UNIVERSITY OF KARACHI

MANAGEMENT INFORMATION SYSTEM

BBA – VII (Hons.)

Course Title:MANAGEMENT INFORMATION SYSTEM
Course Number :BA (H) – 611
Credit Hours : 03

Objective

The critical role ascribed to IT in both private and public sector is based upon two popular precepts: First, that IT is a strategic device which, if deployed effectively, can sustain and improve the competitive advantage of an organization. Second, the normative literature argues that IT is most effective when aligned to the corporate strategy, here IT is seen as instrumental in achieving improved information flows, better services to customers, greater internal efficiencies in the form of cost control, and headcount reduction.
Keeping in view the organizational aspects of gaining the competitive edge from IT, the co course such enable students to understand, demonstrate, implement IT in a strategic manner.
On completion of this course the students should be capable / have the knowledge in:

- IT Concepts and Methodologies.
- The application of IS in regard to the organizational hierarchy.
- Redesigning / Reengineering analysis and implementation.
- ERP- Analysis and Design methodology.
- Legal issues and IS Standards.

Course Contents

1. **Organizations, Management, and Enterprise**

   1.1 Why the Information Systems
   1.2 Contemporary Approaches to IS
   1.3 Towards the Digital Firm : The New Role of IS in Organizations
   1.4 Learning to Use IS: New Opportunities and Challenges of IS

2. **IS in the Enterprise**

    2.1 Major Types of Systems in Organizations
    2.2 Systems from a Functional Perspective
    2.3 Enterprise Applications: The Value Chain Model

3. **IS, Organizations, Management and Strategy**

    3.1 Organizations and IS
    3.2 The Changing Role of IS in Organizations
    3.3 Managers, Decision Making and IS
    3.4 IS and the Business Strategy

4. **Ethical and Social Issues in the Digital Firm**

    4.1 Understanding Ethical and Social Issues related to the System
    4.2 Ethics in the Information Society
    4.3 The Moral Dimensions of IS
    4.4 Challenges and Opportunities

5. **Analyzing Business Processes for an Enterprise**

    5.1 IS Infrastructure
    5.2 Managing the Hardware Assets
    5.3 Managing the Software
    5.4 Business Planning and the IS infrastructure

6. **Managing the Data Resources**

    6.1 Data and the typical File Environment
    6.2 Database approach to Data Management
    6.3 Creating a Database environment
    6.4 Database trends
    6.5 Database Challenges and Competitive Edge

7. **MIS and Decision Making**

    7.1 Decision Support Systems
    7.2 Group DSS
    7.3 Executive Support in the Enterprise
    7.4 Organizational Strategy and DM

8. **Designing IS**

8.1 Redesigning the Organization with IS
8.2 Systems as Planned Organizational Change
8.3 Business Process Redesigning and Process Improvements
8.4 Overview of Systems Development
8.5 Alternative System – Building Approaches
8.6 Cost Benefit Analysis issues in Designing IS

9. **Business Value of Systems and Managing IT Change**

   9.1 Understanding the Business Value of IS
   9.2 Business Process Re-engineering
   9.3 The Importance of Change Management in IS Success and Failure
   9.4 Managing Implementation and Maintenance
   9.5 Competitive Edge and Changing Environment

10. **ERP: Analysis and Design (A Practical Approach)**

Recommended Books

1. Laudon and Laudon , Management Information Systems (MIS), Prentice Hall, (8th Edition), 2005.
2. Mcleod Raymond Jr., Management Information Systems, Prentice Hall, 1998.
3. O'Brein James A., Management Information System, McGraw Hill, 2006.