كلية المنصور الجامعة

**Al – Mansour University College**

**Computer Science and Information System Department**

**4th Stage / Information System**

**Course 1**

**Management Information System**

**Lecture_02**

**Introduction Management Information System (Count.)**

**By**

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## 1.8 Enterprise Applications

1. ***Enterprise systems*—also known as *enterprise resource planning (ERP)* systems** provide integrated software modules and a unified database that personnel use to plan, manage, and control core business processes across multiple locations. Modules of ERP systems may include finance, accounting, marketing, human resources, production, inventory management, and distribution.
2. ***Supply chain management (SCM)* systems** enable more efficient management of the supply chain by integrating the links in a supply chain. This may include suppliers, manufacturers, wholesalers, retailers, and final customers.
3. ***Customer relationship management (CRM)* systems** help businesses manage relationships with potential and current customers and business partners across marketing, sales, and service.
4. ***Knowledge management system (KMS)*** helps organizations facilitate the collection, recording, organization, retrieval, and dissemination of knowledge. This may include documents, accounting records, unrecorded procedures, practices, and skills. Knowledge management (KM) as a system covers the process of knowledge creation and acquisition from internal processes and the external world. The collected knowledge is incorporated in organizational policies and procedures, and then disseminated to the stakeholders.

## 1.8 Perspectives on Information Systems

Information systems have become essential for helping organizations deal with changes in global economies and the business enterprise. Information systems provide firms with communication and analytic tools for conducting trade and managing businesses on a global scale. Information systems are the foundation of new knowledge-based products and services in knowledge economies and help firms manage their knowledge assets. Information systems make it possible for businesses to adopt more flexible arrangements of employees and management that can coordinate with other organizations across great distances. Organizations are trying to become more competitive and efficient by transforming themselves into digital firms where nearly all core business processes and relationships with customers, suppliers, and employees are digitally enabled. The Internet is bringing about the convergence of technologies that is further widening the use of information systems in business and transforming industries and business models.

**(1)** Data and information

Data: Streams of raw facts representing events such as business transactions.

Information: Clusters of data that are meaningful and useful to human beings.

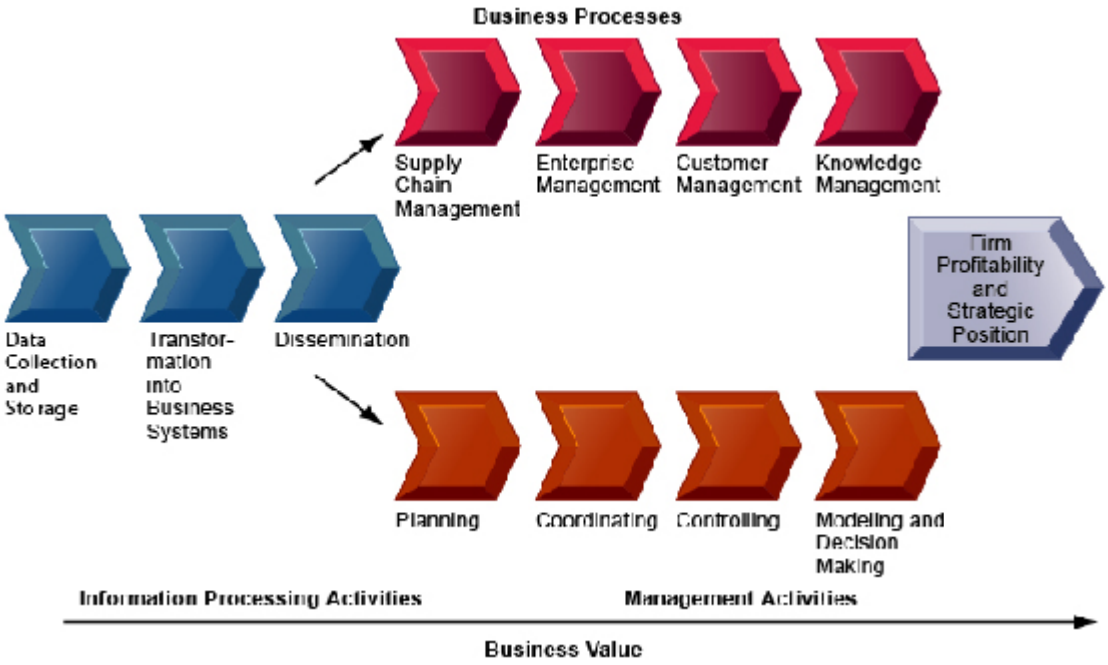
**(2)** What Is an Information System?

