

**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD  
(COL MBA/MPA PROGRAMME)**

**MANAGEMENT INFORMATION SYSTEM (5567)**

**CHECKLIST**

**SEMESTER: AUTUMN, 2012**

This packet comprises the following material:

1. Text Books
2. Assignment No. 1, 2
3. Assignment Forms ( 2 sets )
4. Course Outlines

In this packet, if you find anything missing out of the above mentioned material, please contact at the address given below:

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**(Commonwealth of Learning Executive MBA/MPA Programme)**

**WARNING**

- 1. PLAGIARISM OR HIRING OF GHOST WRITER(S) FOR SOLVING THE ASSIGNMENT(S) WILL DEBAR THE STUDENT FROM AWARD OF DEGREE/CERTIFICATE, IF FOUND AT ANY STAGE.**
- 2. SUBMITTING ASSIGNMENTS BORROWED OR STOLEN FROM OTHER(S) AS ONE'S OWN WILL BE PENALIZED AS DEFINED IN "AIOU PLAGIARISM POLICY".**

**Course: Management Information System (5567)**  
**Level: Executive MBA/MPA**

**Semester: Autumn, 2012**  
**Total Marks: 100**  
**Pass Marks: 40**

**Instructions:**

- (a) All written assignment must be well organized, presented in an easy-to-read format, and neat. If your handwriting is not legible, type or compose the written assignment. Moreover, pay particularly close attention to grammar, spelling, punctuation and understandability. Communication is extremely important in this course.
- (b) Documentation is likewise very important. Un-supported statements or opinions are worth less to the reader who desires to verify your finding. Complete and specific documentation is mandatory. Also, your references should be from primary sources, except in rare and unusual situation.
- (c) Quoting should be kept to an absolute minimum.
- (d) Before writing the assignment, you are advised to thoroughly study the guidelines for assignment writing.

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**ASSIGNMENT No. 1**  
**(Block 1–5)**

- Q.1 Because of the interrelationship between Information Technology capabilities (IT), Management Information System (MIS) functionalities, and information use, an organization has a great range of choices concerning what it will accomplish through IT and how these tasks will be done? Explain how IT and MIS has brought revolution in different business functions? **(20)**
  
- Q.2
  - a) Evaluate the e-business challenge and strategic alternatives for building IS solutions.
  - b) Describe different market models for competition. **(20)**
  
- Q.3
  - a) Identify different generic approaches to strategy or effective use of IS in organizations.
  - b) Discuss strategies for global community building and global marketing. **(20)**

- Q. 4 Apply and evaluate Supply-and-Demand Chain Management techniques to B2B and B2C analysis. (20)
- Q. 5 Briefly explain the following: (20)
- E-Economy
  - Market-place and the new Market-space
  - Internet Economy
  - E-Business Planning Process

## ASSIGNMENT No. 2

**Total Marks: 100**

### ***Instructions:***

- This assignment is a Case Study-oriented activity. You are required to develop a case study and submit to the tutor for evaluation prior to the final examination. The last date of this assignment will be notified separately by directorate of regional services and the same will be communicated to you directly as well as through approved study centers assigned to you.
- You will have to participate in the activity fully, actively and practically to be eligible to sit in the final examination of the course.
- For the preparation of this assignment, you should first thoroughly review the Case Study Guidelines and then start developing scholarly material with references, quotations, and extracts of various scholars and experts. Then visit any business/commercial organization and study the relevant practical aspects there. Combining the theoretical and practical aspects, develop a comprehensive case study of 1500-3000 typed words to be submitted.
- Prepare a copy of this assignment and submit to your tutor for your evaluation.
- You should prepare the transparencies, charts, or any other illustrative material for effective presentation.
- If you fail to present this assignment in the class, then you will not be able to sit in the final examination conducted by AIOU.

### **Requirement**

You are required to select an organization of your own choice, find out the problematic situation or dilemma relevant to your subject in that organization, which may be current or happened in past. After highlighting the problem, design a case study upon the dilemma of that organization. Guidelines to design case study are attached herewith. Read carefully the guidelines and formulate case study by strictly following the format.

