

612 MANAGEMENT INFORMATION SYSTEM (MIS)

Introduction, History of information systems and its importance, application software, basic components etc. Using information technology for electronic commerce, Current focus on information use, problems in implementing global information systems, GIS implementation strategies, Ethical implications of information technology, Moral; ethics and the law, Ethics and information services, codes of ethics, System theory and methodologies, system model of the firm, use of system in firm, The systems approach, problem solving, preparation, definition, and solution efforts, System life cycle methodologies, Planning, analysis, designing and implementation phase, Computer as problem solving tool, The role of hardware and software in problem solving, Multimedia and its importance in problem solving, The database and database management system, Data communication, networks and Computer based information systems

Text Books:

1. Kenneth C. Laudon, Jane P. Laudon: Management Information Systems- Managing the Digital Firm
2. James O'Brien: Management Information Systems
3. Larry Long & Nancy Long: Introduction to Computer Information System
4. Raymond Mcleod, Jr. published: Management Information Systems, Prentice Hall.

613 ELECTIVE – I

614 ELECTIVE - II

Business Internship 6-8 Weeks carries 100 marks and 03 credit hours to be conducted by Institute of Business Administration (IBA), University of Sindh, Jamshoro only. The above scheme will be based on 136 credit hours. Each course carries 03 credit hours except Financial Accounting which carries 04 credit hours.

NOTE: Requirement for award of BBA (Hons) program Degree:

Comprehensive Examination: Evaluation shall be on the basis of pass/fail. There shall be no grading or marks for comprehensive examination.

All courses may not be necessarily offered every year. Alternate courses may be substituted as and when needed.