



INFORMATION SYSTEM IN THE DIGITAL AGE

WHY ARE INFORMATION SYSTEMS SO ESSENTIAL FOR RUNNING AND MANAGING A BUSINESS TODAY?

Information systems are the foundation of doing business today. In many industries, it is difficult to survive and achieve strategic business goals without extensive use of information technology.

HOW INFORMATION SYSTEMS ARE TRANSFORMING BUSINESS

Information systems help companies to streamline company operations, help them to create new products and services as well as new business models, enabling managers to use the latest data from the market for making a decision and information systems also help companies do something better than competitors

What's New In Management Information Systems?



Technology

1

Economic

2

Management

3

Globalization with Information System



Make
decision

1



Transaction

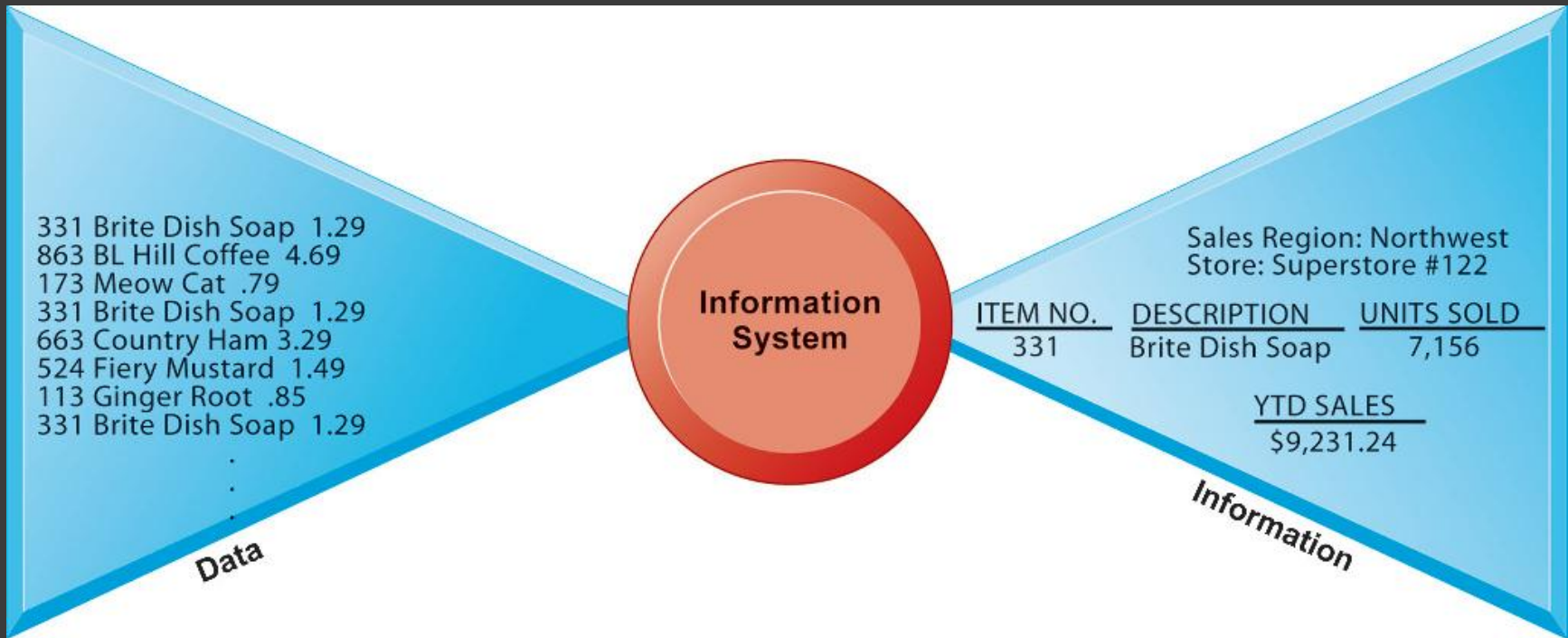
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Business Drivers of Information Systems

