

Enterprise Information Systems (EIS)

Credits	3
Faculty Name	Dr. Bhaskar Basu
Program	1 Year Exe-MBA FT
Academic Year and Term	2018-19, Term 1

1. Course Description:

The course comprises two major constituents – core information systems concepts and enterprise systems for management.

The information systems encompasses a survey of Business Information Systems topics ranging from the traditional Info Systems concepts to the contemporary concepts like the strategic impact of IS upon a firm including its role with regard to the various processes and culture in an organization. The course also provides a thorough grounding and internalization of the important Info Systems concepts, which will help the participants to apply their knowledge towards innovative IT uses in various functional areas. There will also be discussions on systems for supporting knowledge-based work such as Decision Support Systems, and Knowledge Management. At the end we will study the methodologies for modelling and development of Information Systems. The course delivery will be based on conceptual treatise as well as practice/presentation sessions. The students are individually responsible for the security of their passwords and submission of assignments through institute proprietary learning management system (AIS) or online (email) mode. The aim of the course is to equip the participants with the skills that will help them contribute to the success of most of the functional areas in organizations, through design of IT based systems.

Enterprise systems typically include key system application for the digital age. These include supply chain management, customer relationship management, electronic commerce, knowledge management and other enterprise wide applications which are critical to all companies that have global operations. Participants will learn how enterprise systems can remove structural and functional barriers to make organizations more cross-functional and productive.

2. Student Learning Outcomes:

On completion of the course participants will be able to:

- Be able to appreciate the basic Information Systems Concepts such as ‘the Strategic and transforming role of Info Systems’, ‘Classification of Info Systems’, ‘Enterprise Systems Management’, and ‘Decision Making and Basic Decision Support Systems’
- Be able to demonstrate sound understanding and appreciation of business value of Enterprise Information Systems in contributing toward overall improvement of the operations in various functional areas
- Be able to work hands-on basic decision support tools like Excel for problem solving

3. **Readings:**

Text Book:

Management Information Systems, Effy Oz, Cengage Learning-6th ed

Reference Books:

1. Information Systems Today: Managing in the Digital World by Valacich/Schneider, Pearson
2. Management Information Systems, Laudon & Laudon 12th Ed., Pearson Ed.
3. Management Information Systems, James O Brien et al, TMH
4. Management Information Systems, Jaiswal & Mittal, OUP
5. Management Information Systems: A South-Asian Perspective, Bidgoli and Chattopadhyay, latest edition (2016), Cengage Learning
6. Reading materials/handouts* and cases for selective sessions

4. **Tentative Session Plan:**

Session	Topic	Reading/Case Discussions
1 - 3	Info Systems in Business Today: The Role of Information Systems, Information, People Data vs Information vs Knowledge, Classification of Info Systems	Ch 1, Panel Discussion: Does IT Matter? HBS case: Tale of Two Airlines in the Network Age
4-6	Info Systems, Organizations, & Strategy: How IS Impacts Organizations & Business Firms, Using IS to Achieve Competitive Advantage, Porter’s model	Ch 2, Business Canvas Case: Domino’s Sizzles with Pizza Tracker
7-9	Enterprise Systems: Core Business Processes and Organizational Value Chains, ERP/KM systems	Ch 3, Class Assignment(s) HBS case: Conversation about IT
10-11	E-commerce: Key Concepts, Understanding the Business, Products, Services and Customers	Ch 8, Role Play Case: Flipkart
12-14	Business Analytics and Decision Support using Excel	Ch 10, Lab session**

15-17	Business Intelligence and Knowledge Management	Ch 11, Assignment HBS case: GROW: Using Artificial Intelligence to Screen Human Intelligence
18	Emerging Trends and Applications	Guest Lecture^
19-20	Group Presentations and Wrap Up	(Topic: Instructor Choice)**

*Handouts will be provided wherever it is deemed to be necessary

^ Subject to availability

** Flexible Slots

5. Evaluation:

- Quiz : 20%
- Assignment(s) : 20%
- End Term : 30%
- Group Presentation : 20%
- Class Participation : 10%

6. Academic Integrity:

Students are expected to maintain ethical standards conforming to regulations as per the Student Manual of Procedures for Exe-MBA students, Xavier University.

The instructor reserves the right to tweak a few sessions depending on the receptibility of students during the course.