

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
 - **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 warehousing
- **The process and phases in decision making**

[FIGURE 12.1 The process and phases in decision making]

