

301. INTERNATIONAL BUSINESS INFORMATION SYSTEM

OBJECTIVE : The main purpose of this course design is to develop a basic understanding about the :

- (i) Business information systems and their management.
- (ii) Role of information technology in corporate decision making process.
- (iii) Latest trends in the information technology and their application in business.

LEVEL OF KNOWLEDGE : Expert knowledge of the various techniques involved in getting information needed in the international business.

DETAILED SYLLABUS :

Unit - 1

Features of CBIS.

Model base management system.

Type of models, structure of models, dichotomous model of mind.

Function, time, certainty, uncertainty, risk.

Significance of management information system.

MIS and corporate decision making process.

MIS organization in business establishment.

Unit - 2

System concept of business organization.

Executive information system.

MIS Stage theory.

Unit - 3

Corporate MIS development cycle: various phases

MIS Planning and programming.

System analysis and design.

Prototype approach.

Development of gross/conceptual design.

Development of detailed system design.

Implementation of MIS.

case study

Unit - 4

Corporate functional information system

Marketing information system.

Financial information system.

Human resource information system.

Accounting information system.

Unit : 5

Distributed data processing.

Latest trends in business information system.

Managing the MIS security, risk & prevention techniques.

REFERENCES :

Management Information System : Murdick & Ross

Management Information System : O' Brien

Management Information System : Davis & Olson