Subject Code [2610000103044001]

VEER NARMAD SOUTH GUJARAT UNIVERSITY
Bachelor of Business Administration (BBA)
AICTE- Based syllabus
FOR S.Y BBA SEMESTER – III

Program Name	**Bachelor of Business Administration (BBA)**					
Semester	**III**					
Course Type	**MDC**					
Course Subtype	**Skill Development**					
Course Code	**MDC301**					
Course Level	**200**					
Course Title	**Management Information System**					
Credit	**Theory:**	**04**	**Practical:**	**00**	**Total:**	**04**
Effective Form	**Academic Year: 2026-27**					
Medium of Instruction	English					
Purpose of Course	The purpose of this course is to introduce students to the foundational and applied aspects of Management Information Systems (MIS), Database Management Systems, and technology-driven business applications. The course enables learners to understand how information systems support business decision-making, organizational efficiency, digital operations, and project management in the modern information era.					
Course Objective	1. Understand fundamental concepts, components, functions, and types of information systems including MIS, DSS, TPS, and EIS. 2. Gain knowledge of data, information, database concepts, DBMS components, and architecture. 3. Understand application areas of MIS and DSS including E-Business, KMS, KBS, and enterprise systems. 4. Analyze the role of information systems in organizational transformation, BPR, and digital workflows. 5. Understand project management information systems (PMIS), agile methodology concepts such as SCRUM and Kanban. 6. Identify ethical, social, and political issues emerging from data-driven digital business environments.					
Course Outcomes	CO1: Demonstrate understanding of information systems concepts, structure, and MIS fundamentals. CO2: Explain data, information, database concepts, and the functionality of DBMS. CO3: Examine and differentiate various information system applications including MIS, DSS, GDSS, KMS, and enterprise models. CO4: Understand E-Business, E-Commerce, and Business Process Reengineering and their role in organizational operations. CO5: Demonstrate knowledge of PMIS, agile project frameworks including SCRUM, Kanban, XP, and XPM.					

	CO6: Identify and evaluate legal, ethical, social, and political issues related to digital information systems.
Course Content	**Unit1: Fundamental concepts of MIS** Concept of Information Systems (IS), Dimension and components of IS, Types of IS (overview) - Transaction Processing System, Decision Support System, Management Information Systems, Executive Information System, Expert System, Basics concept of MIS, Functions of MIS, Types of MIS. **Unit2: Database Management System:** Concept of data, difference between data and information, concept of database and database management system (DBMS), characteristics of DBMS, Components of DBMS, DBMS architecture, functions of DBMS **Unit3: Information System Applications:** DSS - GDSS and difference between DSS & GDSS, DSS applications in E enterprise, KMS, KBS, Enterprise Model System, E-Business, E- Commerce, E-communication, Business Process Reengineering. **Unit4: Managing Projects** Features of project management information systems (PMIS), Overview of PMIS with agile methodologies (briefly) .
Mapping between Cos and PSOs	

CO / PSO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1	✓	✓		✓	✓	✓
CO2	✓	✓		✓	✓	✓
CO3	✓	✓		✓	✓	✓
CO4	✓	✓	✓	✓	✓	✓
CO5	✓	✓	✓	✓	✓	✓
CO6	✓	✓		✓	✓	✓

Reference Books	**Text Book–(Latest Edition):** 1. Laudon, K. C., & Laudon, J. P.. Management information systems: managing the digitalfirm.FifteenthEdition.Pearson. 2. Coronel,C.,&Morris,S..Databasesystems:design,implementation,& management.Cengage Learning. 3. Olson, D. . Information systems project management (First;1; ed.). US: Business Expert Press. 4. Schiel,J.TheScrumMasterStudyGuide.AuerbachPublications. 5. The Scrum Master Guidebook: A Reference for Obtaining Mastery" ,CHANDAN LAL PATARY 6. Scrum:TheArtofDoingTwicetheWorkinHalftheTime",JeffSutherland,J.J. Sutherland **Case Studies** 1. DevelopingMISforNationalInnovationFoundation:ChoosingProcess,Product and Vendor, SanjayVerma; Priyanka Sharma, 2. https://hbsp.harvard.edu/product/A00137-PDF-ENG?Ntt=MIS 3. Enterprise-Wide Business-IT Engagement In An Empowered Business Environment: The Case Of FedEx Express EMEA, Stijn Viaene; Steven De Hertogh, https://hbsp.harvard.edu/product/JIT025-PDF-ENG?Ntt=MIS 4. From Products to Product-Service Systems: IT-Driven Transformation of a Medical Equipment Manufacturer, Jens Fahling; Felix Kobler; Jan Marco Leimeister; Helmut Krcmar, https://hbsp.harvard.edu/product/JIT062-PDF-ENG?Ntt=MIS