Curriculum - 2023

BBA Hons (Entrepreneurship) Degree Program

Faculty of Management and Finance

University of Ruhuna

BBA 22023: Management Information Systems

Level: 2000   **Number of Credits   : 03**

Course Description

This course examines the applications of information systems in managing businesses successfully. Also, it provides an understanding of the use of information systems in business operations and decision-making, information systems development, security issues in management information systems, global management systems, and information communication technology (ICT) trends.

Intended Learning Outcomes

At the end of the course, the student will be able to;
- Discuss the fundamentals and the uses of management information systems in businesses.
- Evaluate management, organizational and technology perspectives of management information systems.
- Analyze how management information systems can be used for competitive advantages.
- Explain e-commerce business and revenue models with unique e-commerce features, digital markets and digital goods.
- Identify the business value of security, and the tools and technologies for information sources.
- Describe ethical, social and political issues raised by information systems and principles for conduct to guide ethical decisions.

Teaching/Learning Methods

Lectures, Group discussions, Workshops and Seminars

Methods of Assessment

In-course Assessments   : 30%
End Semester Examination   : 70%

Course Contents
1. Overview of management information systems
2. Information systems, organization, and strategy
3. IT infrastructure and emerging technologies
4. Managing knowledge and Artificial Intelligence
5. Databases and information management
6. Building information systems
7. Information systems for business operations
8. Information systems for decision support
9. Information system adoption
10. E-Commerce
11. Securing and controlling information systems
12. Ethical and social issues in information systems

Recommended Readings

1. Laudon K.C. & Laudon, J.P. *Management Information Systems- Managing the Digital Firm.* Pearson Education/The latest edition.

2. O'Brien J.A., Marakas, G.M., & Behl, R. *Management Information Systems*, Mcgraw Hill/ The latest edition.