



<b>Program</b>	Master of Business Administration (MBA)	<b>Semester - 1</b>
<b>Type of Course</b>	-	
<b>Prerequisite</b>		
<b>Rationale</b>	-	
<b>Effective From A.Y.</b>	2024-25	

Teaching Scheme (Contact Hours)				Examination Scheme				
Lecture	Tutorial	Lab	Credit	Theory Marks		Practical Marks		Total Marks
				T	T	P	P	
4	-	-	4	50	30	-	-	150

*SEE - Semester End Examination, T - Internal Theory, P - Internal Practical*

Course Content		T - Teaching Hours   W - Weightage	
Sr.	Topics	T	W
1	<b>Module I</b> Introduction to Information Systems: <ul style="list-style-type: none"> <li>Data, types of digital data</li> <li>Meaning, need, components, functions &amp; benefits of Information Systems</li> </ul> Classification of IS - I: Meaning, functions and applications of: <ul style="list-style-type: none"> <li>Transaction Processing Systems (TPS)</li> <li>Management Information Systems (MIS)</li> <li>Decision Support Systems (DSS)</li> <li>Executive Support / Information Systems (ESS/ EIS)</li> <li>Expert Systems (ES)</li> </ul>	15	25
2	<b>Module II</b> Classification of Information systems - II: Meaning, functions and applications of Functional systems: <ul style="list-style-type: none"> <li>Financial</li> <li>Human Resource</li> <li>Marketing</li> <li>Production and Operations</li> </ul> Enterprise Systems <ul style="list-style-type: none"> <li>ERP</li> <li>SCM</li> <li>CRM</li> </ul>	15	25
3	<b>Module III</b> Business Intelligence: <ul style="list-style-type: none"> <li>Definitions and Examples in Business Intelligence</li> <li>Need, Features and Use of Business Intelligence (BI)</li> <li>BI Components               <ul style="list-style-type: none"> <li>Data Warehouse</li> <li>Business Analytics</li> <li>Business Performance Management</li> <li>User Interface</li> </ul> </li> </ul> Business Analytics: <ul style="list-style-type: none"> <li>Introduction to Business Analytics (BA) – Need, Components of Business Analytics</li> <li>Types (Descriptive, Predictive and Prescriptive)</li> <li>Tools of BA</li> <li>Business Intelligence versus Business Analytics</li> </ul>	15	25
4	<b>Module IV</b>	15	25



Course Content		T - Teaching Hours   W - Weightage	
Sr.	Topics	T	W
	Types of Digital Data: <ul style="list-style-type: none"> <li>• Definition, Sources, Storage and Characteristics of Structured, Unstructured and Semi Structured Data</li> </ul> Introduction to important BA concepts: <ul style="list-style-type: none"> <li>• Data Warehouse</li> <li>• Data lake</li> <li>• Data Mining</li> <li>• Big Data</li> <li>• Business Performance Management</li> </ul> Analytics in Industries: <ul style="list-style-type: none"> <li>• Telecom, Retail, Healthcare, Financial Services</li> </ul> Ethical Issues pertaining to IS & BA: <ul style="list-style-type: none"> <li>• Ethical responsibilities of business professionals</li> </ul>		
<b>Total</b>		<b>60</b>	<b>100</b>

**Suggested Distribution Of Theory Marks Using Bloom's Taxonomy**

Level	Understanding	Application	Analyze	Evaluate
<b>Weightage</b>	25	25	25	25

*NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.*

**Course Outcomes**

At the end of this course, students will be able to:	
CO1	Analyze the information needs of the organizations globally & propose relevant information systems to achieve organizational goals at various levels and functional areas of the organization
CO2	Determine the ethical & social concerns pertaining to the use of information system & business analytics and propose effective ways to address these concerns
CO3	Develop understanding of various existing & futuristic tools & techniques of business analytics used globally for effective decision making
CO4	Application of business analytics for various industries globally & relevant analytical solutions in business context

**CO PO Mapping**

CO	CO - 1	CO - 2	CO - 3	CO - 4
<b>PO - 1</b>	3	0	3	3
<b>PO - 2</b>	2	3	3	2
<b>PO - 3</b>	0	2	1	0
<b>PO - 4</b>	0	3	2	3
<b>PO - 5</b>	3	3	3	2



**Reference Books**

1.	<b>Essentials of Management Information Systems (TextBook)</b> By Kenneth Laudon, Jane Laudon   Pearson   Latest
2.	<b>Business Driven Technology</b> By Stephen Haag, Amy Philips   Latest   3, Pub. Year 2008
3.	<b>Business Analytics – The Science of Data-Driven Decision Making (TextBook)</b> By U. Dinesh Kumar   Wiley   Latest
4.	<b>Data Analytics,</b> By Anil Maheshwari,   McGraw Hill Education   Latest