



UNIT 11: MIS

CHAPTER: MANAGEMENT INFORMATION SYSTEM

WHAT:

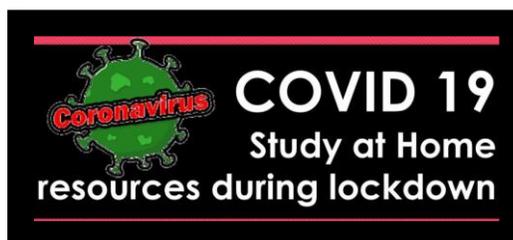
Management information system, or MIS, broadly refers to a computer-based system that provides managers with the tools to organize, evaluate, and efficiently manage departments within an organization. In order to provide past, present and prediction information, a management information system can include software that helps in decision making, data resources such as databases, the hardware resources of a system, decision support systems, people management and project management applications, and any computerized processes that enable the department to run efficiently.

MANAGEMENT INFORMATION SYSTEM

- ❖ MIS is basically a software tool which gives a holistic report of processed information based on which management can take certain crucial decision on which strategy and tactics could be figured out
- ❖ MIS provides information that is needed to manage organizations efficiently and effectively
- ❖ MIS is any organized approach for obtaining relevant and timely information on which managerial decisions are based
- ❖ MIS facilitates the decision making process and enable the organizational planning, control, and operational functions to be carried out effectively
- ❖ MIS is a study of how individuals, groups, and organizations evaluate, design, implement, manage, and utilize systems to generate information to improve efficiency and effectiveness of decision making, including systems termed decision support systems, expert systems, and executive information systems.

ROLE OF MIS?

- ❖ Effective decision making based upon:
- ❖ Quality analysis
- ❖ Cost & budget analysis
- ❖ Risk analysis
- ❖ Market analysis
- ❖ Inventory analysis
- ❖ SWOT analysis
- ❖ Feedback analysis
- ❖ Behavior analysis





ADVANTAGES OF MIS

- ❖ Companies are able to highlight their strengths and weaknesses due to the presence of revenue reports, employees' performance record etc. The identification of these aspects can help the company improve their business processes and operations.
- ❖ Giving an overall picture of the company and acting as a communication and planning tool.
- ❖ The availability of the customer data and feedback can help the company to align their business processes according to the needs of the customers. The effective management of customer data can help the company to perform direct marketing and promotion activities.
- ❖ Information is considered to be an important asset for any company in the modern competitive world. The consumer buying trends and behaviors can be predicted by the analysis of sales and revenue reports from each operating region of the company.

IMPORTANT QUESTIONS FOR THIS CHAPTER

What is MIS? Explain the various reports generated through MIS in Food & Beverage business.

Define MIS and explain its role for a restaurant