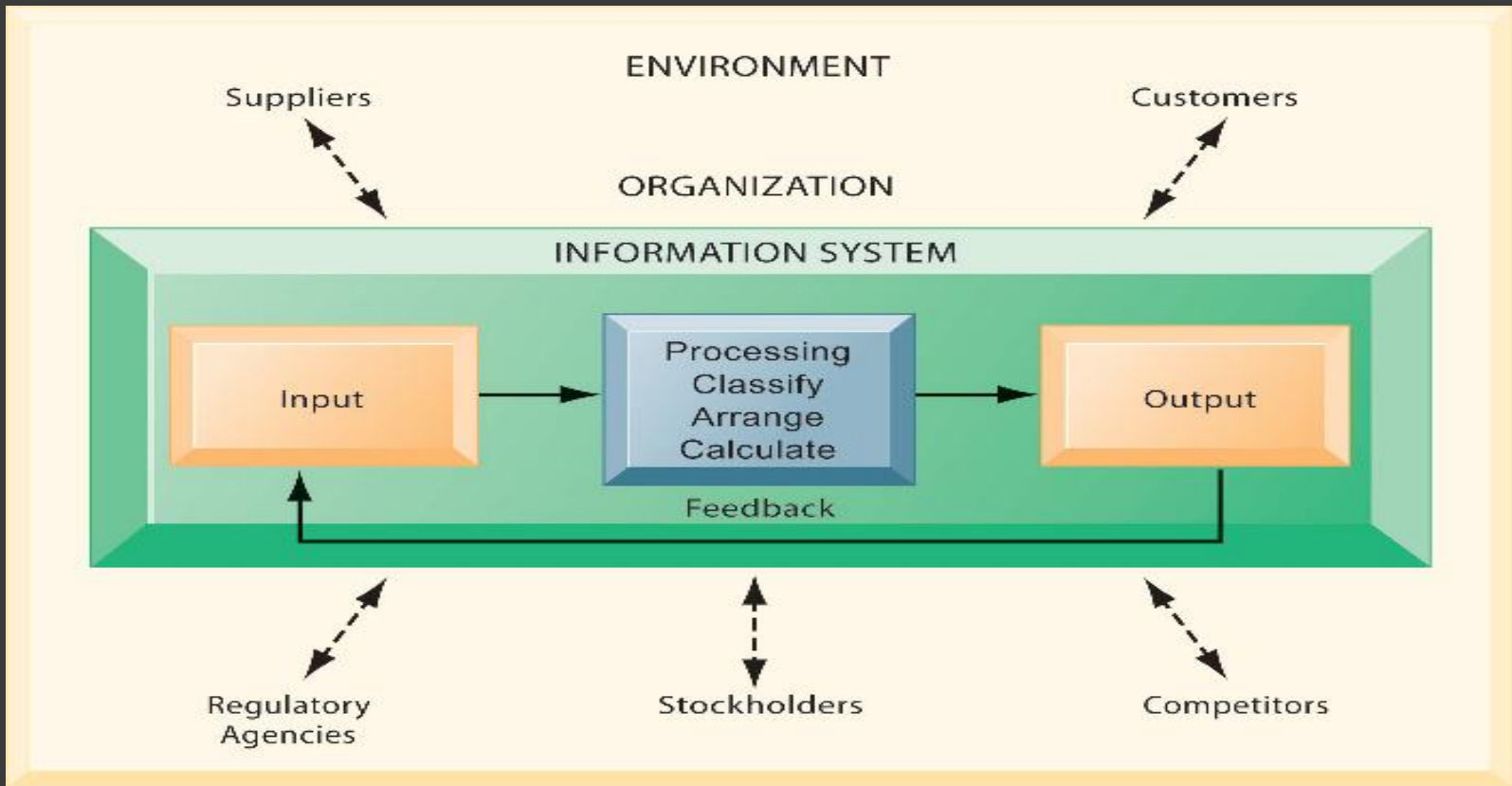


WHAT IS AN INFORMATION SYSTEM?

- can be defined technically as a set of interrelated components
- contain information about significant people, places, and things within the organization or in the environment surrounding it.
- meaningful and useful to human



Raw data from a supermarket checkout counter can be processed and organized to produce meaningful information, such as the total unit sales of dish detergent or the total sales revenue from dish detergent for a specific store or sales territory.



INPUT, PROCESSING, AND OUTPUT

HOW DOES IT WORK?



Using information systems effectively requires an understanding of the organization, people, and information technology shaping the systems. An information system provides a solution to important business problems or challenges facing the firm

DIMENSIONS OF INFORMATION SYSTEMS

- **Organizations**

Information systems are an integral part of organizations. The history and culture of business firms also affects how the technology is used and how it should be used. Information systems are an integral part of organizations. The history and culture of business firms also affects how the technology is used and how it should be used.

