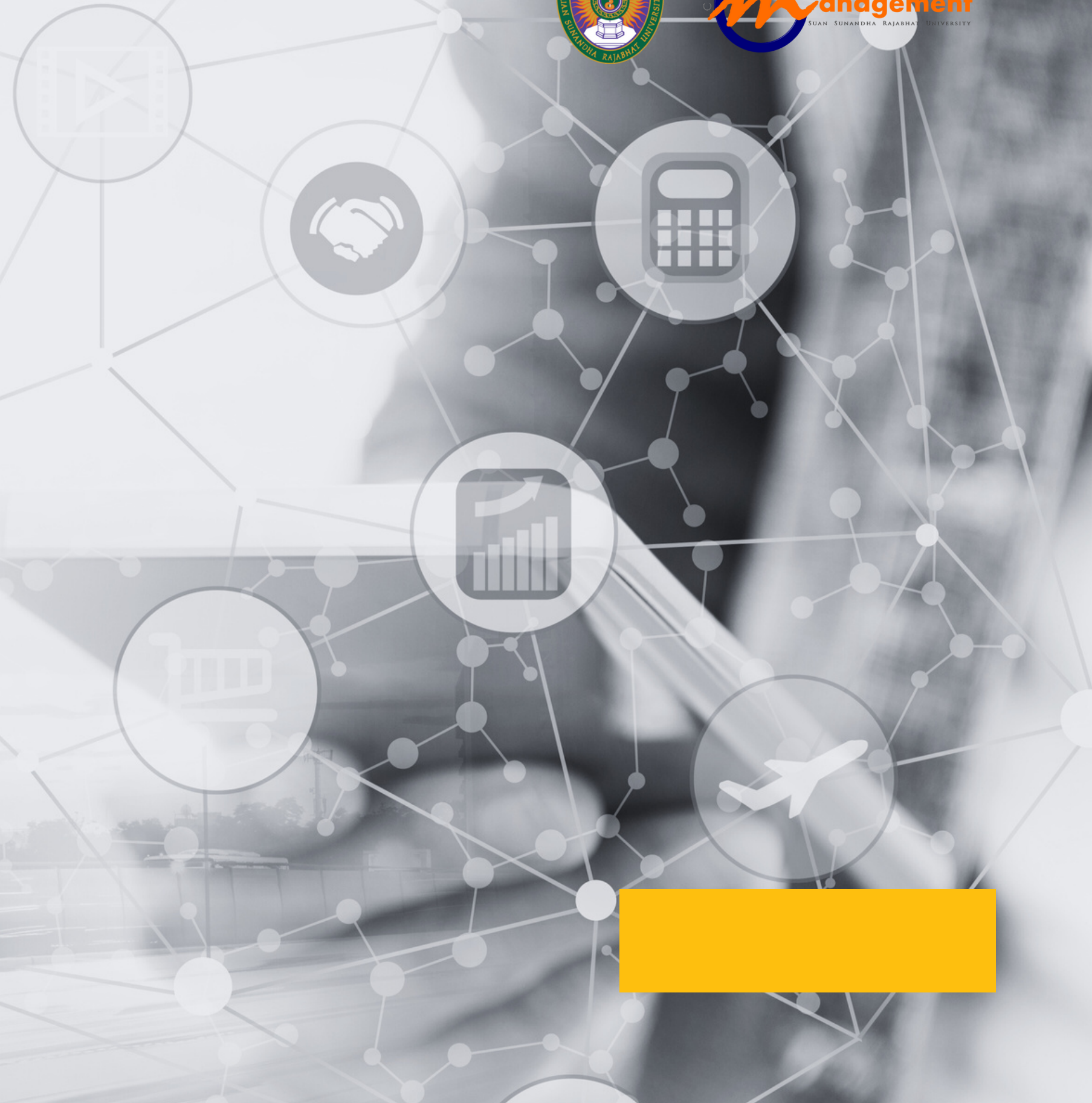




DR.MOOKTRA THONGVES

# **BASIC MANAGEMENT** Introduction to Information Technology.





# BUSINESS INFORMATION SYSTEMS

- 01 accounting information system
- 02 financial information system
- 03 marketing information system
- 04 production and operations information system
- 05 human resource information system



