

# Business Applications

Lesson 4



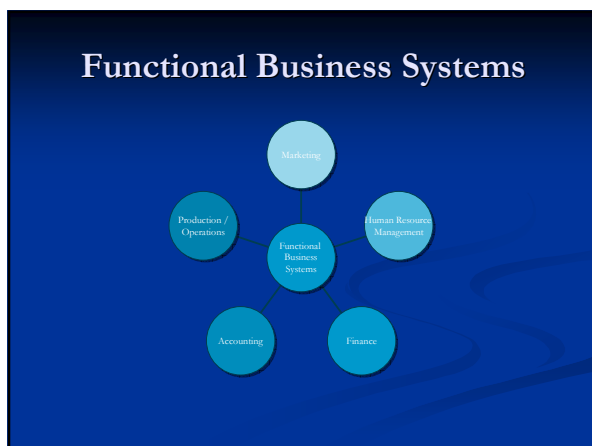
## What MIS systems have we seen so far?

### 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

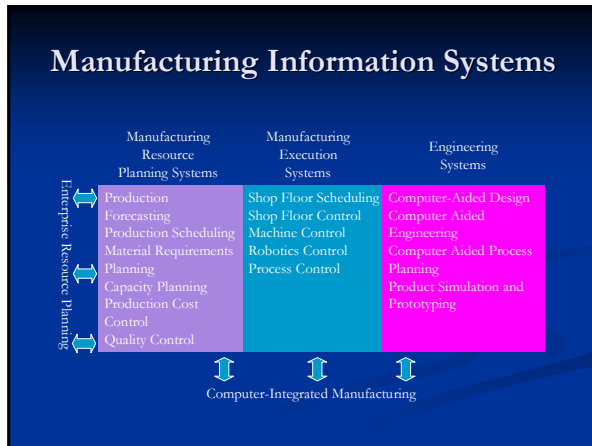
- Increases accuracy – Sales people can be forced to fill out forms completely / numbers calculated / customer can check & sign.
- Decreases labour costs
- Provides instant information / daily updated
- Provides a central DB of contacts (If the sales person leaves)
- Tracking and reporting capabilities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



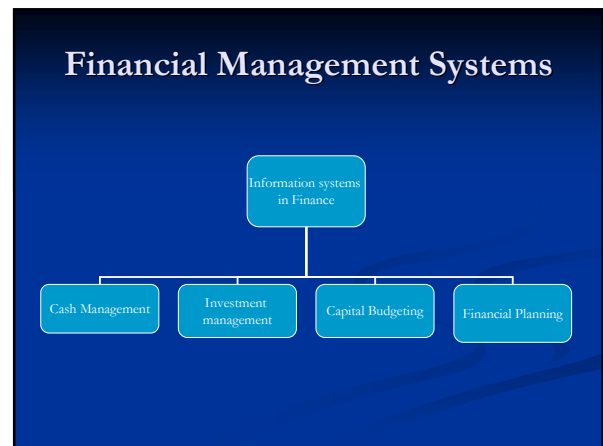
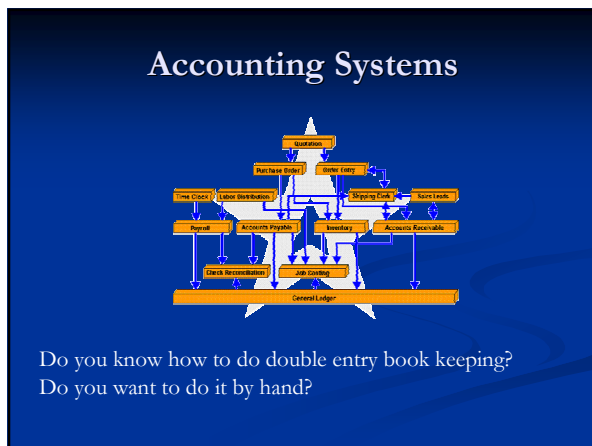
## Human Resource Management

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



## 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