- **People**

A business is only as good as the people who work there and run it. Likewise with information systems, they are useless without skilled people to build and maintain them or people who can understand how to use the information in a system to achieve business objectives.

- **Technology**

- Computer hardware
- Computer software
- Data management technology
- Networking and telecommunicating technology
- Internet
- World Wide Web

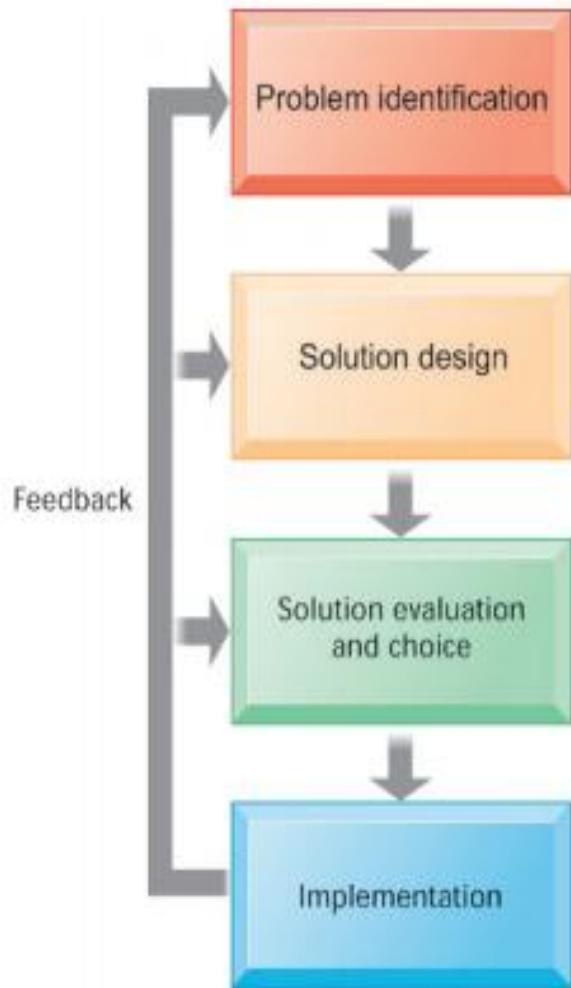
HOW WILL A FOUR STEP METHOD FOR BUSINESS PROBLEM SOLVING HELP YOU SOLVE INFORMATION SYSTEM-RELATED PROBLEMS?

The Problem-Solving Approach

Some problems in business are this straightforward, but few problems are this simple in the real world of business. In real-world business firms, a number of major factors are simultaneously involved in problems.

These major factors can usefully be grouped into three categories: organization, technology, and people. In other words, a whole set of problems is usually involved.

A Model of The Problem -Solving



Problem Identification

The first step in the problem-solving process is to understand what kind of problem exists.

Before problems can be solved, there must be agreement in a business that a problem exists, about what the problem is, about its causes, and about what can be done about it, given the limited resources of the organization. Problems have to be properly defined by people in an organization before they can be solved.

We emphasize three different and typical dimensions of business problems: organizations, technology, and people

Solution Design

The second step is to design solutions to the problem(s) you have identified. We should try to consider as many solutions as possible so that you can understand the range of possible solutions. Some solutions emphasize technology; others focus on change in the organization and people aspects of the problem.

Solution Evaluation and Choice

Choosing the best solution for your business firm is the next step in the process. Some of the factors to consider when trying to find the best single solution are the cost of the solution, the feasibility of the solution for your business given existing resources and skills, and the length of time required to build and implement the solution. Also very important at this point are the attitudes and support of your employees and managers.

Implementation

The best solution is one that can be implemented. Implementation of an information system solution involves building the solution and introducing it into the organization. You will definitely need to think about change management. Change management refers to the many techniques used to bring about successful change in a business.

The Role of Critical Thinking in Problem Solving

Critical thinking can be briefly defined as the sustained suspension of judgment with an awareness of multiple perspectives and alternatives. It involves at least four elements.

- Maintaining doubt and suspending judgment
- Being aware of different perspectives
- Testing alternatives and letting experience guide
- Being aware of organizational and personal limitations

HOW INFORMATION SYSTEMS WILL AFFECT BUSINESS CAREERS ?

- **Accounting**

Data information

- **Finance**

Funding information systems

- **Marketing**

What should they do ?

- **Information product**

Operation management in services and manufacturing

What should they do with operation x

- **Management**

Decision making

- **Outsourcing and offshoring**

employment