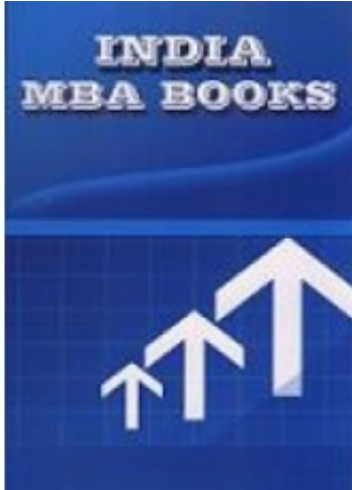


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PREVIEW OF CHAPTERS SYLLABUS

MANAGEMENT INFORMATION SYSTEMS

Description

- 1. The Need for Information Systems: Digital Convergence and the changing Business Environment; Information and Knowledge Economy; Contemporary Approach to IS and Management Challenges.**
- 2. Information Systems in the Enterprise: Types of Information Systems in the Organisation; TPS, DSS, MIS and ESS. Functional Perspective of IS; Enterprise Systems; Strategic uses of Information Systems; Economic Organisational and Behavioural Impacts; IT Impact on Decision Making; Leveraging Technology in the Value Chain; MIS and Core Competencies; Strategic Information Systems (SIS).**
- 3. Electronic Commerce and the Digital Organisation: Internet based Business Models. B2B, EDI and B2C Models; Role of Intranets.**
- 4. Business Hardware Software and IT Infrastructure: Evolution of IT Infrastructure; Moore's law, law of Mass Digital Storage; IT Infrastructure Components; Current Trends in Hardware Platforms; Enterprise Software; Groupware.**
- 5. Business Networks and Telecommunications: Communication Technologies in Business, Videoconferencing, Wireless Payments; Bandwidth and Media; Networks and their Types; Protocols; Internet Networking Services; Future of Networking Technologies; Broadband telephony, VOIP, RFID and Convergence.**
- 6. Databases and Data Warehouses: Traditional vs Database approach; Database Models, Relational Model, and Object Oriented Model; Relational Operations SQL; Data Modelling; Databases on the Web; Data Warehousing.**
- 7. The Wireless Revolution: Introduction. Business Value; Wi-Max and EVDO; M-Commerce; Applications in CRM , Supply Chain and Healthcare.**
- 8. Enhancing Decision Making for the Digital firm: Decision making and Decision**

Support Systems; Business Intelligence and Decision Support; Business Decision Making and the Decision Making Process, GDSS, GIS.

9. Managing Knowledge in the Digital Firm: Knowledge Management System, Enterprise-wide Knowledge Management Systems. Intelligent Techniques: Expert Systems, Fuzzy Logic Systems, Neural Networks, Genetic Algorithm, Hybrid AI Systems, Intelligent Agents.

10. Redesigning the Organization with Information Systems: BPR and Process Improvement; Systems Analysis, System Design; Alternative System Building Approaches; Management Opportunities Challenges and Solutions

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