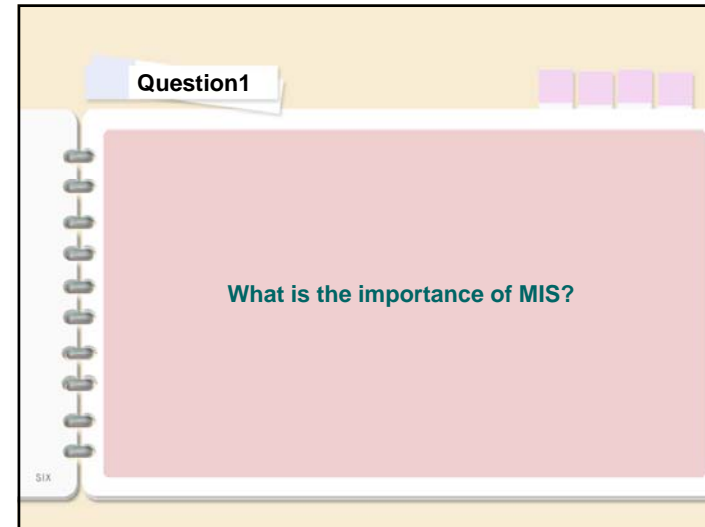


**E-Business
in-class discussion**

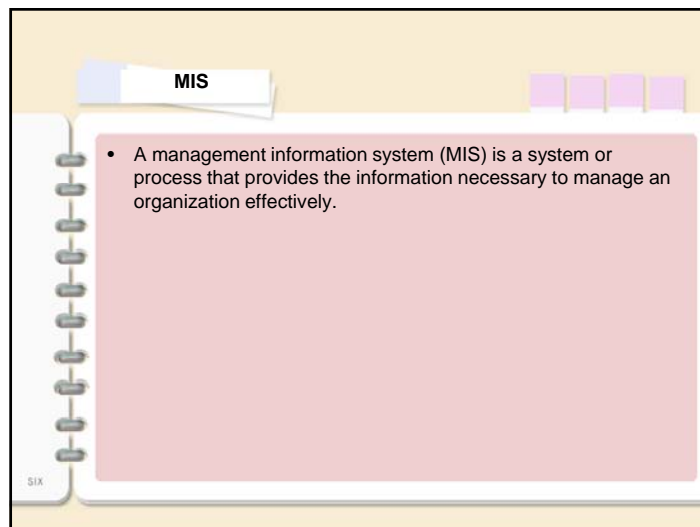
Group 1

Instructor : Dr. Don
2009.03.07



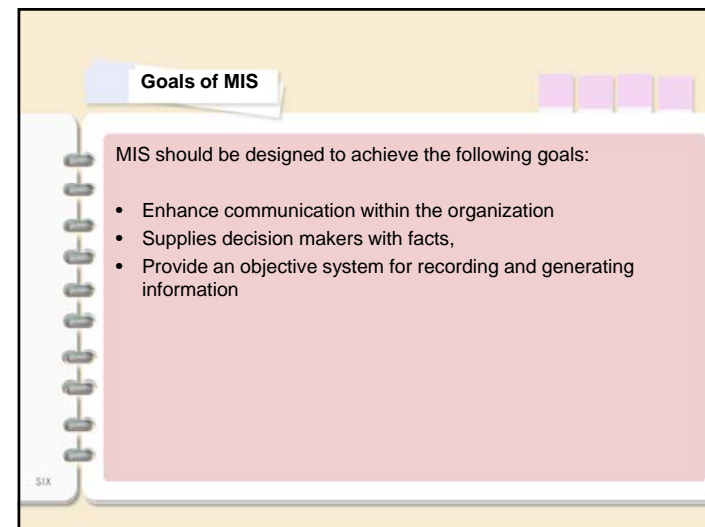
Question1

What is the importance of MIS?



MIS

- A management information system (MIS) is a system or process that provides the information necessary to manage an organization effectively.



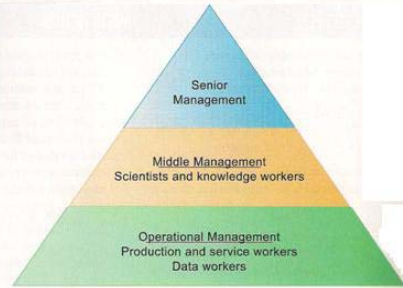
Goals of MIS

MIS should be designed to achieve the following goals:

- Enhance communication within the organization
- Supplies decision makers with facts,
- Provide an objective system for recording and generating information

Level of Management

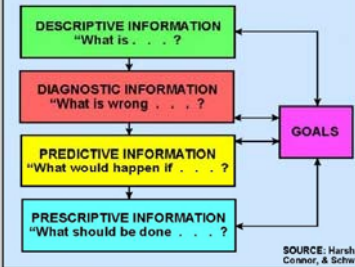
Figure 2-3
Levels in a Firm
Business organizations are hierarchies consisting of three principal levels: senior management, middle management, and operational management. Information systems serve each of these levels. Scientists and knowledge workers often work with middle management.