### **Guidelines to Develop a Case Study**

#### **What a case study is?**

Case study is a part of effective knowledge management. It is specific and easily digestible story format which comes up with a solution. Case study is the practical implication of business studies. It enriches your exposure to field work and your

managerial and executive expertise to handle organizational issues. A case study is written summary or syntheses of real-life situations based upon data and research. It is a story with introduction, body and conclusion. It is a challenge with a result or a problem with a solution. Case studies identify appropriate strategies for the resolution of dilemma of the case.

### **Case Study Layout**

- Title page
- Abstract
- Introduction
- Major characters
- Company/organizational background
- Industry profile/context
- Dilemma of case/ storyline/ Case presentation
- Management Outcome with relations to problem
- Analysis and Conclusion
- References
- Exhibits
- Acknowledgement/End Notes

### **Title page:**

The title page will contain the full title of the case study. A title must not be vague or non-specific because it may not attract readers' attention. The two most common formats of titles are nominal and compound. A nominal title is a single phrase, for example "A case study of hypertension which responded to spinal manipulation." A compound title consists of two phrases in succession, for example "Response of hypertension to spinal manipulation: a case study." Keep in mind those titles of articles average between 8 and 9 words in length.

### **Abstract:**

An abstract consists of a short version of the whole paper. There are no headings within the abstract. The author simply tries to summarize the paper into a story which flows logically.

### **Introduction:**

The introduction is where we convey case study to the reader. It is useful to begin by placing the study in a historical or social context. If there is something especially challenging about the diagnosis or management of the condition that we are describing, now is our chance to bring that out. Introduction doesn't need to be more than a few paragraphs long, and the objective is to have the reader understand clearly, but in a general sense, why it is useful for them to be reading about this case. Avoid using jargons specifically in introduction. Introduction should create a dramatic interest.

**Major characters:**

In the case there are assumed characters around which the whole story revolves. Characters make the dilemma understandable. Select your characters with their names and designations.

**Company/organizational background:**

Reporting of background should be very selective. It is not the history of whole organization but a history that relates to the problem or decision. Avoid giving unnecessary details. Information about the organization should shed light on the problem.

**Industry profile/context:**

Industry profile gives the details of the context within which the organization operates with pressures, threats, laws, information on competitors and other external factors that impact the organization.

**Case Dilemma/ Storyline/ Presentation:**

This is the part of the case in which we introduce the raw facts. First, describe the complaint that brought the situation to you. Next, introduce the important information that is obtained from history. There is no need to include every detail – just the information that helps to settle on diagnosis. Try to present information in a narrative form – full sentences which efficiently summarize the results of questioning. Then describe the results of clinical examination. Again, you should write in an efficient narrative style, restricting yourself to the relevant information. You should describe the actual results, since not all readers will have the same understanding of what constitutes a “positive” or “negative” result. Dilemma is the main problem or the main motive to write up a case so it should be logical, clearly narrated, well structured and realistic.

It must not be self created or assumption based. The case must realistically grapple with the problem and appreciate the complexity of decision making in the real world. A balance must be attained between giving enough material to make informed choice or decisions based upon accepted business principles.

**Management of Dilemma:**

In this section, we should clearly describe the plan for settlement of the situation, and the outcome. It is useful for the reader to know what type of remedial actions have been taken. Additionally, you should be as specific as possible in describing the remedial action that was used already. If some techniques have been used then you are required to elaborate clearly those techniques. Remember that our case study may be read by people who are not or less familiar with managerial techniques.

**Conclusion:**

Here the problem and options for consideration are restated but the decision point is open for students to resolve. The case should never end with a ‘yes’ or ‘no’ or ‘right’ or ‘wrong’ answer. The conclusion should create tension and suggest options for the readers. Ideal cases have no definite conclusions.

**Discussion:**

In this section identify any questions that the case raises. It is not compulsory to provide a complete physiological explanation for everything that is observed. We summarize the lessons learned from this case.

