

BBA-306 MANAGEMENT INFORMATION SYSTEM



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MANAGEMENT INFORMATION SYSTEM

Objective : To manage the information systematically for effective decision making.

Module I : Management Information System : Definition, characteristics and significance of

MIS. Information Concepts : Data v/s Information, types of information, quality of information.

Module II : Decision Making : Simon's model of decision making – understand the role and

relevance of an information system in aiding decision making. Structured and unstructured

decisions – approach and objectives.

Module III : Database Management : Objectives, role, advantages and disadvantages of DBMS, SQL, use of databases for integration across functional areas. Introduction to Decision

support system : elements process.

Module IV : Design Methodology & System Design : System development life cycle, software

development models. System analysis – DFD, DD & Decision Tables .System Design – design

methods, detailed system design, design documentation. System implementation and testing.

Module V : Planning : overview and types of planning.

Module VI : Organizing : organizing the management process. Testing & Changeover. Evaluation Approaches.

Module VII : System Concepts : General Model, Types of System, Subsystems

Module VIII : Information Concepts : Definition, Quality of Information, Value of Information, Information Needs of Manager at different Levels

Module IX : Control Process : Control on Systems; Feedback Control

Module X : Law of Requisite Variety : Management Control through Reporting

Module XI : Human as Information Processors : Newell-Simon Model, Limits on human Information Processors, Characteristics of Human Information Processing, Performance

Module XII : Information System for Functional Areas : Information for Financial, Marketing Inventory

Control, Production and Personal Functions

Module XIII : Management Support System-Overview : Decision Making Phase, Concepts of

Decision Making, Decision Supports System, Difference between MIS and DSS

Module XIV : Decision Making Systems and Modeling : Modeling Process, Information need

3d for different phases and decision, making, Sensitivity Analysis, Static and Dynamic Models,

Simulation, Operations Research Techniques, Heuristic Programming Case Studies
Module XV : Executive Information and Support Systems Needs : Characteristics,
Software
and Hardware, Integrated EIS and DSS, EIS Implementation

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