

**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD
(COL MBA/MPA PROGRAMME)**

MANAGEMENT INFORMATION SYSTEM (5567)

CHECKLIST

SEMESTER: AUTUMN, 2013

This packet comprises the following material:

1. Text Books
2. Assignment No. 1, 2
3. Assignment Forms (2 sets)
4. Course Outlines

In this packet, if you find anything missing out of the above mentioned material, please contact at the address given below:

**Mailing Officer
Services Block No. 28
Allama Iqbal Open University
H-8, Islamabad
Phone: 051-9057611-12**

**Salman Ali Qureshi
Course Coordinator**

ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD
(Commonwealth of Learning Executive MBA/MPA Programme)

WARNING

1. **PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM AWARD OF DEGREE/CERTIFICATE, IF FOUND AT ANY STAGE.**
2. **SUBMITTING ASSIGNMENTS BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

Course: Management Information System (5567)
Level: Executive MBA/MPA

Semester: Autumn, 2013
Total Marks: 100
Pass Marks: 40

ASSIGNMENT No. 1
(Block: 1-5)

Instructions:

- (a) All written assignment must be well organized, presented in an easy-to-read format, and neat. If your handwriting is not legible, type or compose the written assignment. Moreover, pay particularly close attention to grammar, spelling, punctuation and understandability. Communication is extremely important in this course.
- (b) Documentation is likewise very important. Un-supported statements or opinions are worth less to the reader who desires to verify your finding. Complete and specific documentation is mandatory. Also, your references should be from primary sources, except in rare and unusual situation.
- (c) Quoting should be kept to an absolute minimum.
- (d) Before writing the assignment, you are advised to thoroughly study the guidelines for assignment writing.

-
- Q. 1 (a) Discuss information systems versus information technology.
(b) Briefly explain the impact of MIS on organizations. (20)
- Q. 2 (a) Discuss strategies for global community building and global marketing.
(b) Briefly explain how e-business help in brand creation and positioning? (20)
- Q. 3 Explain in detail the affect of e-business on supply chain management process. (20)
- Q. 4 Describe and discuss various strategic approaches to e-business. (20)
- Q. 5 Briefly explain the following: (20)
- a) E-Economy
 - b) New Economy
 - c) Internet Economy
 - d) E-Business

ASSIGNMENT No. 2

Total Marks: 100

Instructions:

1. This assignment is a research-oriented activity. You are required to develop a term paper and submit to the tutor for evaluation prior to the final examination. The last date of this assignment will be notified separately by our directorate of regional

- services and the same will be communicated to you directly as well as through approved study centers assigned to you.
2. You will have to participate in the activity fully, actively, and practically to be eligible to sit in the final examination of the course.
 3. For the preparation of this assignment, you should first thoroughly review the conceptual framework of the topic and develop a scholarly material of the same giving references, quotations, and extracts of various scholars and experts. Then visit any business/commercial organization and study the relevant practical aspects there. Combining the theoretical and practical aspects, develop a comprehensive paper consisting of at least 20 to 25 typed pages to be submitted to your tutor.
 - a) Introduction to the topic
 - b) Important sub-topics
 - c) Practical study of the organization with respect to the topic
 - d) Review of theoretical and practical situations, merits, de-merits deficiencies or strengths of the organization with respect to the topic under study.
 - e) Conclusion and recommendation
 - f) Annex, if any
 4. Prepare a copy of this assignment and submit to your tutor for your evaluation.
 5. You should add any illustrative material/data/tables/analysis for effective submission.
 6. If you fail to submit this assignment in the class, then you will not be able to sit in the final examination conducted by AIOU.

A number of topics given below are the general aspects of the course and you are required to select one of the topics according to the last digit of your roll number. For example, if the roll number is N-9337241, you will select topic number 1, and if the roll number is O-3427185 then you will select topic number 5 (the last digit).

List of Topics

1. Security Issues in e-Business
2. Impact of IT on Customer Relationship Management (CRM)
3. E-learning in Organizations
4. Knowledge Management in Organizations
5. E-business Change Management
6. Information System and its Components
7. Organizational Models of Decision Making
8. Expert System and Decision Support System
9. Information System Success and Failure
0. Strategic Information System and Data Processing System

MANAGEMENT INFORMATION SYSTEMS (5567)

Course Outlines

BLOCK 1: INTRODUCTION TO MIS AND GLOBAL CONCEPTS OF ELECTRONIC BUSINESS

- Review of Enterprise Concepts
- Information Systems Versus Information Technology
- Impact of MIS on Organizations
- Evolution of Management Information Systems
- The New Economy, The Internet Economy and E-Business
- Strategic Applications of IS and E-Business

BLOCK 2: E-BUSINESS MARKETS AND COMPETITIONS

- The Marketplace and The Virtual Market Space
- The New Value Chain for E-Business
- Leveraging the Organization Through ICT and E-Business
- Issues in Implementing E-Business and IOS Strategies
- Strategic Analysis for E-Business Solutions

BLOCK 3: STRATEGIC FRAMEWORKS FOR IS AND E-BUSINESS

- Introduction to Strategic Approaches
- Strategic Frameworks
- Strategic Planning for E-Markets
- Developing Sector Strategies And Organizational Impacts

**BLOCK 4: STRATEGIC INFORMATION SYSTEMS PLANNING
FOR E-BUSINESS NETWORKS**

- Evolution of Strategic Information Systems Planning (SISP) Approaches
- Value Chain Integration
- Applying the Supply Chain Management Approach
- E - Business and Chain Effects
- The E-Business Planning Process

**BLOCK 5: EVALUATING STRATEGIES FOR IS AND E-COMMERCE
APPLICATIONS**

- Assessing Organizational Readiness for Change
- The Balanced Scorecard (BSC) Approach
- Internet Strategy Effectiveness

BLOCK 6: CREATING GLOBAL SYSTEMS AND GLOBAL BRANDS

- Globalization and the Culture of Distance
- E-business Cultures
- Global Community-Building
- Global Branding and Customer Relationship Management

**BLOCK 7: TRANSFORMING AND MANAGING INFORMATION
ORGANIZATIONS**

- Models of Industry Transformation
- Effects of Transformation and Convergence on Organizations
- Outsourcing and Partnering for the Virtual Organization Formulating E-Business roll out Strategies
- A Framework for E-Business Change Management

