interactive Session: How much do credit card companies know about you?

Discussion Question: It has been said that the advantage that leading-edge retailers such as Dell and Wal-Mart have over their competition isn't technology; it's their management. Do you agree? Why or why not?

Reading 4: Information Systems Strategy

Case for Discussion: You Tube, the internet and the Future of Movies

Research Paper: Information System Strategy implementation problems

Learning Outcomes: The main learning objective of the reading is to provide a basic understanding of What is an Organization? How IS impact on organizations? IS and Competitive Advantage (Porters Five forces Model), IS Strategies for Dealing with Competitive forces, The internet impact on the business value chain model, Synergies, Core competencies & network based strategies, Performing a strategic systems analysis to align IT with business.

Session 7: Information Systems Ethical and Social Issues

Reading 5: Ethical and Social Issues of IS

Case discussion

Learning Outcomes: The learning objective of this session is to provide an understanding about Ethical and Social Issues in IS, Five Moral Dimensions of IS, Technology trends that raise Ethical issues, NORA, and Profiling.

Session 8 & 9: Information Systems and Business Intelligence

Reading 6: Foundation of Business Intelligence: Databases and Information Management

Case discussion

Learning Outcomes: The learning objective of this session is to provide a basic understanding of Organizing data in traditional file Environment, the database approach to Data Management, Using DB to improve Business performances, Data Warehouses, Data Marts, OLAP, Data Mining, DB & the Web, Managing Data Resources.

Session 10, 11: Communication Technologies

Reading 7: Telecommunication, the Internet and Wireless Technology

Interactive Session: The Battle over Net Neutrality

Learning Outcomes: The learning objective of this session is to provide a basic understanding of Telecom & Networking in today's world, What is a Computer Network, Client/Server Computing, Packet Switching, TCP/IP, Types of Networks, different transmission media, what is internet? Some Network Terminologies, WWW, URL, HTTP, DNS, IP Address, FTP, VoIP, VPN, The Global Internet, Intranets, Extranets, Wireless.

Session 12: IS Securities



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Reading 8: Securing Information Systems

Interactive Session: When Antivirus Software Cripples Your Computers

Learning Outcomes: The learning objective of this session is to provide a basic understanding of System Vulnerability and Abuse, Internet Vulnerabilities, Wi-Fi Security Challenges, Business value of Security and control, Establishing a framework for Security and Control, Technologies and Tools for Protecting Information Resources.

Session 13 & 14: Organizational Excellence and Information Systems

Reading 8: Achieving Operational Excellence and Customer Intimacy: Enterprise Application

Interactive Session: Airline with Better SCM

Case discussion

Learning Outcomes: The learning objective of this session is to provide a basic understanding of System What are Enterprise Systems? Enterprise Software(SAP, Oracle), Supply Chain Management, Business Value of SCM, Customer Relation Management, CRM Software, SFA, Operational & Analytical CRM, Business value of CRM.

Session 15: Presentations

Special Feature


- By the help of (video) cases discussion the course illustrates the way in which corporations are using IS and the results of those efforts.
- By the help of projects of this course students will gain experience of managing and handling issues.
- Emphasis is given to developing integrated strategies to solve business problems by utilizing effective principles

Text Book:

- Management Information Systems: Managing the Digital Firms, 13th Global Edition by Kenneth C. Laudon, Jane P. Laudon.

Reference Material:

- MANAGEMENT INFORMATION SYSTEMS, 10th Edition, James A. O'Brien and George M. Marakas
- MIS Tutorial Slides and Contents

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ASSESSMENT METHODOLOGY

Class Participation	10%
Assignments	10%
Quizzes	15%
Case Study (Mid Term)	10%
Mid Term Exam	15%
Project & Presentation (Final Term)	15%
Final Term Exam	25%
Total	100 %

Class Participation Policy

Class participation grading will be carried out as per the following rules and call your name before answering or asking a question:

- a) 0 for being absent from three class sessions or not being able to contribute when required.
- b) 2 for attending the class.
- c) 4 for little participation in the class discussion (granted for asking questions relevant to a discussion, describing case facts, giving an opinion or idea in relation to the discussion).
- d) 6 for good participation in the class discussion (granted for giving a valid contradictory viewpoint or comprehensive argument or rationale behind a concept).
- e) 8 for very good participation in the class discussion (granted for hitting multiple discussions as mentioned above)
- f) 10 for excellent participation in the class discussion (granted for bringing to the class and supporting with solid argument some concepts which even instructor does not know)

Further Instructions

This outline is tentative and topics actually discussed in class may depend upon the pace of the students.



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Cell phone usage will **NOT** be tolerated. Therefore make sure they are **switched off** when you arrive in class.

This course is aimed at tomorrow's business professionals: be on time, raise your hand and speak when no one else's speaking (especially the instructor).

Reading: Students are expected to complete the assigned readings in advance for each class. Students are encouraged to participate in class discussions and show a cooperative attitude towards their classmates. Class material will include handouts (case studies and class assignments for discussion will be distributed and/or relevant sections will be referred to accordingly). Make sure you are going through the material on a regular basis. Material will **not** be revisited if you are unable to attend class. At times a case brief may be asked and students will be graded on the case brief as well.