

Lecture seven

Management Information Systems for Competitive Advantage

Management Information Systems for Competitive Advantage

- ▶ Enables managers to compare results to established company goals and identify problem areas and opportunities for improvement

MIS and Web Technology

- ▶ Data may be made available from management information systems on a company's intranet
- ▶ Employees can use browsers and their PC to gain access to the data

Functional Aspects

- ▶ MIS is an integrated collection of functional information systems, each supporting particular functional areas.

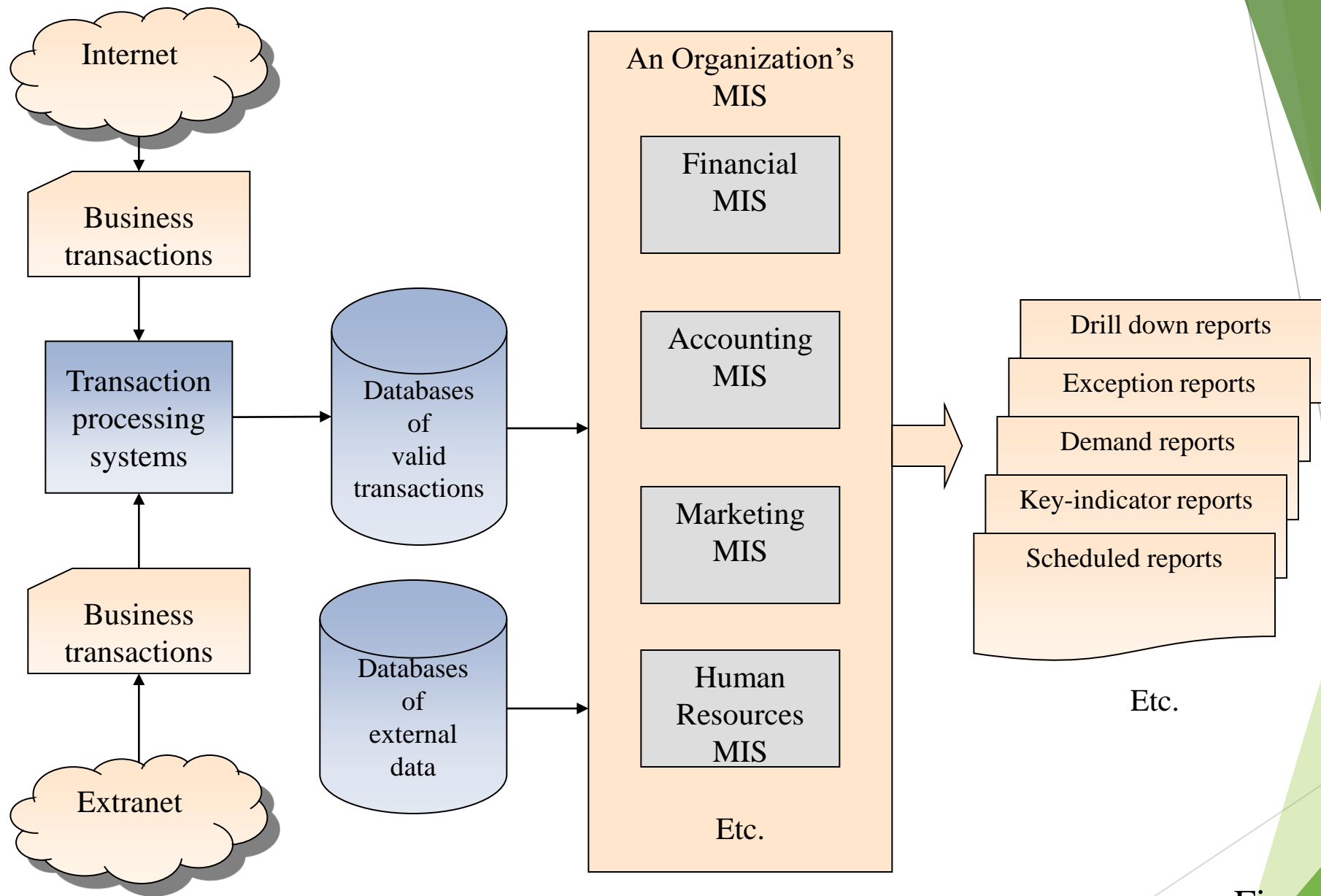


Figure 9.3

Financial MIS

- ▶ Provides financial information to all financial managers within an organization.

