

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

**MANAGEMENT INFORMATION SYSTEM (5567)**

**CHECKLIST**

**SEMESTER: SPRING, 2014**

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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Allama Iqbal Open University  
H-8, Islamabad  
051-9057611-12**

**ALLAMA IQBAL OPEN UNIVERSITY, ISLAMABAD**  
**(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".**

**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 to primary sources, except in rare unusual situation.
  - c) Quoting should be kept to an absolute minimum.
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**ASSIGNMENT No. 1**

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

**Semester: Spring, 2014**  
**Total Marks: 100**  
**Pass Marks: 40**

- Q.1 How Information Technology has influenced organizational strategy? What threats and opportunities it presents to contemporary managers? **(20)**
- Q.2 Discuss the evolutionary phases of management information system. Highlight the contribution of each era in detail? **(20)**
- Q.3 Discuss e-business challenges and strategic alternatives to establish IS solutions in detail? **(20)**
- Q.4 Explain Critical Success Factors for e-business, which factor you find most critical and why? **(20)**
- Q.5 How Supply-and-Demand Chain management techniques can be applied to B2B and B2C analysis? Explain in detail. **(20)**

## **ASSIGNMENT No. 2**

**Total Marks: 100**

### **Instructions:**

1. This assignment is a research-oriented activity. You are required to develop a term paper and submit to the tutor for evaluation prior to the final examination. The last date of this assignment will be notified separately by our directorate of regional services and the same will be communicated to you directly as well as through approved study centers assigned to you.
2. You will have to participate in the activity fully, actively and practically to be eligible to sit in the final examination of the course.
3. For the preparation of this assignment, you should first thoroughly review the conceptual framework of the topic and develop a scholarly material of the same giving references, quotations and extracts of various scholars and experts. Then visit any business-commercial organization and study the relevant practical aspects there. Combining 20 to 25 typed pages to be submitted to your tutor.
4. Include the following main headings in your assignment:
  - a) Introduction to the topic
  - b) Important sub-topics
  - c) Practical study of the organization with respect to the topic
  - d) Review of theoretical and practical situation, merits, de-merits deficiencies or strengths of the organization with respect to the topic under study.
  - e) Conclusion and recommendation
  - f) Annex, if any
5. Prepare a copy of this assignment and submit to your tutor for your evaluation.
6. You should add any illustrative material/data/tables/analysis for effective submission.
7. If you fail to submit this assignment in the class, then you will not be able to sit in the final examination conducted by AIOU.
8. A number of topics given below are the general aspects of the course and you are required to select one of the topics according to the last digit of your roll number. For example, if the roll number is N-9337241, you will select topic number 1, and if the roll number is O-3427185 then you will select topic number 5 (the last digit).
  1. Information System and its Components
  2. Organizational Models of Decision Making
  3. Expert System and Decision Support System
  4. Information System Success and Failure
  5. Data Information Resources
  6. E-commerce and Security Issues
  7. Knowledge base System in Pakistan
  8. Cyber Crime and Ethical/Social Impact of Information System
  9. System Development Life Cycle
  0. Strategic Information System and Data Processing System

# MANAGEMENT INFORMATION SYSTEMS (5567)

## Course Outline

- Unit 1: Introduction to MIS and Various Approaches**
- Organizational foundations of Information systems
  - Review of enterprise concepts
    - Functional areas and business functions
    - Business processes and procedures
    - Impact of information technology on business processes
    - Integration of business processes and information systems
    - What is IS? Information systems versus information technology
    - Why Information System (IS)?
    - Approaches of information systems
    - Role of information systems
    - Challenges of information systems
    - The new economy
    - The Internet economy
    - E-business
    - E-business impact
  - Strategic applications of IS and E-business
- Unit 2: Strategic Information Systems and enterprise Systems**
- Introduction to Strategic Information Systems
    - Background to planning theory
    - How IS planning has evolved
    - Characteristics of information process systems
    - Strategic planning for emerging business models
    - A strategic planning for emerging business models
    - Management of decision making
    - Data-Gathering systems
    - Expert systems
- Unit 3: Strategic Role of Information Systems**
- Information systems and business strategies
    - Strategic planning for e-markets
    - E-business strategy
    - Dot-com strategies
    - Competitive or cooperative strategies
  - Developing sector strategies
    - Market strategies
    - Using systems for competitive advantages
  - Organizational impacts
    - Value chain integration
  - Applying the supply chain management approach
    - The logistics paths
    - Driving supply chain management
    - Knowledge exchange and enabling technology
    - Some examples of change

- E-business and chain effects
  - Supply chain management (SCM)
  - Demand chains
  - Virtual value chains
- The e-business planning process
  - Strategic options
- Unit 4: Information Management in Organizations**
  - Models of industry transformations
  - A staged transformation model – leveraging
  - Effects of transformation and convergence on organizations
    - Transformation changes
    - Effects on people
    - Effects on processes and ICT
    - Drivers and capabilities for convergence
    - Convergence strategies
- Unit 5: Outsourcing for Virtual Organization**
  - Outsourcing and partnering for the virtual organization
    - Outsourcing and external sourcing
    - Strategic, transformational and tactical outsourcing
    - Strategic outsourcing and core competences
    - Linking outsourcing to strategy
    - Leadership issues
  - formulating e-business roll-out strategies
    - Development options
    - Stages of implementation
    - Management structures
  - A framework for e-business change management
    - Analyzing the change environment
    - Successful management of change
- Unit 6: E-Commerce Applications**
  - Evaluating Strategies for Information system and E-Commerce Applications
  - Strategic frameworks
    - Strategy as simple rules
  - Identify key processes where your organization can win
    - Portfolio management
    - Co-evolutionary strategies
  - Assessing organizational readiness for change
- Unit 7: Action Plans and Implementation**
  - Demonstrating the need for an Action Plan
  - The economics of e-business
    - Transaction cost theory
    - Return on investment and risk analysis
    - E-business: opportunities and threats
  - The balanced scorecard (BSC) approach
    - Background – business systems planning

- Principles of the balanced scorecard (BSC)
- Preparing the balanced scorecard
- Implementing the BSC
- Measures of success
- Internet strategy effectiveness
  - Determine internal and external forces
  - Create a metrics programme
  - Applying value criteria
  - Activity-based approaches
- Unit 8: E-Business Culture and Virtual Market-space**
  - Contemporary Information System and E-Business Culture
  - The marketplace and the virtual market-space
    - Global and local markets
    - Virtual markets ecosystems
    - Models of virtual markets
    - Strategies for e-markets
  - The value chain for e-business
    - The basic concept
    - What is a value chain?
  - Strategic analysis for e-business solutions
    - Technology leadership
    - The Seven “S” Framework
- Unit 9: Globalization and CRM**
  - Globalisation and the culture of distance
    - Introduction
    - Global organisations and global markets
    - Strategies for global change
  - E-business cultures
    - Organisational cultures
    - Culture and IT
    - Virtual cultural alliances
    - Impact of culture on e-business
    - Culture and change
  - Global community-building
    - Development stages
    - Shifting locus of core competencies
    - The customer as king
    - The increasing power of the connected consumer
    - Community-building through ICT
  - Global branding and customer relationship management
    - E-branding creation and positioning
    - Customer relationship
    - Customer relationship management