



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Bachelor of Business Administration /
Bachelor of Business Administration (Honours /Honours with Research) /
Master of Business Administration (Integrated)

Level: UG

Course / Subject Code: BB03001031

Course / Subject Name: Management Information System

w. e. f. Academic Year:	2025-26
Semester:	3
Category of the Course:	Value Added Courses

Prerequisite:	--
Rationale:	This course provides foundational knowledge of how information systems support business functions and decision-making. It equips students with practical skills in database management, system analysis, and digital business models. By integrating technology with business strategies, students learn to design and evaluate MIS solutions. The course prepares learners for roles in business analysis, IT management, and digital transformation.

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
01	Understand the basic concepts, types, dimensions, and components of MIS, and evaluate the benefits and evolution of IT infrastructure in the digital firm era.	Understand, Evaluate
02	Apply database management principles by setting up and managing DBMS packages, creating Entity-Relationship diagrams, and understanding data models, data warehouses, and administration techniques.	Apply, Create
03	Analyze various MIS applications and develop e-commerce solutions by leveraging enterprise models, business process reengineering, and digital communication strategies.	Analyze, Create
04	Evaluate agile project management practices and manage project risk and stakeholder concerns	Evaluate, Apply
05	Design practical MIS solutions using case studies, databases, and agile tools in simulated scenarios	Create, Apply

**Revised Bloom's Taxonomy (RBT)*

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	



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3	1	0	4	70	30	50	0	150
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Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	Fundamentals of MIS • Concepts and types of MIS (TPS, MIS, DSS, ESS) • Dimensions and components of Information Systems • Benefits and strategic role of MIS in business • Evolution of IT infrastructure and its components • New approaches to system building in the digital era Teaching Tools: PPTs, Case snippets, Videos	10	17
2.	Database Management Systems • Objectives of database approach • Characteristics of DBMS • Data processing systems and architecture • DBMS components and packages • Database administration basics • Entity-Relationship diagrams and conceptual data models Teaching Tools: ERD exercises, DBMS simulations (MS Access / MySQL)	12	18
3.	MIS Applications and E-Business • MIS, DSS, GDSS, and their enterprise applications • Knowledge Management Systems and Expert Systems • Enterprise Modelling, BPR, E-Commerce and E-Business Models • Digital goods, markets, and e-communication strategies Teaching Tools: Case studies, business process flowcharts, tools demo (e.g., Shopify, Trello)	12	17
4.	Project Management with Agile Methodologies • Project management: objectives and fundamentals • Introduction to Agile and SCRUM methodology • SCRUM roles, meetings, and user stories • Project risks and risk management • Ethical, legal, and social issues in the digital business environment	11	18



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	Teaching Tools: SCRUM boards (JIRA), agile simulation game, class discussion		
5.	- Analyze a real-world MIS implementation – identify system types, outcomes, and challenges (report + PPT). - Design a business database in MS Access/MySQL; create E-R diagram and basic queries. - Build a basic e-commerce website using platforms/tools like Wix/Shopify/WordPress (demo + code snapshot). - Manage a mock project using Agile SCRUM – assign roles, conduct sprints, manage risks (logbook + review).	15	30(CEC)
Total		60	100

Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
20%	30%	25%	0%	15%	10%

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

References/Suggested Learning Resources:

(a) Open-source software and website:

Case Studies

- Developing MIS for National Innovation Foundation: Choosing Process, Product and Vendor, Sanjay Verma; Priyanka Sharma, <https://hbsp.harvard.edu/product/A00137-PDF-ENG?Ntt=MIS>
- Enterprise-Wide Business-IT Engagement In An Empowered Business Environment: The Case Of FedEx Express EMEA, Stijn Viaene; Steven De Hertogh, <https://hbsp.harvard.edu/product/JIT025-PDF-ENG?Ntt=MIS>
- From Products to Product-Service Systems: IT-Driven Transformation of a Medical Equipment Manufacturer, Jens Fahling; Felix Kobler; Jan Marco Leimeister; Helmut Krcmar, <https://hbsp.harvard.edu/product/JIT062-PDF-ENG>



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(b) Books:

No.	Author	Title	Publisher	Edition
1	Laudon, K. C., & Laudon, J. P.	Management information systems: Managing the digital firm.	Pearson	Latest
2	Coronel, C., & Morris, S.	Database systems: design, implementation, & management.	Cengage	Latest
3	Olson, D.	Information systems project management	Business Expert Press	Latest
4	Schiell, J.	The ScrumMaster Study Guide	Auerbach.	Latest
5	Stair, R., & Reynolds, G.	Fundamentals of Information Systems	Cengage	Latest

CO- PO Mapping:

Semester 3	Management Information Systems				
	POs				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	3	2	-	-	2
CO2	2	3	1	-	-
CO3	2	3	2	-	2
CO4	2	2	3	2	3
CO5	2	3	3	2	2

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.

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