MIS Systems Main Uses

- Functional Business Systems
- Cross-Functional Enterprise Systems
- Customer Relationship Management Systems
- Enterprise Resource planning
- Supply Chain management
- E-commerce
- Decision Support Systems

Jargon Buster

- MIS - Management Information Systems
- ERP - Enterprise Resource Planning
- CRM - Customer Relationship Management
- EAI - Enterprise Application Integration
- BTO - Build to order
- JIT - Just In Time
- HRM - Human Resource Management
- WWW - World Wide Web
- B2B - Business to Business
- B2C - Business to Consumer
- OTPS - Online Transaction Processing Systems
- PCS - Personal Computer
- PLC - Programmable Logic Controllers
- CAD - Computer Aided Design
- CAM - Computer Aided Manufacturing
- CAE - Computer Aided Engineering
- MES - Manufacturing Execution Systems
- ECS - Enterprise Collaboration Systems
- OSS - Online Transactional Processing Systems
- ERS - Enterprise Resource Systems

Functional Business Systems

Marketing

- Marketing Information Systems
  - Customer Relationship Management
  - Interactive Marketing
  - Sales Force Automation
  - Sales Management
  - Market Research and Forecasting
  - Advertising and Promotion
  - Product Management

More great resources at:
http://www.jamesabela.co.uk/
Interactive Marketing

- Community
- Content
- Context
- Demographic
- Psychographic
- Online behaviour

Exercise 1 – Decide what the differences are between online and offline marketing

Interactive Marketing

- Community – Easier to find on the net
- Content – Advertising can be interactive
- Context – similar, but easier to target exact keywords
- Demographic – Can be more exact and accurate, but may require cooperation of the user
- Psychographic – Again can be very precise…
- Online behaviour – Can record via cookies.

Webpages viewed and behaviour on your site

Sales Force Automation

Need I say more?

What other benefits are there? (pg 149)

Sales Force Automation

- Increases accuracy – Sales people can be forced to fill out forms completely / numbers calculated / customer can check & sign.
- Decreases labour costs
- Provides instant information / daily updated
- Provides a central DB of contacts (If the sales person leaves)
- Tracking and reporting capabilities
- Can ask the right questions…

Manufacturing Information Systems

To create flexible, agile, manufacturing processes that efficiently produce products of the highest quality.

Aims:

- Simplify
- Automate
- Integrate
Manufacturing Information Systems

Human Resource Management

What’s more important RM15 million or RM3500? RM3500, that’s my salary!

HRM Aims

- The wise HR manager is the person who knows which employees are cheaply replaceable and which you must keep happy!
- The shrewd HR manager is the manager who keeps employees happy cheaply…
- The foolish HR manager trains employees and then hands them to your competitors…

Human Resource Management

- Strategic
  - Staffing
    - Human Resource Planning
    - Labour force planning
  - Training and Development
    - Training evaluations
    - Performance evaluations
  - Compensation Administration
    - Contact closing
    - Salary forecasting

- Operational
  - Training and development
    - Training evaluations
    - Career matching
  - Performance evaluations

Accounting Systems

Do you know how to do double entry book keeping? Do you want to do it by hand?

Financial Management Systems

- Information systems in finance
  - Cash Management
  - Investment management
  - Capital Budgeting
  - Financial Planning

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In Your Company

Exercise 9: What systems are in your company?

- List the systems you have available
- What are the benefits of those systems
- What else would be of benefit