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NH-52, Namsai, Arunachal Pradesh -792103

MASTER OF BUSINESS ADMINISTRATION (INFORMATION TECHNOLOGY) – THIRD SEMESTER

Third Semester			
S. No.	Name of Subject	Credits	Total Marks
1	Management Information System	3	100
2	Strategic Management	4	100
3	Total Quality Management	4	100
4	Management Support System	4	100
5	Business Process Re-Engineering	4	100
6	System Analysis and Design	3	100
Total		22	

Subject Name: MANAGEMENT INFORMATION SYSTEM

- 1. Introduction to Information System in Business:** Organization, Management and Network Enterprises Information system in enterprises, Information system, Organization, Management and Strategy: The changing role of Information system in organization, Decision making, business strategy.
- 2. Computer Hardware and Computer software, Telecommunications, Categories of computer and Computer system, what is software, System software telecommunication and Networks.**
- 3. Information System for Managerial Decision Support, Managing Knowledge:** Knowledge Management in organization, Information and Knowledge work system. Group Discussion Support System (GDSS), What is GDSS, Characteristics of GDSS.
- 4. Enterprise and Global Management:** Redesigning the Organization with Information System: Business Process reengineering and Total Quality Management. Management international Information system: The Growth of international information system, organizing international information system, Managing global system.

Subject Name: STRATEGIC MANAGEMENT

- 1. Introduction, Strategic Management, Business Policy, Corporate Strategy, Basic Concept of Strategic Management, Mission, Vision, Objectives, Impact of Globalization, Basic Model of Strategic Management, Strategic Decision Making, Impact of Internet and E-Commerce, Role of Strategic Management in Marketing, finance, HR and Global Competitiveness.**
- 2. Environment Scanning, Industry Analysis, Competitive Intelligence ETOP Study, OCP, SAP Scanning, Corporate Analysis, Resource Based Approach, Value-Chain Approach, Scanning Functional Resources, Strategic Budget and Audit.**

3. SWOT Analysis, TOWS Matrix, Various Corporate Strategic Stability, Retrenchment and Combination Strategy. Process of Strategic Planning, Stages of Corporate Development, Corporate Restructuring, Functional Strategy, BCG Model, GE 9 Cell, Porters Model: 5 Force and Porters Diamond Model, Strategic Choice.
4. Strategy Implementation through Structure, through Human Resource Management: through value and ethics. Mc Kinsey's 7S Model, Organization Life Cycle, Management and Control, Activity Based Costing, Strategic Information Systems, Case Study related to the Entire Syllabus.

Subject Name: TOTAL QUALITY MANAGEMENT

1. **Introduction:** Definition of Quality, Dimension of Quality, Quality Planning, Quality Cost-Analysis Techniques for Quality Costs, Basic Concepts of Total Quality Management, Historical Review, Principles of TQM, Leadership - Concepts, Role of Senior Management, Quality Council, Quality Statements, strategic Planning, Deming Philosophy, Barriers to TQM Implementation.
2. **TQM Principle:** Customer satisfaction- Customer Perception of Quality, Customer Complaints, Service Quality, Customer retention, Employee Involvement - Motivation, Empowerment, Terms, Recognition and Reward, Performance Appraisal, Benefits, Continuous Process Improvement - Juran Trilogy, PDSA Cycle, 5S, Kaizen, Supplier Partnership - Partnering Sourcing, Supplier Selection, Supplier rating, Relationship Development, Performance Measures- Basic Concepts, strategy, Performance Measure.
3. **Statistical Process Control(SPC):** The Seven toils of Quality, Statistics Fundamentals - Measure of Central Tendency and Dispersion, Population and Sample, Normal Curve, Control Charts for Variables and attributes, Process Capability, Concept of six Sigma, New Seven Management Tools.
4. **TQM Tools:** Benchmarking - Reasons to Benchmark Process, Quality function Deployment(QFD) - House of Quality, QFD Process, Benefits, Taguchi Quality Loss Function, Total productive Maintenance (TPM) - Concept, Improvement Needs. FEMA - Stages of FEMA.
5. **Quality System:** Need for ISO 9000 and other quality Systems, ISO 9000:2000 Quality System-Elements, Implementation of Quality System, documentation, Quality Auditing QS9000, ISO14000 - Concept, Requirements and Benefits.

Subject Name: MANAGEMENT SUPPORT SYSTEM

1. **An overview of Decision Support Systems:** Decision Making at Different Levels of Management, Decision making situation, Decision Support System (DSS), Computerized DSS, Characterized of Decision support systems, Other Information Systems.
2. **The Decision Making Process:** Characteristics of Business Decisions, Information Needs of Decision Making, Information Concepts, The Quality of Information, Characteristics of Information Quality, human Decision Making process.
3. **System Concepts:** System, System Elements and their Relationship, Types of Systems, Common Features of Systems, Systems Analysis and Design.
4. **Anatomy of Decision Support Systems:** Model Sub System, Knowledge Based Systems, The User Interface, Types of Decision Support Systems Classification of Decision support systems based on Usage Modes, Approaches to the Design of Decision Support System Architecture.
5. **Hardware, Software and User Interfaces, Decision Support Systems:** Basic Considerations for Acquiring Hardware, The Role of External Consultants, Stages in Acquiring Hardware, Financial

Resources, Questionnaire, Acquisition of Software, Criteria for the Evaluation of the Software, Questionnaire for Selection, Maintenance of the Equipment, Decision Support system User Interface.

