

**ALLAMA IQBAL OPEN UNIVERSITY ISLAMABAD  
(Department of Business Administration)**

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**MANAGEMENT INFORMATION SYSTEMS (8507)**

**CHECKLIST**

**SEMESTER: AUTUMN 2013**

This packet comprises the following material:

1. Text Book
2. Course Outline
3. Assignment No 1 & 2
4. Assignment Forms (2 sets)

Please contact at the address given below, if you find anything missing out of the packet:

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Course Coordinator

**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD**  
**(Department of Business Administration)**

**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".**

**ASSIGNMENT No. 1**

**Course:** Management Information Systems (8507)  
**Level:** MBA (3½ Years)

**Semester:** Autumn 2013  
**Total Marks:** 100  
**Pass Marks:** 50

- Q. 1 The present era has witnessed pervasive influence of information technology at each functional area of businesses. However, information technology poses various challenges to the managers. Discuss some of the key managerial challenges of information technology with examples. **(20)**
- Q. 2 Discuss various types of Information Systems which helps a business manager, with examples? **(20)**
- Q. 3 How the concept of Customer Relationship Management was evolved? Discuss the nature, benefits and issues in managing customer relations. **(20)**
- Q. 4 **ecommerce**, is a type of business process where buying and selling of product or service is conducted over electronic systems such as the Internet and other computer networks. E-commerce includes business activities that are business-to-business (B2B), business-to-consumer (B2C), extended enterprise computing, d-commerce, and m-commerce. Discuss the significance of e-commerce for organizations operating in Pakistan. **(20)**
- Q. 5 Write short notes on the followings:
- (a) Object Technology **(5)**
  - (b) Electronic Mail **(5)**
  - (c) Local Area Networks (LANs) **(5)**
  - (d) Interactive Marketing **(5)**

## ASSIGNMENT No. 2

**Total Marks: 100**

This assignment is a research-oriented activity. You are required to obtain information relating to any business or commercial organization, write a paper of about 10 pages on the topic allotted to you. You are required to prepare two copies of Assignment # 2. Submit one copy to your tutor/teacher for evaluation and the second copy for presentation in the workshop in the presence of your resource persons and classmates, which will be held at the end of the semester prior to final examination. Student studying at the approved Study Centers of AIOU are required to present the same at their study centers.

- i. Introduction to the topic
- ii. Important sub-topics
- iii. Practical study of the organization with respect to the topic
- iv. Review of theoretical and practical situations
- v. Merits, demerits, deficiencies or strengths of the organization with respect to topic under study
- vi. Conclusions and recommendations
- vii. Annex, if any

You may use transparencies, charts or any other material for effective presentation. You are required to select one of the following topics according to the last digit of your roll number. For example, if your roll number is D-3427185 then you will select topic number 5 (the last digit).

0. Use of Customer Relationship Management (CRM) system in the Business
1. Electronic Payment and its Security Issues
2. Information Systems Development
3. Security and Privacy Issues of Information Systems
4. Role of Decision support Systems in the Business Decision Making
5. Use of Decision Support Systems in the Business Decision Making
6. Implementing Business Change with Information & Communication Technology (ICT)
7. Advanced Issues of ICT in the Business
8. Strategic Role of Knowledge Management Systems in the Business
9. Business Process Reengineering in a Bank
10. Management Information systems in the Telecommunication Organization

**Course: Management Information Systems**  
**Level: MBA (3½ Years)**

**Course Code: 8507**  
**Credit Hours: 03**

**Unit – 1: Information Systems and Strategic Information Technology**

- 1.1 Importance and Fundamental Roles of Information Systems
- 1.2 Fundamental Concepts, Components, Resources, and Activities of Information Systems
- 1.3 Trends and Types of Information Systems
- 1.4 Role of E-Business and IT
- 1.5 Managerial Challenges of Information Technology
- 1.6 Information Technology, Strategy, and Strategic Advantage
- 1.7 Strategic Uses of IT
- 1.8 Value Chain and Strategic IS
- 1.9 Reengineering Business Processes
- 1.10 Becoming an Agile, Virtual, or Knowledge Creating Company

**Unit – 2: Information Technology- I**

- 2.1 Trends and Generations of computer systems
- 2.2 Concepts and Components of Computer System
- 2.3 Computer Peripherals: Input, Output, and Storage Technologies
- 2.4 Introduction to Application Software
- 2.5 Software Suites and Integrated Packages
- 2.6 Web Browsers and Electronic Mail
- 2.7 Word Processing, Desktop Publishing, Electronic Spreadsheets, Database Management, Presentation Graphics and Multimedia, Personal Information Managers, GroupWare etc.
- 2.8 Introduction to System Software
- 2.9 Operating Systems, Network Management Programs, Database Management Systems, and Other System Management Software Programs
- 2.10 Programming Language and Programming Packages