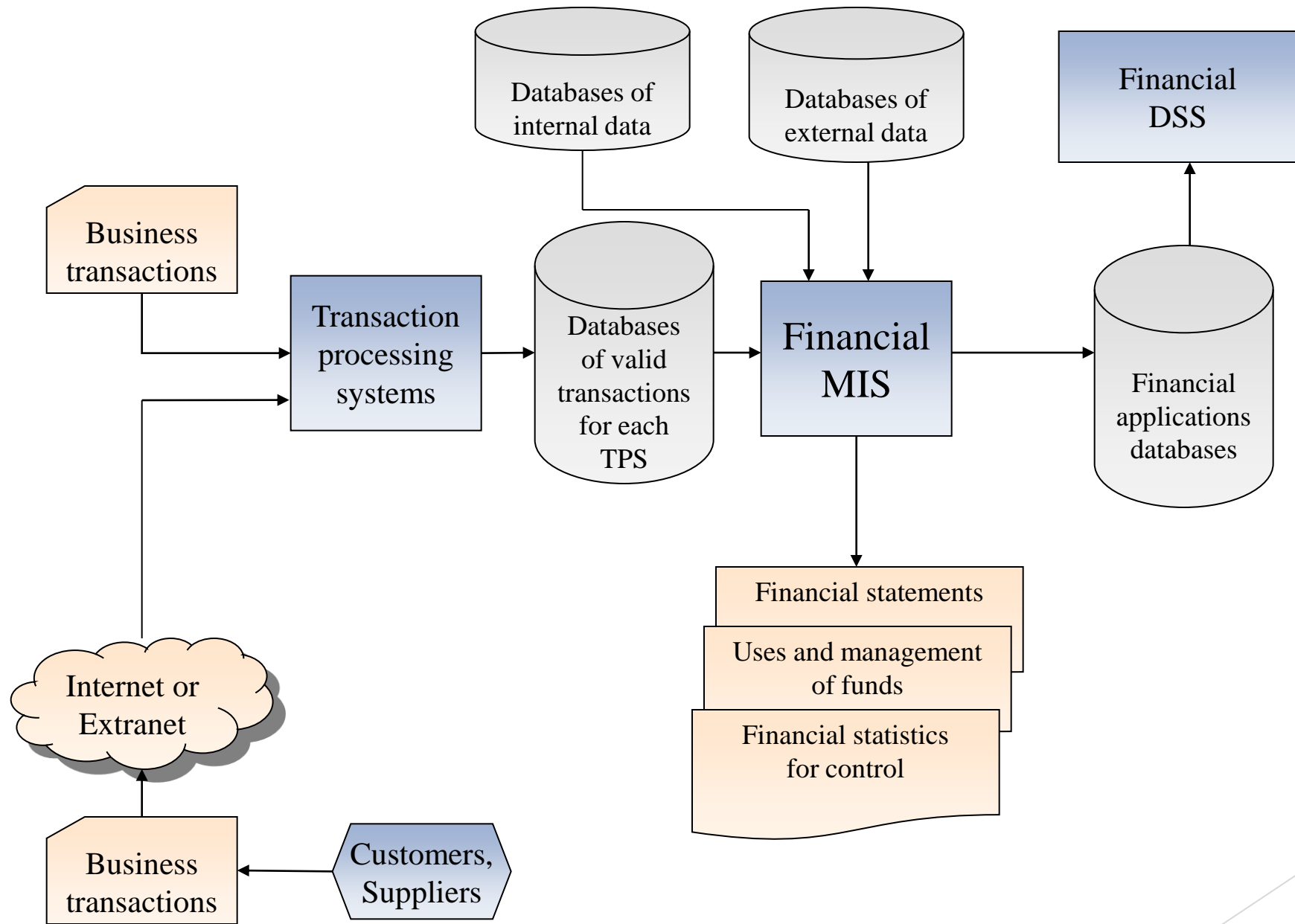


Figure 9.3

Inputs to the Financial Information System

- ▶ Strategic plan or corporate policies
 - ▶ Contains major financial objectives and often projects financial needs.
- ▶ Transaction processing system (TPS)
 - ▶ Important financial information collected from almost every TPS - payroll, inventory control, order processing, accounts payable, accounts receivable, general ledger.
 - ▶ External sources
 - ▶ Annual reports and financial statements of competitors and general news items.