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Type of Information

TYPES OF INFORMATION



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MIS Supports

- Because MIS supplies decision makers with facts, it supports and enhances the overall decision making process.
- MIS also enhances job performance throughout an institution. At the most senior levels, it provides the data and information to help the board and management make strategic decisions.
- At other levels, MIS provides the means through which the institution's activities are monitored and information is distributed to management, employees, and customers.
- Effective MIS should ensure the appropriate presentation formats and timeframes required by operations and senior management are met.
- MIS can be maintained and developed by either manual or automated systems or a combination of both. It should always be sufficient to meet an institution's unique business goals and objectives.

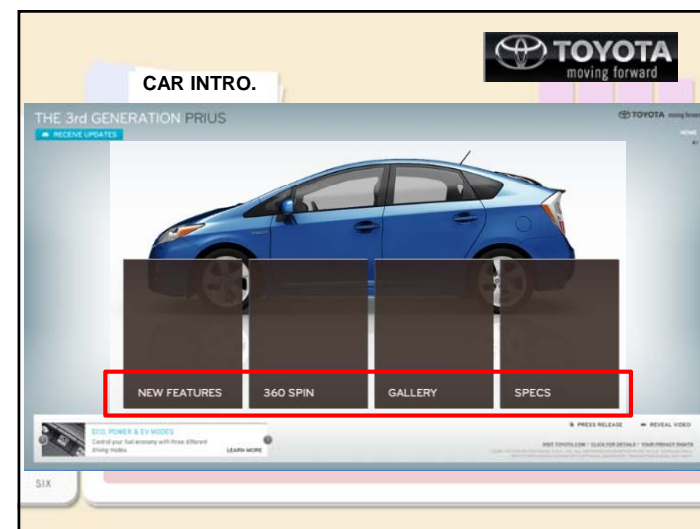
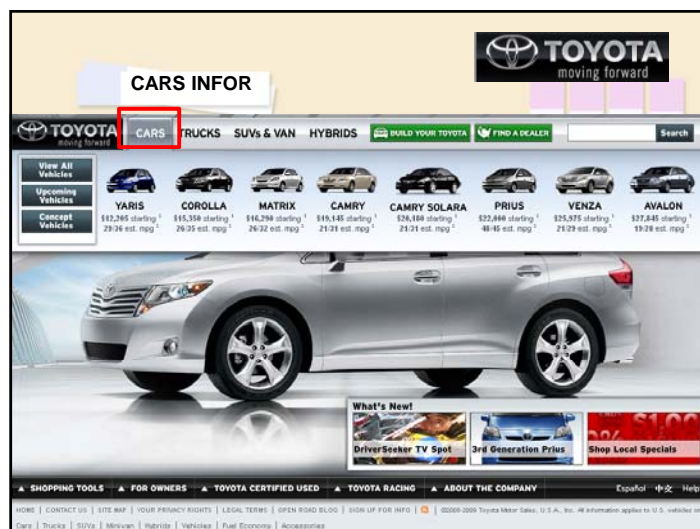
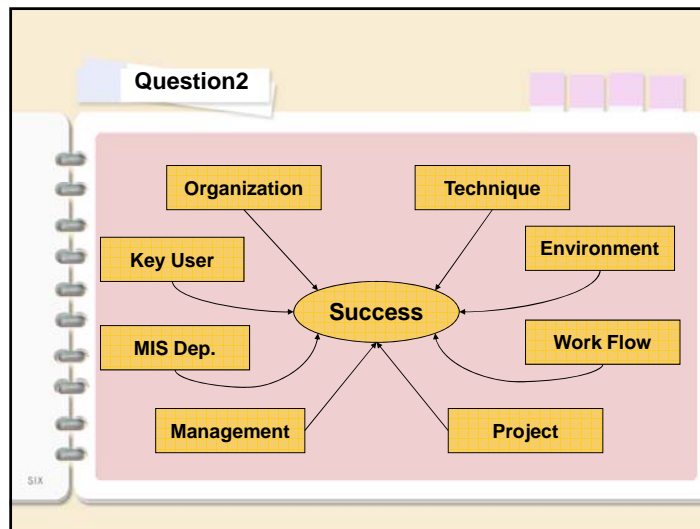
<http://www.occ.treas.gov/handbook/mis.pdf>

