Chapter 12: Business Analytics

The Manager's Job and Decision Making

- Management: process by which an organization achieves its goals through the use of resources (people, money, material, information)
- Decision: a choice among two or more alternatives that individuals and groups make
- Three basic roles of a manager
 - Interpersonal: figurehead, leader, liaison
 - o **Informational**: monitor, disseminator, spokesperson, analyzer
 - Decisional: entrepreneur, disturbance handler, resource allocator, negotiator
- Why managers need IT support: number of alternatives are constantly increasing, decisions must be made under pressure, increased uncertainty, expense of hiring experts and obtain information
- Technologies available to support managers: Business Intelligence data

[FIGURE 12.1 The process and phases in decision making

[State | Phase **Design Phase** Validation of What are my options? the Model Yes Choice Phase Verification, Testing of Pick an option and decide how to **Proposed Solution** implement it. Did this option work as proposed? Implementation No of Solution KAILUAM