

Enterprise Information Systems (EIS)

Credits	3
Faculty Name	Prof. Bhaskar Basu
Program	1 Year Exe-MBA FT
Academic Year and Term	2019-20, Term 1

1. Course Description:

The course comprises three major constituents – core information systems concepts, enterprise systems for management and skill enhancement on specific IS tools. The course delivery will be based on conceptual treatise as well as practice/presentation sessions. 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.

PROGRAMME LEVEL GOALS AND OBJECTIVES (PRIMARILY) ADDRESSED THROUGH THIS COURSE:

Program Goals	Objectives
1. Functional/Business Skills	1.6: The students will demonstrate understanding of elements of information systems

SUB-OBJECTIVES ADDRESSED THROUGH THIS COURSE:

1.6.1: The students will understand the basic Information Systems such as ‘The Strategic role of Info Systems’, ‘Classification of Info Systems’, ‘E-Commerce Systems’, ‘Decision Support Systems’ and ‘AI applications’.

1.6.2: The students will propose business process improvements through System Modeling Approaches for the proposed system in different domains.

2. Course Learning Objectives:

On completion of the course participants will be able to:

- Appreciate the basic Information Systems Concepts such as ‘The Strategic role of Info Systems’, ‘Classification of Info Systems’, ‘E-Commerce Systems’, ‘Decision Support Systems’ and ‘AI applications’.
(Aligned to Functional/Business goal of BM program)
- Demonstrate sound understanding and appreciation of business value of Enterprise Information Systems (ERP/CRM/SCM/KM) in contributing toward overall improvement of the operations in various functional areas
(Aligned to Functional/Business goal of BM program)

3. Readings:

Compiled Book of readings for internal use only

Reference Books:

1. Management Information Systems, Effy Oz, Cengage Learning
2. Management Information Systems, Laudon & Laudon 14th 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. Information Systems Today: Managing in the Digital World by Valacich/Schneider, Pearson, ISBN:9789332549944.

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	Business Analytics and Decision Support using Excel	Ch 3, Class Assignment(s): Lab session**
10-11	E-commerce: Key Concepts, Understanding the Business, Products, Services and Customers	Ch 4, Role Play Personalization & Recommender System
12-14	Enterprise Systems: Core Business Processes and Organizational Value Chains, ERP/KM systems	Ch 5, HBS Case & Assignments
15-17	AI and ML applications in Industry	Ch 6, HBS Case & Assignments
18	Emerging Trends and Applications	Guest Lecture^
19-20	Group Presentations and Wrap Up	(Topic: Instructor Choice)**

^ Subject to availability

** To be specified in Class

These slots can then be used for any additional coverage (as relevant)

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 latest 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.