



## SESSION PLAN

**\*Lecture / Tutorial / Laboratory / Workshop**

(\* DELETE AS APPROPRIATE)

COURSE PARTICULARS	
#: <b>S121</b>	Title: Management Information System

SESSION PARTICULARS		
#: ...1...	Title: Business Information System	Hrs: ٢

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Explain why information systems are so essential in business today.
2	Define an information system from both a technical and a business perspective
3	Distinguish between computer literacy and information systems literacy.
4	Apply a four-step method for business problem solving to solve information system-related problems.
5	Assess how information systems will affect business careers in accounting, finance,
6	Assessing in other business careers as management, marketing, operations management, and information systems and
7	Identify the information systems skills and knowledge essential for all business careers.

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**Approved by :**

Designation Dr.

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**Lecture**

**Source Material :**

**Text Book**

Jane P. Laudon, Kenneth C. Laudon. **Essentials of Business Information Systems**, 7<sup>th</sup> Edition.

ISBN: 0132277816. Prentice Hall New Jersey. 2007

**Supplementary Material:** Data show, white board.

**Educational Resources:** Handouts, presentations, assignments.

**Tutorial / laboratory / Workshop (Delete as required)**

## SESSION PARTICULARS

#: ...2...	Title: Business Information Systems (Cont.)	Hrs: ۲
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### LEARNING OUTCOMES / ABILITIES GAINED\*

#	Outcome Description
1	Explain why information systems are so essential in business today.
2	Define an information system from both a technical and a business perspective
3	Distinguish between computer literacy and information systems literacy.
4	Apply a four-step method for business problem solving to solve information system–related problems.
5	Assess how information systems will affect business careers in accounting, finance,
6	Assessing in other business careers as management, marketing, operations management, and information systems and
7	Identify the information systems skills and knowledge essential for all business careers.

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#: ...3...	Title: E-Business: How Businesses Use Information Systems	Hrs: ۲
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LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Identify and describe the major features of a business that are important for understanding the role of information systems.
2	Describe the information systems supporting the major business functions.
3	Defining the major business functions as sales and marketing, manufacturing and production, finance and accounting, and human resources.
4	Evaluate the role played by systems serving the various levels of management.
5	Levels of Management and their relationships
4	Explain how enterprise applications and intranets promote business process integration and.
5	Assess the role of the information systems function in a business
6	How to improve organizational performance?
7	Identify and describe the major features of a business.
8	Understanding the role of information systems.

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#: ...4...	Title: E-Business: How Businesses Use Information Systems (Cont.)	Hrs: ۲
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LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Identify and describe the major features of a business that are important for understanding the role of information systems.
2	Describe the information systems supporting the major business functions.
3	Defining the major business functions as sales and marketing, manufacturing and production, finance and accounting, and human resources.
4	Evaluate the role played by systems serving the various levels of management.
5	Levels of Management and their relationships
4	Explain how enterprise applications and intranets promote business process integration and.
5	Assess the role of the information systems function in a business
6	How to improve organizational performance?
7	Identify and describe the major features of a business.
8	Understanding the role of information systems.

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## SESSION PARTICULARS

#: ...5...	<b>Title:</b> Achieving Competitive Advantage With Information Systems	<b>Hrs:</b> ۲
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### LEARNING OUTCOMES / ABILITIES GAINED\*

#	Outcome Description
1	Demonstrate how Porter's competitive forces model helps companies develop competitive strategies using information systems.
2	Demonstrate how the value chain and value web models help businesses.
3	Identify opportunities for strategic information systems applications.
4	Assess how information systems help businesses use synergies, core competencies.
5	Determine network-based strategies to achieve competitive advantage.
4	Assess how competing on a global scale and promoting quality enhance competitive advantage.
5	Evaluate the role of business process reengineering (BPR) in enhancing competitiveness
6	Global Business and System Strategies
7	Globalization Opportunities

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#: ...6...	Title: Telecommunication	Hrs: ۲
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LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	What Is a Computer Network
2	Component of Computer Network
3	Key Digital Networking Technologies
4	Types of Networks
5	Broadband Network Services and Technologies
6	Describe the features of telecommunications networks and identify key networking technologies.
7	Evaluate alternative transmission media, types of networks, and network services.

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#: ...7...	Title: ... Midterm Exam ....	Hrs: ۲
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LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	EXAM

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**Educational Resources:**

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### LEARNING OUTCOMES / ABILITIES GAINED\*

#	Outcome Description
1	What is the Internet?
2	Internet Addressing and Architecture
3	The Domain Name System
4	Hierarchical structure
5	Top-level domains
6	Internet Architecture and Governance
7	No formal management: IAB, ICANN, W3C
8	Future Internet
9	Client/Server Computing on the Internet
10	Technologies and Tools for Communication and E-Business

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LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	What is wireless technology?
2	Wireless devices (PDAs, BlackBerry, smart phones)
3	Cellular network standards and generations (GSM, CDMA) and Cellular generations (SMS, 3G, 2.5G)
4	Mobile wireless standards for Web access (WAP, I-mode)
5	Bluetooth(PANs)
6	Wi-Fi and wireless Internet access (hotspots) and WiMax
7	Broadband cellular wireless (EV-DO)
8	What is RFID?
9	How RFID Works

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#: ...10...	Title: Enterprise Applications	Hrs: ۲
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LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	How enterprise systems achieve operational excellence by integrating and coordinating diverse functions and business processes in the firm.
2	Demonstrate how supply chain management systems coordinate planning, production, and logistics with suppliers.
3	How customer relationship management systems achieve customer intimacy by integrating all customer information and.
4	Assess the challenges and new opportunities raised by enterprise applications.
5	Making CRM available throughout the firm

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#: ...11...	Title: E-Commerce	Hrs: ۲
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LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Describe the unique features of e-commerce, digital markets, and digital goods.
2	Analyze how Internet technology has changed value propositions and business models.
3	Evaluate the role of m-commerce, digital markets, and digital goods.

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#: ...12...	<b>Title:</b> E-Commerce (cont)	<b>Hrs:</b> ۲
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LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Compare the principal payment systems for electronic commerce.
2	
3	
4	

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#: 13...	Title: Digital Markets	Hrs: ۲
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LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	What is Ecommerce?
2	Why E-commerce Is Different?
3	Web Site Personalization
4	Categories of Electronic Commerce
5	M-Commerce Services and Applications

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#: 14...	Title: Digital Markets (Cont.)	Hrs: ۲
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LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Business-to-Business Electronic Commerce: New Efficiencies and Relationships
2	M-Commerce Services and Applications
3	Accessing Information from the Wireless Web
4	Types of Electronic Payment Systems
5	Digital Payment Systems for M-Commerce

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1 of 2

MPC3/3-1

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<b>Tutorial / laboratory / Workshop (Delete as required)</b>

#: 15...	Title: Digital Goods	Hrs: 2
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LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	What are digital goods?
2	Main characteristics of digital goods
3	What is the different between digital goods and other goods?
4	Benefits of digital goods
5	Types of digital goods

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LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	EXAM

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