اعتماد
NCAAA

T4

2020

Course Specifications

Course Title:	Principles of Management Information System (MIS)
Course Code:	**MIS 1221**
Program:	**Bachelor of Marketing**
Department:	**Marketing**
College:	**College of Business Administration**
Institution:	**Dar Al Uloom University**

Table of Contents

A. Course Identification

1. Credit hours:	**3 credit hours**
2. Course type	
a. University ☐ College **X** Department ☐ Others ☐	
b. Required **X** Elective ☐	
3. Level/year at which this course is offered: Level 4/Second year	
4. Pre-requisites for this course (if any)**:** ENGL 1122	
5. Co-requisites for this course (if any)**:**	

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	**Traditional classroom**	45	100%
2	**Blended**		
3	**E-learning**		
4	**Distance learning**		
5	**Other**		

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	**Lecture**	45
2	**Laboratory/Studio**	
3	**Tutorial**	
4	**Others** (specify)	
	Total	45

B. Course Objectives and Learning Outcomes

1. Course Description
This course is designed to provide an overview of fundamental MIS concepts using an integrated framework for describing and analyzing information systems. This framework describes information systems being composed of management, organization, and technology elements. This view of information systems is reinforced in student projects and case studies.
2. Course Main Objective
The objective of the course is to:

1- Introduce the basic concepts and developments in information systems.
2- Explain the main components of computer system
3- Explaining how information supports the business functions
4- Understanding why and how the information system can be improved
5- Apply systems analysis, IS design and project management concepts effectively

3. Course Learning Outcomes

	CLOs	Aligned PLOs
1	**Knowledge and understanding**	
1.1	Possess knowledge and understanding of concepts, principles, and technologies in the field of management information systems.	K1
1.2	Demonstrate how firms are using information systems and its techniques and processes to achieve operational excellence.	K2
1.3	Exhibit specialized knowledge on recent developments in management information systems strategies and practices, and its associated implications.	K3
2	**Skills:**	
2.1	Apply the main concepts and principles related to management information systems strategies.	S1
2.2	Communicate effectively in a variety of creative means to spread management information systems knowledge and skills.	S3
3	**Values:**	
3.1	Demonstrate interpersonal skills in building constructive work relationship that respect personal, professional and academic ethics.	V1
3.2	Self-evaluate abilities in pursuit of innovative and practical solutions to the management information systems issues.	V2

C. Course Content

No	List of Topics	Contact Hours
1	The Components of Information System	6
2	Foundations of computer System	3
3	Data base and data base management system	6
4	Security and computer crimes	3
4	Business data communication	6
5	E-commerce	6
6	Developing successful information system	3
7	Enterprise Business System	6
8	Management support Systems	6
Total		**45**

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	**Knowledge and Understanding**		
1.1	Possess knowledge and understanding of concepts, principles, and technologies in the field of management information systems.	• Direct (Lectures and Discussion) • Interactive learning	Written test • True/Fales • MCQs Essay questions

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.2	Demonstrate how firms are using information systems and its techniques and processes to achieve operational excellence.	• Direct (Lectures and Discussion)	Written test • True/False • MCQs Essay questions
1.3	Exhibit specialized knowledge on recent developments in management information systems strategies and practices, and its associated implications.	• Interactive learning	
2.0	**Skills**		
2.1	Apply the main concepts and principles related to management information systems strategies.	• Direct (Lectures and Discussion)	Written test • True/False • MCQs Essay questions
2.2	Communicate effectively in a variety of creative means to spread management information systems knowledge and skills.	• Interactive learning	
3.0	**Values**		
3.1	Demonstrate interpersonal skills in building constructive work relationship that respect personal, professional and academic ethics.	• Interactive learning	Presentation(Rubric)
3.2	Self-evaluate abilities in pursuit of innovative and practical solutions to the management information systems issues.	• Independent study	Case study analysis

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quiz		10%
2	Homework/Assessments/Projects		20%
3	Mid term		30%
4	Final Exam		40%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice:

1. Eight Office hours weekly can be booked through the students' SIS account.
2. Online discussion through the LMS forums and instant messaging.
3. Instructor email available in the course syllabus.
4. Occasional mobile calls or SMS for urgent messages.

F. Learning Resources and Facilities

1.Learning Resources

Required Textbooks	Hosein Bidgoli: Management information system (MIS), cengage : ISBN 978-1-337-62598-2
Essential References Materials	Enterprise Information Systems, James O Brien and George M. Marakas, 2010, 15th ed., McGraw Hill, 978-0070167087
Electronic Materials	Saudi digital library
Other Learning Materials	International journal of management and information system

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom.
Technology Resources (AV, data show, Smart Board, software, etc.)	Data show + smart boards. Cengage learning system
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Internet access point.

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
End of semester Course Evaluation.	• Students	• Indirect
Effectiveness of teaching and assessment.	• Peer reviewer	• Indirect
Course learning outcomes assessment.	• Faculty members	• Direct
Quality of learning resources	• Student	• Indirect

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)
Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify)
Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	MKT Department Council
Reference No.	Council meeting No.1
Date	27/9/2022