**Exhibits:**

If you have used any tables, figures or photographs, they should be accompanied by a succinct explanation. Tables, figures and photographs should be included at the end of the case as exhibits. Exhibits are the supporting supplementary material of the data given in the whole case study. The purpose of each exhibit should be very clear. If an exhibit has been used in the case, it should be simple and clear. These are used to simplify and clarify the text of the case and to help in resolution of dilemma and making decision.

**Acknowledgments:**

If someone provided assistance with the preparation of the case study, thank them briefly. It would generally be regarded as excessive and inappropriate to thank others, such as teachers or colleagues who did not directly participate in preparation of the case.

**References:**

Give references that you have read and used for giving information in the case. Try to avoid using textbooks as references, since it is assumed that most readers would already have this information. Also, do not refer to personal communication, since there is no way of checking this information.

**Types of case study****Types on the basis of structure**

- **Open ended case study**  
The case studies having no questions at the end are open ended case studies. These case studies are end up with a tense situation for readers. Readers themselves draw the questions and find solution to problem.
- **Close ended case study**  
The case studies ending up with questions are close ended case studies. These are the most common types of case studies. These are easy for readers to find solution. The questions are drawn on the basis of dilemma and storyline of case.

**Important Points**

- Write in past tense
- Direct quotes are written in present tense
- Avoid jargon
- Structured Logically
- Free of grammatical errors
- Define technical terms if not common
- Avoid adjectives and adverbs

- Avoid ambiguities and inconsistencies
- Refer to actors by last name consistently
- Do not capitalize position titles
- Number all exhibits and refer to them in text
- Writing should be clear, concise and accessible.
- Cases should be between 1500-3000 words in length.

**Important Note**

You are advised to structure your case study in close end structure. Give 3-4 questions at the end of you case study.

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## **MANAGEMENT INFORMATION SYSTEMS (5567) COURSE OUTLINES**

### **BLOCK 1: INTRODUCTION TO MIS AND GLOBAL CONCEPTS OF ELECTRONIC BUSINESS**

- Review of Enterprise Concepts
- Information Systems Versus Information Technology
- Impact of MIS on Organizations
- Evolution of Management Information Systems
- The New Economy, The Internet Economy and E-Business
- Strategic Applications of IS and E-Business

### **BLOCK 2: E-BUSINESS MARKETS AND COMPETITIONS**

- The Marketplace and The Virtual Market Space
- The New Value Chain for E-Business
- Leveraging the Organization Through ICT and E-Business
- Issues in Implementing E-Business and IOS Strategies
- Strategic Analysis for E-Business Solutions

### **BLOCK 3: STRATEGIC FRAMEWORKS FOR IS AND E-BUSINESS**

- Introduction to Strategic Approaches
- Strategic Frameworks
- Strategic Planning for E-Markets
- Developing Sector Strategies And Organizational Impacts

### **BLOCK 4: STRATEGIC INFORMATION SYSTEMS PLANNING FOR E-BUSINESS NETWORKS**

- Evolution of Strategic Information Systems Planning (SISP) Approaches
- Value Chain Integration

- Applying the Supply Chain Management Approach
- E - Business and Chain Effects
- The E-Business Planning Process

**BLOCK 5: EVALUATING STRATEGIES FOR IS AND E-COMMERCE APPLICATIONS**

- Assessing Organizational Readiness for Change
- The Balanced Scorecard (BSC) Approach
- Internet Strategy Effectiveness

**BLOCK 6: CREATING GLOBAL SYSTEMS AND GLOBAL BRANDS**

- Globalization and the Culture Of Distance
- E-business Cultures
- Global Community-Building
- Global Branding and Customer Relationship Management

**BLOCK 7: TRANSFORMING AND MANAGING INFORMATION ORGANIZATIONS**

- Models of Industry Transformation
- Effects of Transformation and Convergence on Organizations
- Outsourcing and Partnering for the Virtual Organization Formulating E-Business roll out Strategies
- A Framework for E-Business Change Management

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