# 1.ACCOUNTING INFORMATION SYSTEM

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**01** financial accounting system

**02** managerial accounting system



## 2.FINANCIAL INFORMATION SYSTEM

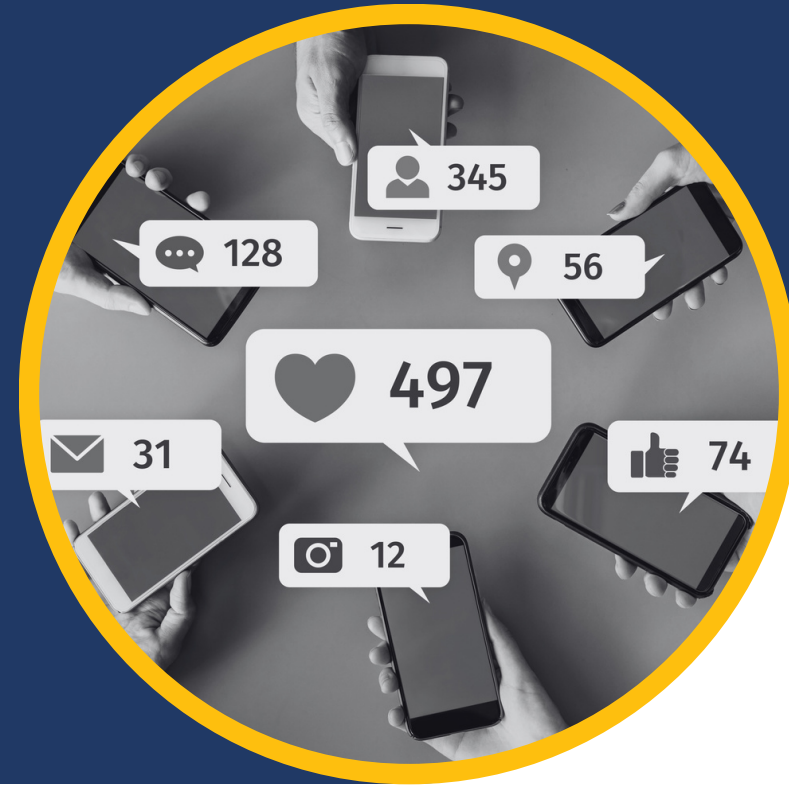
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**01** operatins data

**02** forecasting data

**03** corporate strategy

**04** external data



# 3. MARKETING INFORMATION SYSTEM

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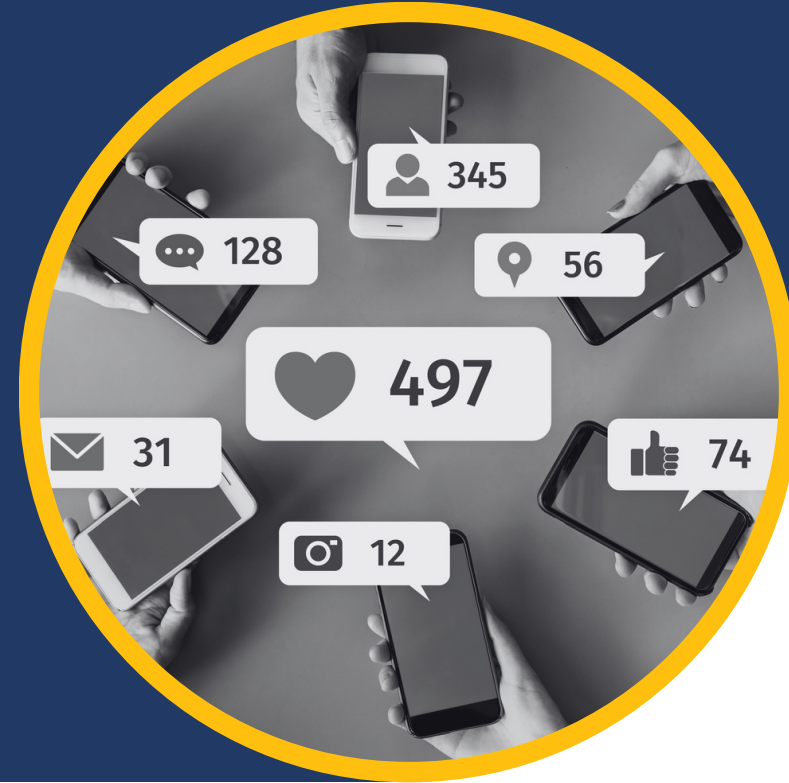
**01** operations

