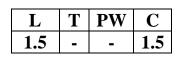# NIRMA UNIVERSITY
## Institute of Management
## Master of Business Administration (Family Business & Entrepreneurship) Programme
## Term - II

| L | T | PW | C |
|---|---|----|---|
| 1.5 | - | - | 1.5 |

| Course Code | MFB4CCIM01 |
|-------------|------------|
| Course Title | Business Information Systems |

## Course Learning Outcomes (CLO):
At the end of the course, students will be able to:
1. Explain socio-technical issues of Information Systems.
2. Illustrate an insight into BIS requirements across different industry verticals and business functions.
3. Analyse the linkages of BIS with organizational strategies

| Syllabus | Teaching Hours |
|----------|----------------|
| **Unit I: IS Fundamentals**<br>• Information Requirements in a small firm<br>• Information Systems Fundamentals<br>• Organization of Data in Computers<br>• Database Management<br>• IS and Its Interface with Organizational, Managerial and strategic aspects<br>• Types of IS | 07 |
| **Unit II: IS in SMEs**<br>• Overview of Enterprise Systems; ERP, KMS, SCM, CRM, BI (With specific reference to SMEs)<br>• Utility of Open Source Software for SMEs,<br>• Enhancing Management Decision making in a SME<br>• Using spread sheets for Decision making Contemporary technological innovations Big Data, Artificial Intelligence, Machine Learning, Cloud Computing<br>• Ethical and Social issues in Digital Firms<br>• SME Specific Cases. | 08 |

## Suggested Readings:
1. Laudon K. C., Laudon J. P. & Dass R., *Management Information Systems*, Pearson Education Inc, New Delhi.
2. O'Brien J., Marakas G.M. &; Behl R., *Management Information Systems*, McGraw-hill Education Pvt Ltd, New Delhi.
3. Turban E., Leidner D., Mclean E. & Wetherbe J., *Information Technology for Management*, Wiley India, New Delhi

w.e.f Academic year 2019-20 and onwards