

VEER NARMAD SOUTH GUJARAT UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

(Evening)

(With Effect From July 2002)

Semester – IV

Optional Courses

2. Information Technology Group

OIT 401 Strategic Management of Information Technology

OIT 402 Decision Support System

VEER NARMAD SOUTH GUJARAT UNIVERSITY

MBA (Evening)

Semester – IV

Information Technology Group

OIT 401

Strategic Management of Information Technology

Objectives:

This course is aimed at developing an understanding of Use of Information Technology as a Strategic Tool for business management. The course focuses on development of Information Technology Leadership.

Course Contents:

Key issues in Information Systems Management and the Role of the CIO, Analytical Framework for Strategic IT Initiatives, Sustaining Competitive Advantage by use of IT, Creativity, Learning Organizations and Role of Information Technology in Business Transformation, Information Partnerships, Managing in the Market space, National Information Infrastructure and IT Policy at the National Level, Planning for Strategic IT Resource, Managing the IT Function, Outsourcing IT function. IT Act –2000, Corporate Governance

Suggested Readings:

1. Galliers, R. D. Strategic Information Management: Challenges and Strategies in Managing Information Systems. Oxford, Butter worth-Heinemann, 1994
2. McKenney, James L. Waves of Change: Business Evolution through Information Technology, Boston, HBS Press, 1995
3. Neuman, Sev. Strategic Information Systems : Competition through Inforamtion Technologies, New York, MacMillan College, 1994
4. Nolan, Richard L. Creative Destruction: A sis-stage process for transforming the organization. Boston, HBS Press, 1995.
5. Parker, Marilyn M. Strategic Transformation and Information Technology, Paradigms for Performing while Transforming. Englewood Cliffs, New Jersey, Prntice Hall Inc., 1996.
6. somogyi, E K and Wallers, Robert. Towards Strategic Information Systems. Tunbridge, Kent Publishing, 1987.
7. Ward, John. Strategic Planning for Information Systems, Chichester, John Wiley, 1996.

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Decision Support System

Objective :

The objective of this course is to introduce the participants to the design and practice of computer based systems that provide support to managerial decision making in semi-structured context, by providing to the users flexible access to relevant models and data. Most of the learning takes place through the project component, in which the participants are expected to choose a managerial decision context amenable to be addressed by the above systems, and to design and develop a suitable computer based system to support this task.

Course Contents:

1. Framework for DSS.
2. Systems Analysis for DSS
3. Dialogue Management
4. Data Management and Model Management for DSS
5. Tools for developing DSS
6. Spreadsheet Software Systems as DSS Tool
7. Case Studies
8. Project Work
9. Group DSS
10. Network Decision Support System
11. Expert System
12. Executive Information System
13. Heuristic Problem Solving Procedure
14. Computational Complexity
15. Genetic Algorithm and Fuzzy Logic
16. Artificial Intelligence (AI), Need and Application, AI based systems
17. Artificial Neural Network Applications

Suggested Readings :

1. Bratko, Ivan. Prolog : Programming for Artificial Intelligence. 2nd Ed. California, Addison-Wesley, 1990
2. Davis, Michael W. Decision Support. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1988.
3. Jayashankar, R. Decision Support Systems. New Delhi, Tata McGraw Hill, 1989.
4. Patterson, Dan W. Introduction to Artificial Intelligence and Expert Systems. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1990.
5. Roiph, Paul. How to choose and Use an Executive Information System. New Delhi. Viva Books.
6. Spargue, Raiph H. Decision Support for Mangement. Englewood Cliffs, New Jersey, Prentice Hall Inc., 1995