Formal Systems: Fixed definitions of data and procedures for collecting, storing, processing, disseminating, and using these data; Can be computer-based or manual

Computer-based Information Systems:Use computer hardware and software to process and disseminate information.



**(3)** The business information value chain, as shown in figure(1.4)



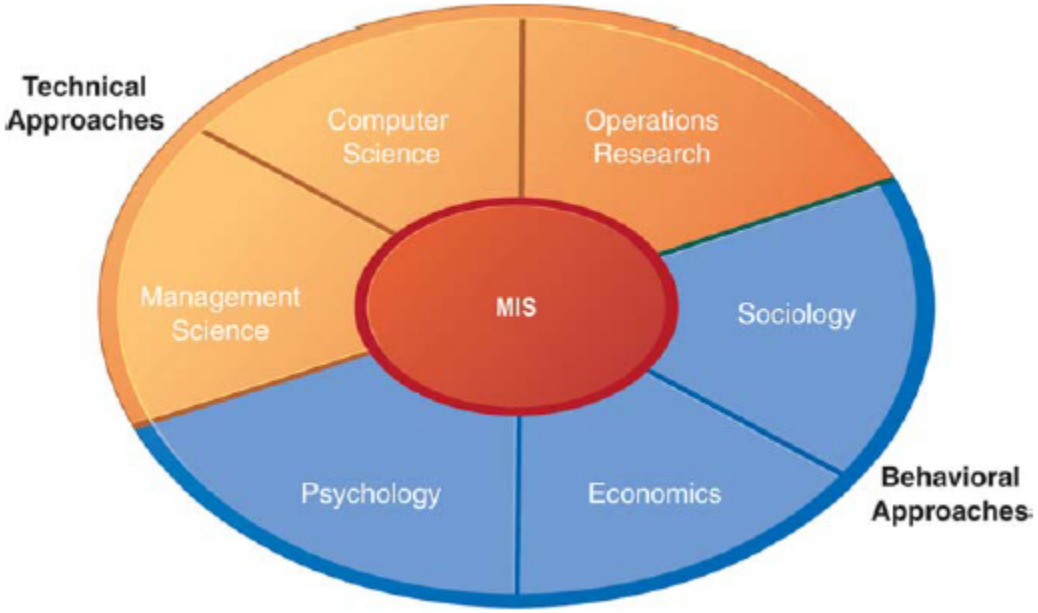

**Figure(1.4): Business Value**

**(4)** Information systems are more than computers,as shown in figure(1.5)

**Figure(1.5): Information systems are more than computers**

## 1.10 Contemporary Approaches to Information Systems

Information systems are sociotechnical systems. Although they are composed of machines, devices, and "hard" physical technology, they require substantial social, organizational, and intellectual investments make them work properly. Since problems with information systems and their solutions are rarely all technical or behavioral, a multidisciplinary approach is needed, as shown in figure(1.6).




**Figure(1.6): Contemporary Approaches to Information Systems**

### (1) A Business Perspective on Information Systems

Major Business Functions:

- Sales and marketing.
- Manufacturing.
- Finance.
- Accounting.
- Human resources

**(2) Management Levels**

**Senior managers**: make long-range strategic decisions about products and services.

**Middle managers:** carry out the programs and plans of senior management.

**Operational managers:** monitor the firm's daily activities.

**(3) Socio-technical Systems**

Management Information Systems (MIS) : System performance optimized when technology and organization adjust to each other for a satisfactory fit.