

Business Applications

Lesson 4



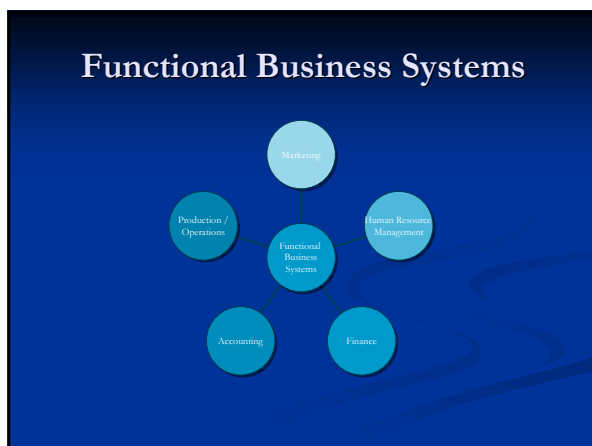
What MIS systems have we seen so far?

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

- PDA Personal Digital Assistant (PDA)
- PC Personal Computer (PC)
- WWW World Wide Web (WWW)
- JIT Just In Time (JIT)
- BTO Build-to-order (BTO)
- CIM Computer integrated manufacturing (CIM)
- CAE Computer aided engineering (CAE)
- CAD Computer aided design (CAD)
- MRP Material requirement planning (MRP)
- ERP Enterprise resource planning (ERP)
- CAM Computer aided manufacturing (CAM)
- MES Manufacturing Execution Systems (MES)
- PLC Programmable Logic Controllers (PLC)
- HRM Human resource management (HRM)
- CRM Customer Relationship Management (CRM)
- EAI Enterprise Application Integration (EAI)
- OTPS Online Transaction Processing Systems (OTPS)
- ECS Enterprise Collaboration systems (ECS)



Interactive Marketing

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

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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

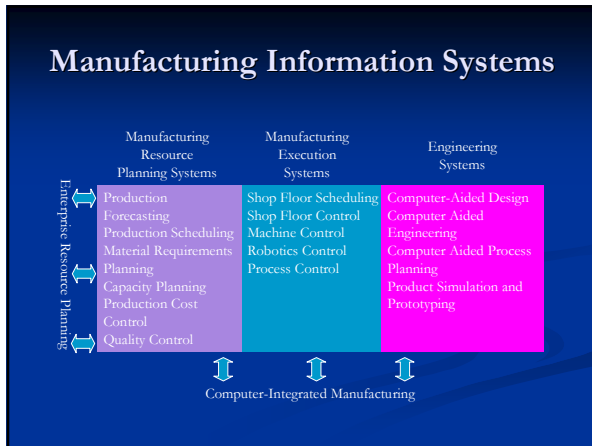
- Increases accuracy – Sales people can be forced to fill out forms completely / numbers calculated / customer can check & sign.
- Decreases labour costs
- Provides instant information / daily updated
- Provides a central DB of contacts (If the sales person leaves)
- Tracking and reporting capabilities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



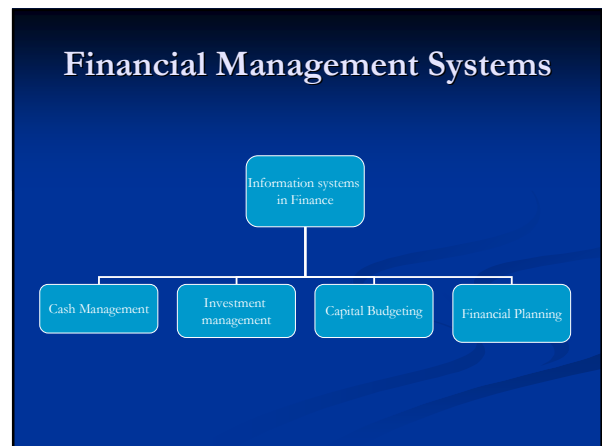
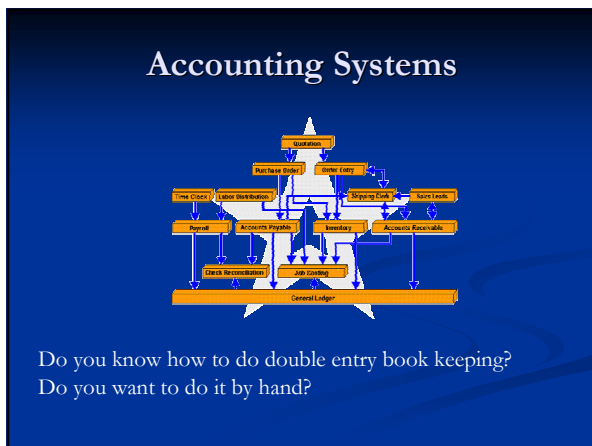
Human Resource Management

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

	Staffing	Training and Development	Compensation Administration
Strategic	<ul style="list-style-type: none"> • Human Resource Planning • Labour force tracking 	<ul style="list-style-type: none"> • Succession Planning • Performance appraisal planning 	<ul style="list-style-type: none"> • Contract closing • Salary forecasting
Tactical	<ul style="list-style-type: none"> • Labour cost analysis • Labour force tracking 	<ul style="list-style-type: none"> • Training effectiveness • Career matching 	<ul style="list-style-type: none"> • Compensation effectiveness and equity analysis • Benefit preference analysis
Operational	<ul style="list-style-type: none"> • Recruiting • Work force planning/scheduling 	<ul style="list-style-type: none"> • Self assessment • Performance evaluations 	<ul style="list-style-type: none"> • Payroll control • Benefits administration



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