

Name of College: S. R. Luthra Institute of Management								
<b>Faculty</b>	Management			<b>Program</b>	Master of Business Administration (M.B.A.)			
<b>Year</b>	I			<b>Version</b>	1.0			
<b>Semester</b>	1			<b>Effective From</b>	June 2023			
<b>Course Code</b>	MGMB12104	<b>Course Name</b>	Information System & Business Analytics (ISBA)					
<b>Teaching Scheme</b>				<b>Examination Scheme</b>				
<b>Credits</b>	<b>Lecture (L)</b>	<b>Tutorial (T)</b>	<b>Practical (P)</b>	<b>ME</b>	<b>CE</b>	<b>SE</b>	<b>V</b>	<b>Total</b>
4	4	0	0	30	40	50	---	120

**Course Outcomes:**

<b>CO1</b>	Analyse the information needs of the organizations globally and propose relevant information systems to achieve organizational goals at various levels and functional areas of the organizations.
<b>CO2</b>	Determine the ethical and social concerns pertaining to the use of information system and business analytics and propose effective ways to address these concerns.
<b>CO3</b>	Develop understanding of various existing and futuristic tools and techniques of business analytics used globally for effective decision making.
<b>CO4</b>	Examine the application of business analytics for various industries globally and propose relevant analytical solutions in business context.

**Mapping Course Outcomes to Program Outcomes:**

	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>
<b>CO1</b>	3	3	1	1	1	2
<b>CO2</b>	2	1	1	2	1	1
<b>CO3</b>	3	2	1	1	1	1
<b>CO4</b>	3	3	1	1	1	2



Sr. No.	Module	Description	CO	Marks	Hours
1	I	<b>Basic Understanding of Information System:</b>	1, 2	12	8
		<ul style="list-style-type: none"> <li>• Data, Types of Digital Data, Information and Knowledge</li> <li>• Meaning, Need and Benefits, Functions, and Components of Information System</li> </ul>			
		<b>Classification of Information System:</b>			
		<ul style="list-style-type: none"> <li>• Hierarchical Information System                             <ul style="list-style-type: none"> <li>○ The Level of People, Types of Decisions and their Information Needs</li> <li>○ Transaction of Processing System (TPS)</li> <li>○ Management Information System (MIS)</li> <li>○ Decision Support System (DSS)</li> <li>○ Executive Support / Information System (ESS/EIS)</li> <li>○ Expert System (ES)</li> </ul> </li> </ul>			
2	II	<b>Classification of Information System:</b>	1, 2	13	10
		<ul style="list-style-type: none"> <li>• Functional Information Systems                             <ul style="list-style-type: none"> <li>○ Marketing Information System (MkIS)</li> <li>○ Human Resource Information System (HRIS)</li> <li>○ Financial Information System (FIS)</li> <li>○ Productions and Operations Information System (POIS)</li> </ul> </li> <li>• Enterprise Systems                             <ul style="list-style-type: none"> <li>○ Enterprise Resource Planning (ERP)</li> <li>○ Supply Chain Management System (SCM)</li> <li>○ Customer Relationship Management (CRM)</li> <li>○ Business Intelligence (BI): Needs / Benefits, Components, Applications</li> </ul> </li> </ul>			
3	III	<b>Basic Understanding of Business Analytics:</b>	2, 3, 4	13	12
		<ul style="list-style-type: none"> <li>• Needs/Benefits, Components and Types</li> <li>• Big Data: Meaning and Characteristics</li> </ul>			
		<b>Tools and Techniques of Business Analytics</b> (meaning and applications):			
		<ul style="list-style-type: none"> <li>• Descriptive Analytics: Data Visualizations and Visual Analytics, Business Reporting and Dashboard</li> </ul>			

		<ul style="list-style-type: none"> <li>• Predictive Analytics                             <ul style="list-style-type: none"> <li>○ Data Mining: Meaning, Process and Task (Prediction, Association, and Clustering)</li> <li>○ Text Analytics, Text Mining, and Sentiment Analysis</li> <li>○ Web Analytics, Web Mining, and Social Media Analytics</li> </ul> </li> </ul>			
		<ul style="list-style-type: none"> <li>• Prescriptive Analytics: Optimization (Linear Programming, Multiple Goals, Sensitivity Analysis, What-if Analysis, and Goal Seeking)</li> </ul>			
4	IV	<b>Analytics in Industries:</b>	2, 3, 4	12	10
		<ul style="list-style-type: none"> <li>• Telecom, Retail, Healthcare, Banking, Tourism and Hospitality</li> </ul>			
		<b>Ethical issues pertaining to IS &amp; BA:</b>			
		<ul style="list-style-type: none"> <li>• Ethical responsibilities of business professionals</li> </ul>			
		<b>Cyber Crime:</b>			
		<ul style="list-style-type: none"> <li>• Hacking and cracking, cyber theft, software privacy, viruses and worms, adware and spyware</li> </ul>			
		<b>Information Security:</b>			
<ul style="list-style-type: none"> <li>• First line of defence – People/ employees</li> <li>• Second line of defence – Technology for authorization, prevention, detection, and response</li> </ul>					

REFERENCE

1.	Laudon, K. C., & Laudon, J. P. (2017). <i>Essentials of management information systems</i> . Pearson.
2.	Haag, S., Baltzan, P., & Phillips, A. (2006). <i>Business Driven Technology with MISource 2007 and Student CD</i> . McGraw-Hill, Inc..
3.	Sharda, R., Delen, D., & Turban, E. (2014). <i>Business intelligence: a managerial perspective on analytics</i> . Pearson.
4.	Kumar, U. D. (2017). <i>Business analytics: The science of data-driven decision making</i> . Wiley.
5.	International Journal of Business Analytics
6.	International Journal of Business Analytics and Intelligence
7.	International Journal on Consumer and Business Analytics
8.	Analytics India - Magazine