6. **Expert Systems for Decision Support:** Need for an Expert system, Concept of an Expert System, Expert systems and Conventional Information Systems, Types of Expert System, Design of an Expert system, limitation of Expert systems, Reasons for the Failure of an Expert System.
7. **Executive Support Systems:** Introduction, Functions of an Executive, Design of an Executive Support System, Frequency Analysis, Comparison between Executive support system and the decision support system, Factors for the Failure of ESS.
8. **Group Decision Support Systems:** Group Decision Support Systems, Concepts of Group Decision Support systems. An advantage of G.D.S.S., How G.D.S.S. is Developed, Advantages and Disadvantages of G.D.S.S.

Subject Name: BUSINESS PROCESS RE-ENGINEERING

1. Meaning and purpose of Data processing, Source documents, and data input data Manipulation, Output of information, data storage, Files and Records, File creation, File access, File manipulation and maintenance, File generation, Sequential and direct file organization.
2. Meaning and purpose of window, menus, Dialog Boxes, file Management under windows, Microsoft word, file Menu, Use Letter wizard for producing business letters, Entering, selecting, inserting, viewing text, Normal view, page view, Point view, Zooming the view, character and paragraph formatting, Printing a document.
3. Introduction to spreadsheet, spreadsheet overview, formatting worksheet Data, Relative and absolute Referencing, working with Formula, working with function, Creating and using Macros, Data Management through worksheets, analysis through charts graphs, Setting print Styles printing worksheets and charts/Graphs.
4. Introduction to database -Concepts of relational Database. Management Applications, Types of Database Models, Network Model Hierarchical Model, RDBMS, ORDBMS.
5. Introduction to SQL - Part of SQL - DML, DDL, DCL and Query Language creating and manipulating tables Inserting data into tables, Restricting and validating Data Entry with constraints, creating simple reports using oracle Plus Report Manager, maintaining users and Database Administration, user creation, Roles and Privileges concepts of Front, end applications, Need for data entry screens, D2K asa front-end tool, Working with D2K forms Designer-forms, Menus, Tool Bars, D2K reports for better Reporting of Data - Master detail reports.

Subject Name: SYSTEM ANALYSIS AND DESIGN

1. **System definition and Concepts:** General theory systems, Manual and Automated Systems, real -Life business sub-systems environments and boundaries. Real -times and distributed systems. Structured System analysis and design, prototype, joint application Development.
2. **System Analyst: Role** and Need of System analyst. Qualifications and responsibilities. System analysis as a profession.
3. **System Development Cycle:** Introduction to Systems Development Life Cycle, Various phases of SDLC: Analysis, Design Development, Implementation, Maintenance, Systems

Documentation Consideration, Principle of Systems Documentation, Types of Documentation and Their importance, enforcing documentation Discipline in an Organization.

4. **System Planning:** Data and fact gathering techniques: Interviews, group Communication-questionnaires, Presentations and Site Visit. Assessing project Technical, Operational, Economic, Cost Benefits analysis, Legal and Contractual, Political. Development Program, Prototyping, Business Process re- engineering. System Selection Plan and Proposal.
5. **Modular and Structure Design:** Module Specifications. Top-down and bottom-up Design. Module Coupling and Cohesion. Structure charts.
6. **System Design and Modeling:** Process modeling, logical and Physical design, Conceptual data modeling: Entity- relationship analysis, Entity-relationship modeling, ERDs and DFDs Concepts of normalization. Process description: Structured English Decision tree, Decision table. Recording data Descriptions.
7. **Input and Output:** Classification of forms, Input/ output forms design. User -interface design, graphical interfaces. Standards and Guidelines, for GUI design. Introduction to CASE tools, Features, Advantages and Limitations of CASE tools, Awareness about some Commercial CASE tools.
8. **System Implementation and Maintenance:** Planning Considerations. Conversion methods, procedures and Controls. System acceptance criteria. System evaluation and Performance. Testing and Validation. Preparing user manual. Maintenance activities and issues.
9. **Computer System audit and Security: Audit** of Computer system usage. Types of threats to computer system and control Measures: Threat and risk analysis, Disaster recovery and contingency planning, Viruses.
10. **OO Analysis/ Design:** Introduction to UML. OO Development life cycle and modeling. Static and Dynamic modeling .comparison of OO and Module-oriented approach. Modeling using UML.
11. **Introduction to Management Information System (MIS):** Meaning and Role of MIS. System approach to MIS. Types of Information system: Transaction Processing system, Management Information system, Decision Support System, Expert System case studies(Illustrative)MIS for Accounting and function, MIS for Marketing System.