**03** competitor

**05** external data

**02** marketing research

**04** corporate strategy



# 3.MARKETING INFORMATION SYSTEM

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## 1.Information system for sales

- > 01 sales support
- > 02 sales analysis
- > 03 customer analysis

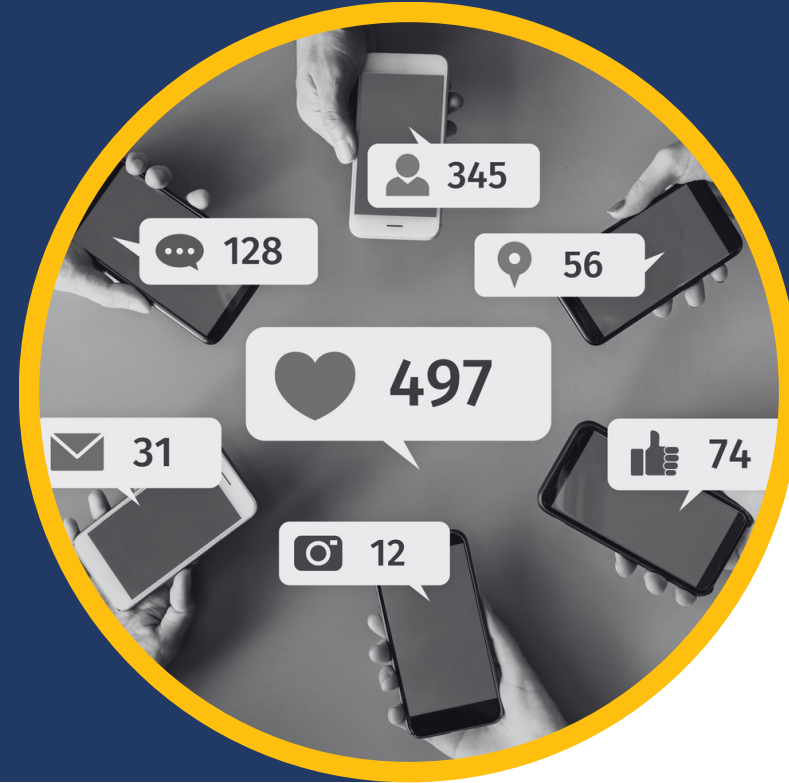


# 3. MARKETING INFORMATION SYSTEM

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## 2. Information systems for market research