**Unit – 3: Information Technology- II**

- 3.1 Telecommunication Technologies and Internetworked Enterprises
- 3.2 Internet Revolution and Information Superhighway
- 3.3 Telecommunication Network Model
- 3.4 Types of Telecommunications Networks
- 3.5 Telecommunications Alternatives, Telecommunications Media, Telecommunications Processors, Telecommunications Software, Telecommunications Network Topologies, and Network Architectures & Protocols
- 3.6 Bandwidth Alternatives, Switching Alternatives, and Access Alternatives
- 3.7 Introduction to Databases and Database Management Approach
- 3.8 Database Management Software
- 3.9 Types of Databases and Database Structures
- 3.10 Managerial Considerations for Data Resource Management
- 3.11 Object Technology

**Unit – 4: Internet & Electronic Commerce**

- 4.1 Role and Importance of Internet in Businesses

- 4.2 Interactive Marketing
- 4.3 Customers and the Internet
- 4.4 Electronic Commerce: Fundamental Concepts and Scope
- 4.5 Essential Processes of Electronic Commerce
- 4.6 Electronic Payments and Security
- 4.7 Electronic Commerce Applications
- 4.8 Electronic Commerce Issues and Challenges
- 4.9 Role and Importance of Intranet in Businesses
- 4.10 Applications & Future of Intranets
- 4.11 Role & Future of Extranets

**Unit – 5: Enterprise Collaboration and IS for Business Operations**

- 5.1 Introduction to Enterprise Collaboration
- 5.2 Groupware for Enterprise Collaboration
- 5.3 Electronic Communications, Electronic Conferencing, and Collaborative Work Management Tools
- 5.4 Business Information Systems
- 5.5 Cross-Functional Information Systems
- 5.6 Enterprise Application Integration
- 5.7 Marketing Information Systems, Manufacturing Information Systems, Human Resource Information Systems, Accounting Information Systems, Financial Information Systems
- 5.8 Transaction Processing Systems, Data Entry Process, Batch Processing, Real Time Processing, Database Maintenance, Document & Report Generation, and Inquiry Processing
- 5.9 Customer Relationship Management: Introduction, Trends, Benefits, Issues etc.
- 5.10 Enterprise Resource Planning: Introduction, Trends, Benefits, and Challenges etc.
- 5.11 Supply Chain Management: Introduction, Trends, Benefits, Issues etc.

**Unit – 6: Management Information Systems and Decision Support Systems**

- 6.1 Decision Support Systems' (DSSs) Applications and Trends
- 6.2 Management Information Systems (MISs)
- 6.3 Online Analytical Processing (OLAP)
- 6.4 Executive Information Systems (EISs)
- 6.5 Knowledge Management Systems (KMSs)
- 6.6 Artificial Intelligence (AI)
- 6.7 Neural Networks
- 6.8 Fuzzy Logic Systems
- 6.9 Genetic Algorithms
- 6.10 Virtual Reality
- 6.11 Intelligent Agents
- 6.12 Expert Systems: Components, Applications, Developing Expert Systems, Value and Challenges of Expert Systems
- 6.13 Hybrid AI System

**Unit – 7: Development of Business/IT Strategies and Information Systems**

- 7.1 Organizational Planning Process & Scenario Approach to Planning
- 7.2 SWOT Analysis

- 7.3 Business Models
- 7.4 Business/IT Architecture Planning
- 7.5 Identification of Business/ IT Strategies
- 7.6 Planning Business Applications
- 7.7 Implementing Strategies and Application; and Dealing with Challenges
- 7.8 Introduction to IS Development
- 7.9 Systems Approach to Problem Solving
- 7.10 Systems Development Process: System Analysis and Feasibility Analysis, System Design, Prototyping, System Development, System Implementation, and System Maintenance

**Unit – 8: Information Technology (IT) Management**

- 8.1 Organizations, Managers and IT
- 8.2 Planning IT
- 8.3 Managing IT Functions
- 8.4 Organizing IT
- 8.5 Outsourcing and Off shoring IT
- 8.6 IT Failures and IT Governance
- 8.7 IT in Global Scenario
- 8.8 Managing IT Globally
- 8.9 Dealing with Cultural, Political, and Geo-economic Issues
- 8.10 Global IT Applications & Strategies
- 8.11 Internet for Global IT
- 8.12 Global Systems and Global Information Access

**Unit – 9: Challenges and Issues of IT/IS**

- 9.1 Security & Control Issues
- 9.2 Ethical Issues
- 9.3 Societal Challenges
- 9.4 Computer Crime
- 9.5 Privacy Issues
- 9.6 Health Issues
- 9.7 Managing Organizational Change
- 9.8 Security Management and Security Measures
- 9.9 Auditing Information Systems

**Recommended Books:**

O'Brien, J. A., & Marakas, G. M. (2011). *Management Information Systems* (10<sup>th</sup> ed.). Islamabad: National Book Foundation.

Laudon, K. C., & Laudon, J. P. (2011). *Management Information Systems* (12<sup>th</sup> ed.). New York: Prentice Hall.

Kenneth, C., & Jane, P. (2009). *Management Information Systems* (7<sup>th</sup> ed.). New York: Prentice Hall.

James, A., & George, M. (2008). *Management Information Systems*. New York: McGraw Hills Inc.

