



Gyanmanjari
Innovative University

Course Syllabus

Gyanmanjari Institute of Management Studies

Semester-5 (BBA)

Subject: Management Information System – BBAXX15320

Type of course: Major (Core)

Prerequisite:

Students should have basic understanding of business processes, management principles, and information technology fundamentals along with familiarity in Office tools.

Rationale:

This course aims to provide students with a comprehensive understanding of how information systems support organizational decision-making and business processes and also helps students to understand the integration of IT solutions to solve complex business challenges. It equips students with both theoretical knowledge and practical skills to manage and leverage information systems in various organizational environments.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks			Total Marks
CI	T	P		C	SEE	CCE	
			MSE			ALA	
4	0	0	4	100	30	70	200

Legends: CI-Classroom Instructions; T – Tutorial; P - Practical; C – Credit; SEE - Semester End Evaluation; MSE- Mid Semester Examination; V – Viva; CCE-Continuous and Comprehensive Evaluation; ALA- Active Learning Activities.

4 Credits * 25 Marks = 100 Marks (each credit carries 25 Marks)

SEE 100 Marks will be converted in to 50 Marks

CCE 100 Marks will be converted in to 50 Marks

It is compulsory to pass in each individual component.



Course Content:

Sr. No	Course content	Hrs.	% Weightage
1	Introduction to Management Information Systems Meaning, objectives, and scope of MIS, Importance of MIS in the modern business environment, Relationship between business processes and MIS, Types of information systems: TPS, DSS, ESS, and MIS, understanding how MIS supports Business process re-engineering.	15	25
2	Information Systems in Business Operations Enterprise Resource Planning (ERP) systems - Importance and components of ERP, Supply Chain Management (SCM) systems, Customer Relationship Management (CRM) systems, E-commerce and its integration with MIS, The role of Human Resource Management System in MIS.	15	25
3	Data Management and Business Intelligence Data collection, storage, and retrieval methods; Real time application of Database management systems (DBMS), Data mining and its applications in business, data mining techniques, Business Intelligence (BI) tools and techniques, Data privacy and security issues in MIS, how businesses use data to forecast trends.	15	25
4	Emerging Trends in Information Systems: Cloud computing and its impact on business operations, Artificial Intelligence (AI) and Machine Learning (ML) in MIS, Cybersecurity challenges and solutions, Blockchain technology and its real-time applications in business.	15	25



Continuous Assessment:

Sr. No	Active Learning Activities	Marks
1	Create a Simple Database Students will create a basic database of 50 entries in Excel (e.g., student records, employee details, or sales data) and upload a screenshot of their work as a PDF on GMIU Web Portal.	10
2	Cloud Computing Demonstration Students will select any one cloud computing tool, and identify the benefits and challenges of using cloud-based systems in businesses, and upload PPT on GMIU Web Portal.	10
3	Blockchain in Action Students are supposed to watch a video or read an article about blockchain technology. Then they will prepare a review real -time application on how blockchain could be used in improving security and transparency in business operations and upload brief observation report on GMIU Web Portal.	10
4	Company Visit – Use of MIS Students will visit a business or any organisational set-up in a group of 5 students and ask how they use computers or software for managing their work. They will prepare an individual report about it and upload the PDF on GMIU Web Portal.	10
5	Cybersecurity Awareness Students will visit in nearby areas and impart educational awareness programme relevance to cybersecurity campaign and upload JPEG File, such as using strong passwords or avoiding unknown links. Upload the PDF on GMIU Web Portal.	10
6	Case Study Analysis: Students will be provided a case study of Management Information System. Students have to analyze the case and upload the solution on GMIU Web Portal.	10
7	Attendance	10
Total		70



Suggested Specification table with Marks (Theory): 100

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage	30%	30%	10%	20%	10%	0%

Note: This specification table shall be treated as a general guideline for students and teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcome:

After learning the course, the students should be able to:	
CO1	Define the core concepts, components, and types of Management Information Systems and their role in supporting decision-making in organizations.
CO2	Analyze the integration of various business information systems (ERP, SCM, CRM, HRMS) and their impact on improving operational efficiency and business performance.
CO3	Apply data management techniques, business intelligence tools, and analytics to support decision-making and derive insights from business data.
CO4	Evaluate the impact of emerging technologies such as cloud computing, AI, blockchain, and IoT on business operations and digital transformation strategies.

Instructional Method:

The course delivery method will depend upon the requirement of content and the needs of students. The teacher, in addition to conventional teaching methods by black board, may also use any tools such as demonstration, role play, Quiz, brainstorming, MOOCs etc.

From the content 10% topics are suggested for flipped mode instruction. Students will use supplementary resources such as online videos, NPTEL/SWAYAM videos, e-courses. The internal evaluation will be done on the basis of Active Learning Assignment.

Practical/Viva examination will be conducted at the end of semester for evaluation of performance of students in the laboratory.

Reference Books:

- [1] Laudon, K. C., & Laudon, J. P. (2020). Management information systems: Managing the digital firm (16th ed.). Pearson Education.
- [2] O'Brien, J. A., & Marakas, G. M. (2011). Management information systems (10th ed.). McGraw-Hill Education.
- [3] Stair, R., & Reynolds, G. (2013). Principles of information systems (12th ed.). Cengage Learning.
- [4] Turban, E., Volonino, L., & Wood, G. R. (2015). Information technology for management: Digital strategies for insight, action, and sustainable performance (10th ed.). Wiley.