- > 01 customer research
- > 02 market research



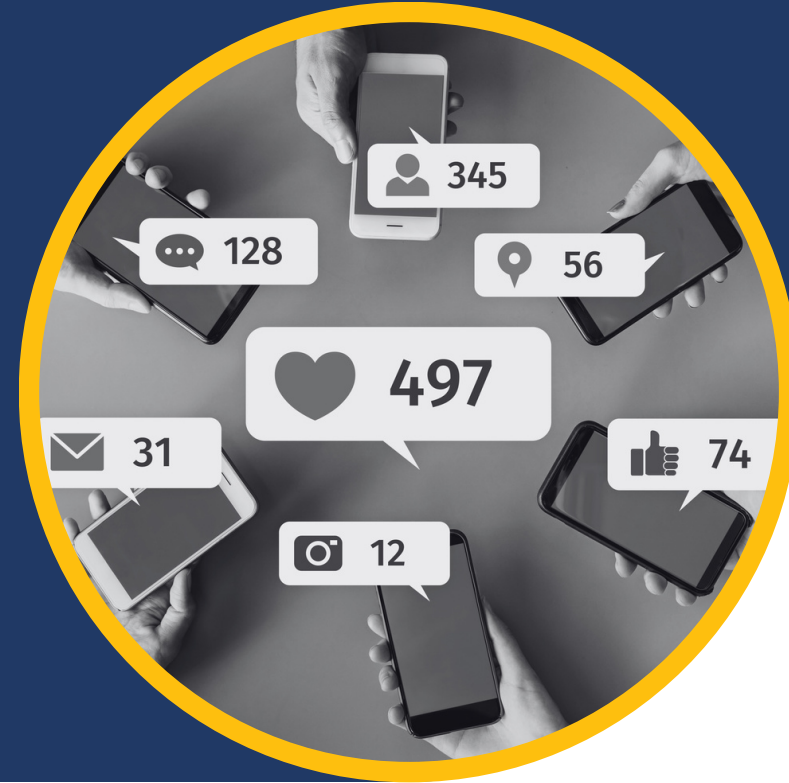
# 3. MARKETING INFORMATION SYSTEM

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**3. Information system for sales promotion**

**4. Information system for product and service development**



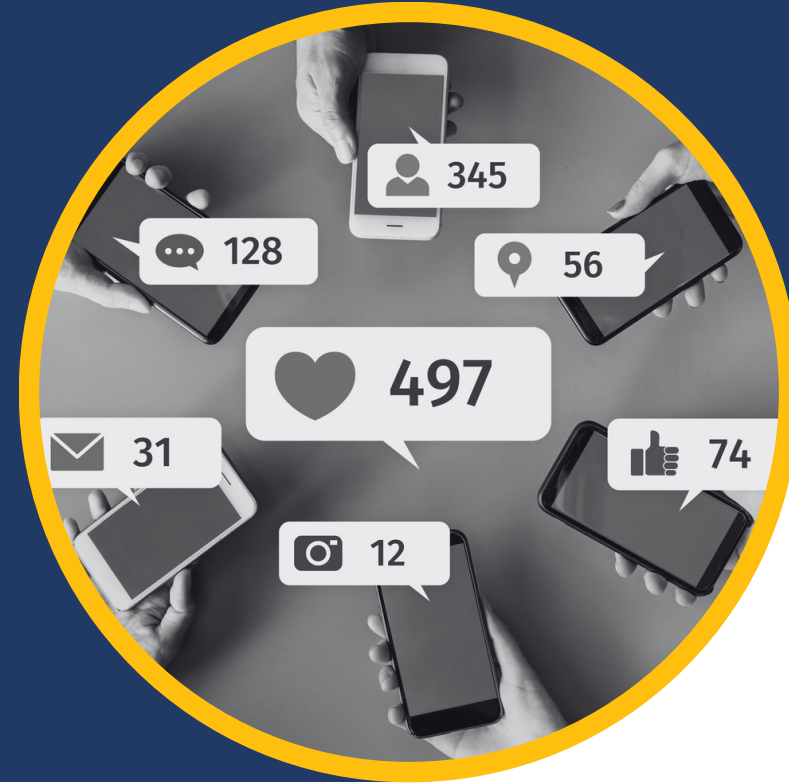


# 3. MARKETING INFORMATION SYSTEM

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**5. Information system for sales forecasting**

**6. Information system for profit planning**



# 3. MARKETING INFORMATION SYSTEM

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**7. Information system for pricing**

**8. Information system for cost control**



# 4. PRODUCTION AND OPERATIONS INFORMATION SYSTEM

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**01** production/  
operations data

**02** inventory data

**03** supplier data

**04** labor force and personnel data

**05** corporate strategy



# 5.HUMAN RESOURCE INFORMATION SYSTEM

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**01** capability

**03** cost

**05** competitive advantage

**02** control

**04** communication



# Q & A

## BASIC MANAGEMENT



# Assignment

จากการจำลองธุรกิจของกลุ่มนศ.

ให้ศ.วิเคราะห์ว่าระบบสารสนเทศใดที่จำเป็นต่อบริษัท

อธิบาย ออกแบบ และพัฒนา

ทั้งในระดับปฏิบัติงานและระดับบริหาร

**จัดทำรายงานนำเสนอจัดวางให้สวยงาม**

**งานกลุ่ม : กลุ่มละ 8-9 ท่าน**

**ส่งงานใน Google drive**