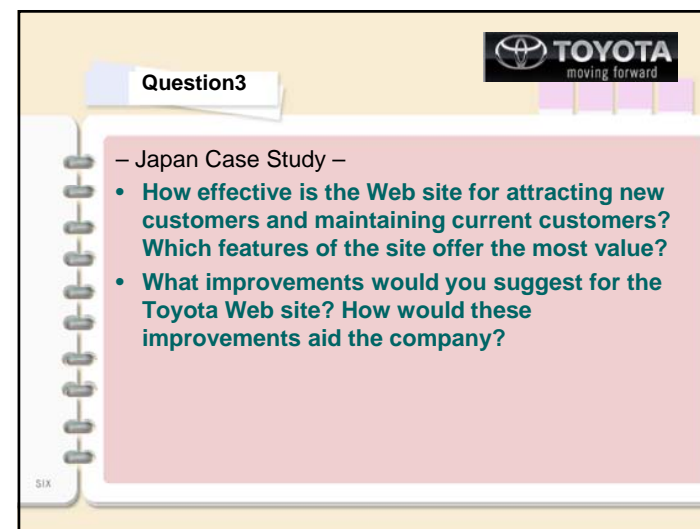
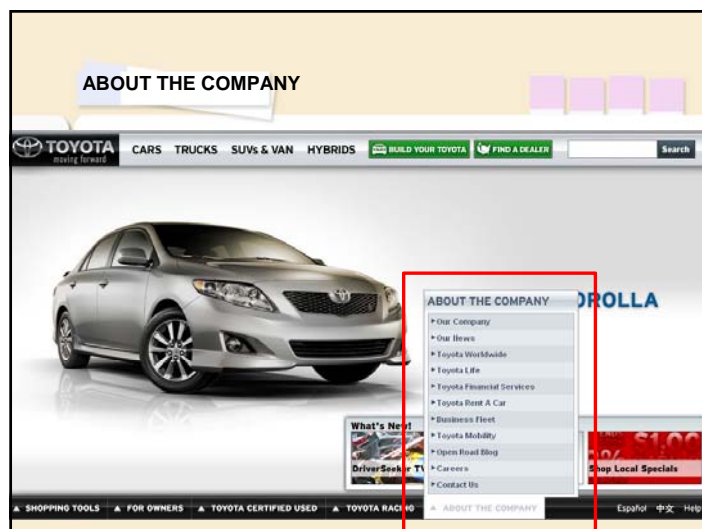
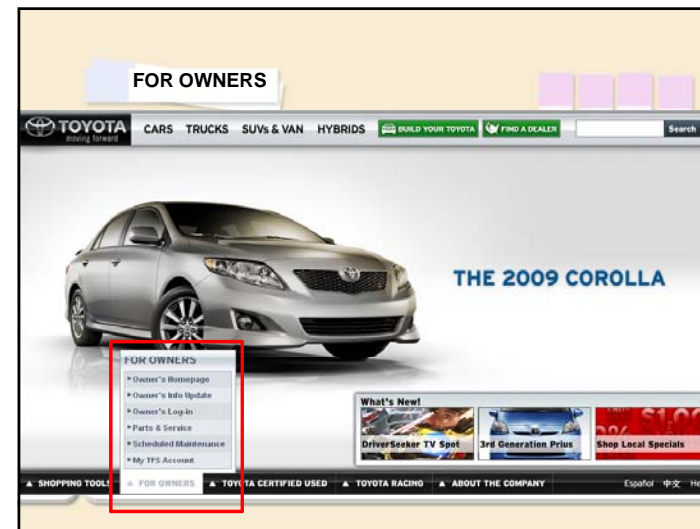
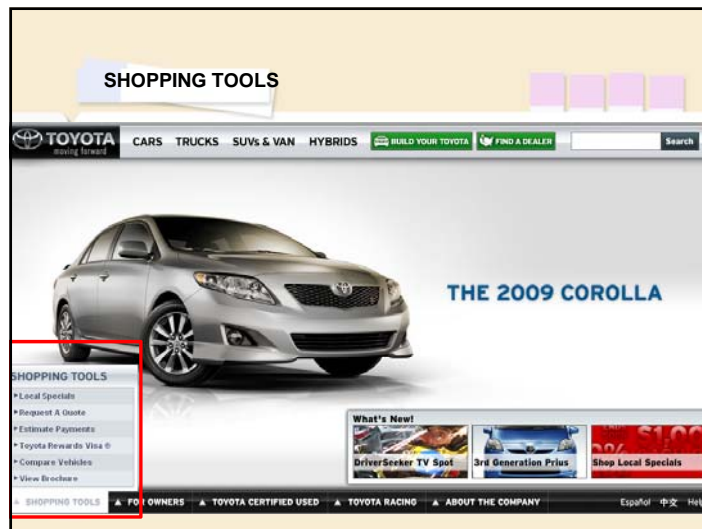
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Question2

How to apply information system successfully?

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Attractiveness

- Toyota website is one which reflects on the strong principles and good quality
 - good-looking
 - structured homepage
 - The main colour: white and a light shade of gray, greens and blues in bright shades
 - cartoon-character popping banner
- The flash banners incorporated onto the homepage give the Toyota website a fun and youthful appeal.

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Improvement

- The search engine optimization is however not enough if the Toyota company wishes to take full advantage of the marketing and promotion properties of their website.
 - more keywords be placed in the meta tags and web contents.
 - through Website Design and Marketing company

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