Financial MIS Subsystems and Outputs

- ▶ Financial subsystems
 - ▶ Profit/loss and cost systems
 - ▶ Auditing
 - ▶ Internal auditing
 - ▶ External auditing
 - ▶ Uses and management of funds

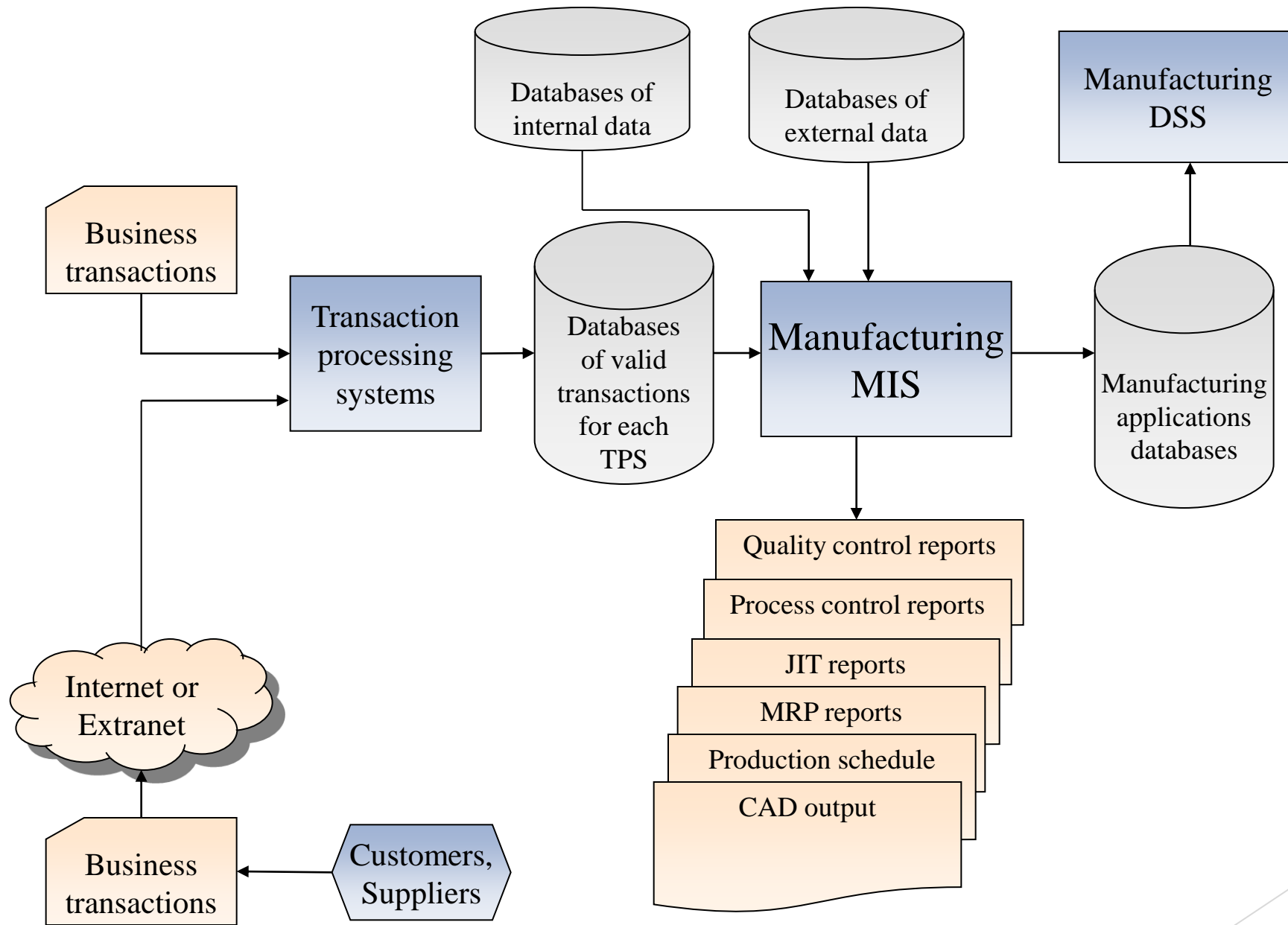


Figure 9.6

Inputs to the Manufacturing MIS

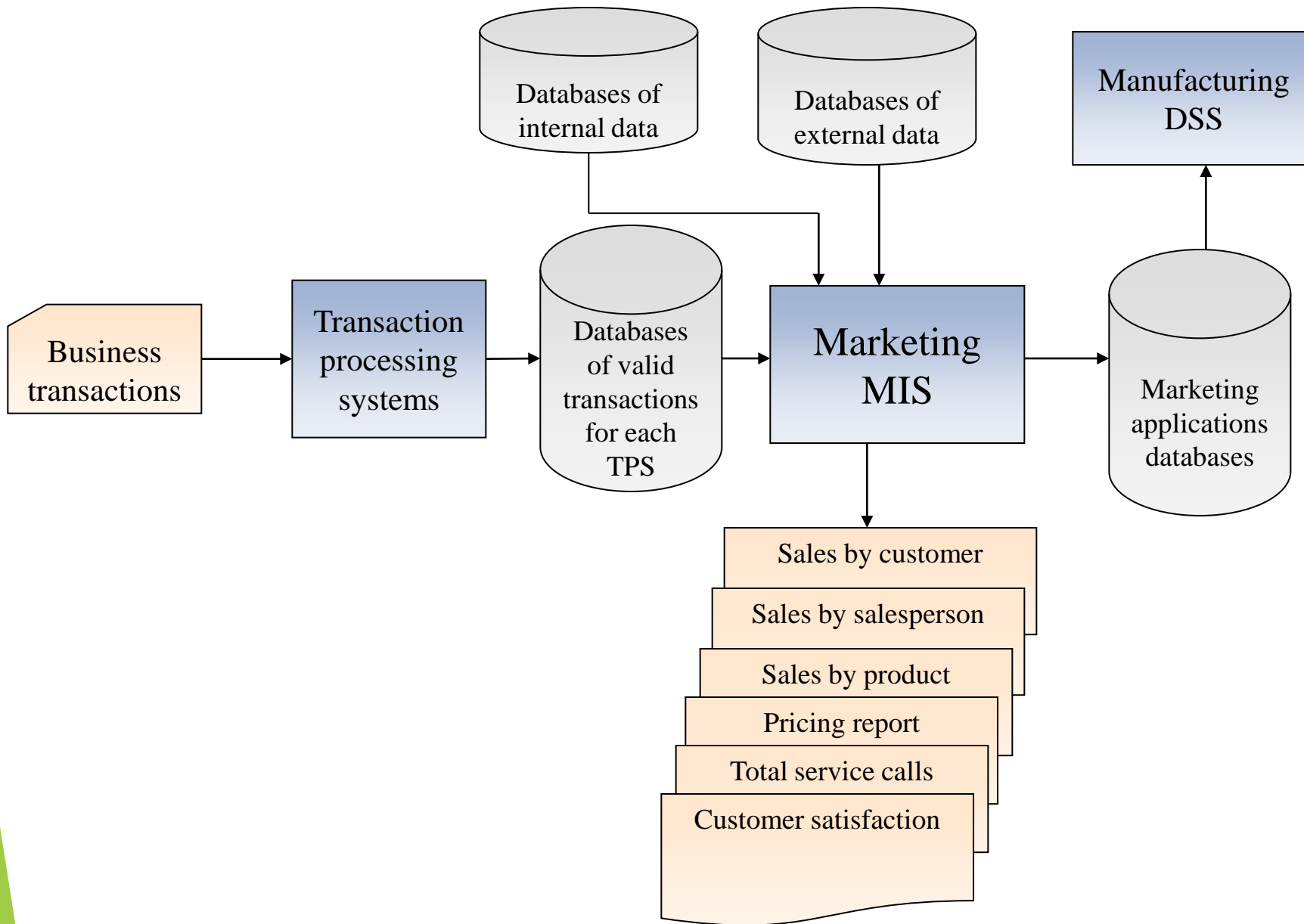
- ▶ Strategic plan or corporate policies.
- ▶ The TPS:
 - ▶ Order processing
 - ▶ Inventory data
 - ▶ Receiving and inspecting data
 - ▶ Personnel data
 - ▶ Production process
- ▶ External sources

Manufacturing MIS Subsystems and Outputs

- ▶ Design and engineering
- ▶ Master production scheduling
- ▶ Inventory control
- ▶ Manufacturing resource planning
- ▶ Just-in-time inventory and manufacturing
- ▶ Process control
- ▶ Computer-integrated manufacturing (CIM)
- ▶ Quality control and testing

Marketing MIS

- ▶ Supports managerial activities in product development, distribution, pricing decisions, and promotional effectiveness



