GUJARAT UNIVERSITY
BCA V SYLLABUS

COURSE TITLE	FC301 Management Information System
COURSE CODE	FC-301
COURSE CREDIT	2
Session Per Week	3
Total Teaching Hours	40 HOURS

AIM

This course aims to familiarize students with concepts in management information system and to initiate interest in MIS. This course also aims to introduce the students to apply various concepts of MIS in existing systems. Students will be familiarized with different functional areas and systems where MIS is applied.

LEARNING OUTCOMES

The student would be able
1. To familiarize with the concepts, tools and practices of management information system.
2. To understand what is need of decision support system and knowledge management system in an enterprise.
3. To have experience of real world problems through case studies.

DETAIL SYLLABUS

UNIT	TOPIC / SUB TOPIC	TEACHING HOURS
1	**Management Information System, Strategic Information system and Types of MIS**	10
	❖ **Management Information system – An Introduction** ❖ Management ➢ Key Aspects ➢ As a Control System ➢ Levels of Management ❖ Information ➢ Property and cost of information ➢ Cost of Information ➢ Information economics ➢ Types of Information ➢ Classification ➢ Characteristics	

	❖ System
	  ➢ Characteristics & Element
	❖ Information System
	  ➢ Classification
	❖ Management Information System
	  ➢ Definition | Scope | Characteristics |
	  ➢ Role | Impact | Applications | Benefits | Success and failure
	❖ Strategic Management Information System
	❖ **Strategic Information system – An Introduction**
	  ➢ Competitive Strategy Concept
	  ➢ The value Chain and Strategy
	  ➢ Using Information Technology for Strategic advantage
	❖ **Types of MIS**
	  ➢ Introduction
	  ➢ Transaction Processing System
	  ➢ Management Information System
	  ➢ Decision Support System
	  ➢ Executive Support System for Senior Management
	  ➢ System That Span the Organizational Management
	    ▪ Enterprise System
	    ▪ Supply chain management system
	    ▪ Customer Relationship Management System
	    ▪ Knowledge Management System	

2	**MIS in Functional Areas and Data warehouse & Data Mining**
	
	❖ **MIS in Functional Areas**
	  ➢ Accounting Information system
	  ➢ Geographical Information System
	  ➢ Human resource Information System
	  ➢ Inventory Information System
	  ➢ Manufacturing Information System
	  ➢ Marketing Information System
	  ➢ Quality Information System
	  ➢ R&D Information System
	❖ **Data Warehousing and Data Mining**
	  ➢ Characteristics of data warehouse
	  ➢ Benefits of data warehouse
	  ➢ Criteria of data warehouse
	  ➢ The Data warehouse Model
	❖ Data Mining Model
	❖ Discovery, Relationship, Pattern and Data Mining
	❖ Element of Data Mining
	❖ Benefits of Data Mining
	❖ Problem and Issues of data mining
		10

		ERP system and Customer Relationship Management	10

3		❖ **ERP system**
		  ➢ Introduction
		  ➢ Sales and Distribution
		  ➢ Finance
		  ➢ Materials Management
		  ➢ Manufacturing
		  ➢ Human Resource
		  ➢ Quality Management
		❖ **Customer Relationship Management**
		❖ Overview
		❖ Electronic customer Relationship Management system
		  ➢ e-CRM versus CRM
		  ➢ Key e-CRM features
		  ➢ Evolving to e-CRM
		  ➢ Technological and business issues involved in e-CRM
		  ➢ E-CRM business drivers
		  ➢ E-CRM assessment
		  ➢ Issues on Implementing e-CRM system
		  ➢ E-CRM Architecture
		  ➢ eCRM components
		  ➢ The five Engines of e-CRM
		  ➢ Implementing of E-CRM
		  ➢ Challenges in delivering true E-CRM	

4		Knowledge Management System and Decision support system	10

		❖ **Knowledge Management System**
		  ➢ Knowledge Management
		  ➢ Knowledge Management system
		  ➢ Types of Knowledge Management System
		    ▪ Knowledge Network System
		    ▪ Knowledge work system
		    ▪ Artificial intelligence Management System
		    ▪ Expert system
		❖ **Decision support system**
		  ➢ Introduction
		  ➢ Decision making and MIS
		  ➢ Decision support system
		  ➢ Group decision Support System	

Textbook
Management Information System: An Insight Publisher: International Book House Pvt. Ltd. By Hitesh Gupta

REFERENCE BOOKS:

1. Management Information Systems(4th Edition)
   Publisher: Mc Graw Hill
   By Waman S Jawadekar
2. Management Information System
   Publisher: PHI
   By Indrajit Chatterjee