Inputs to Marketing MIS

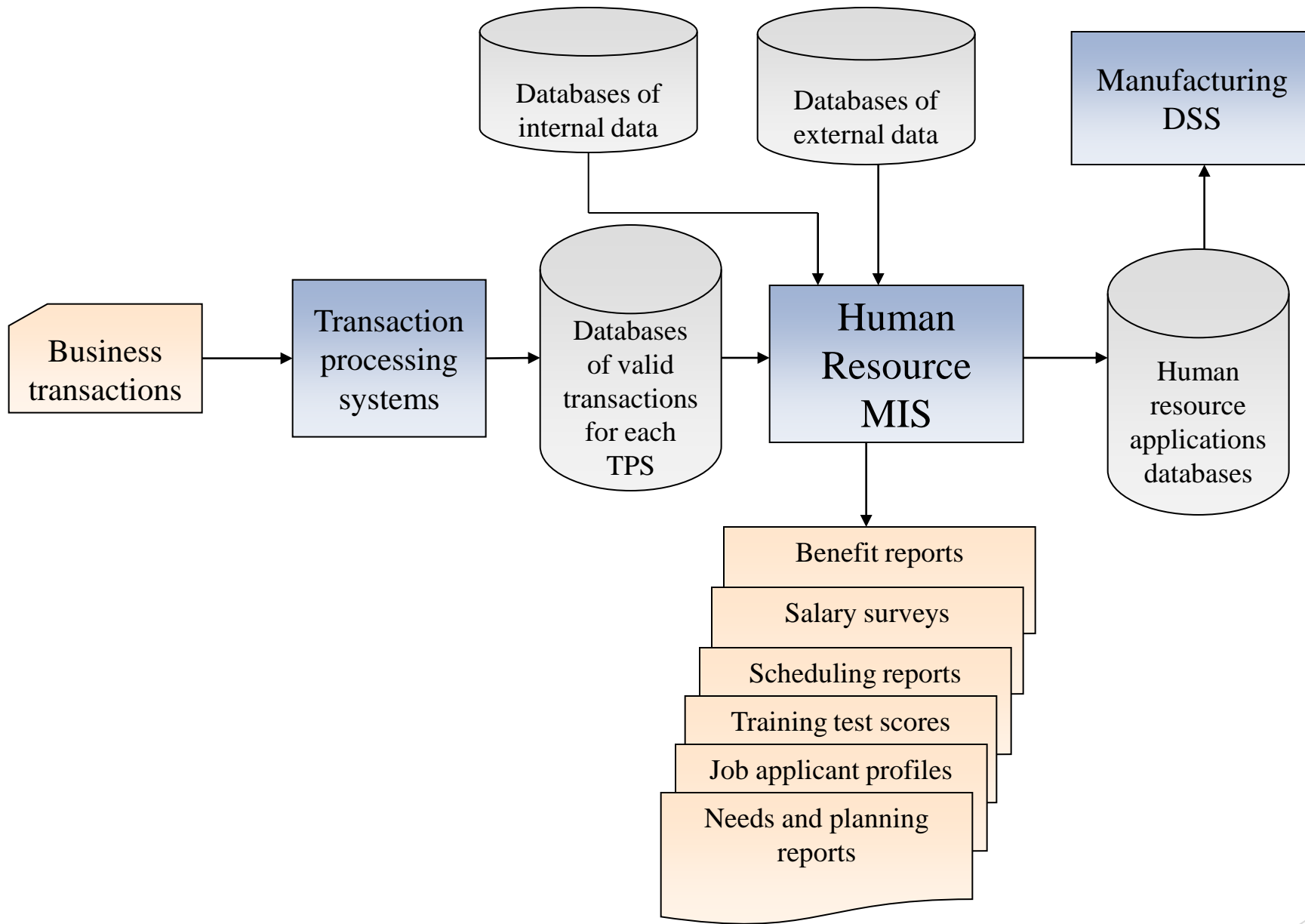
- ▶ Strategic plan and corporate policies
- ▶ The TPS
- ▶ External sources:
 - ▶ The competition
 - ▶ The market

Marketing MIS Subsystems and Outputs

- ▶ Marketing research
- ▶ Product development
- ▶ Promotion and advertising
- ▶ Product pricing

Human Resource MIS

- ▶ Concerned with all of the activities related to employees and potential employees of the organization



Inputs to the Human Resource MIS

- ▶ Strategic plan or corporate policies
- ▶ The TPS:
 - ▶ Payroll data
 - ▶ Order processing data
 - ▶ Personnel data
- ▶ External sources

Human Resource MIS Subsystems and Outputs

- ▶ Human resource planning
- ▶ Personnel selection and recruiting
- ▶ Training and skills inventory
- ▶ Scheduling and job placement
- ▶ Wage and salary administration

Other MISs

- ▶ Accounting MISs
 - ▶ Provides aggregated information on accounts payable, accounts receivable, payroll, and other applications.
- ▶ Geographic information systems (GISs)
 - ▶ Enables managers to pair pre-drawn maps or map outlines with tabular data to describe aspects of a particular geographic region.