# LEARNING GOALS

1. Distinction between Data and Information
2. Description of types of Information: Tactical, Operational, Strategic, Statutory.
3. Division of Management into different hierarchical levels.
4. Type of Information needed at different levels of management.
5. Division of organizations into several functional areas and their information requirements
6. Attributes of Information.

# EXAMPLE OF INFORMATION NEEDED BY A SHOPKEEPER



- Daily sales accounts
- List of low stock items to be re-ordered
- List of overstock items
- Long overdue payments
- Profit and loss account

Used to streamline day to day operations called Operational information

# EXAMPLE OF INFORMATION NEEDED BY A SHOPKEEPER (CONTD)



- Slow or fast moving items
- Reliable supplier of items
- Sales trends

Used to improve profitability of shop called Tactical information

# MANAGEMENT STRUCTURE (CONTD)

## LINE MANAGERS



- Group managers, Assistant Group managers, Assistant managers

- Each functional area may have several line managers reporting to middle level managers.

- Take Operational decisions

## Strategic Information



- Developing vendors for critical items.
- Determining optimal levels of inventory
- Determining proportion of material needed
- Reducing varieties of inventory.

## Strategic Information

- Which products are to be developed?
- What types of improvements are required?
- What long range research is more promising?
- What technical collaboration would be appropriate?

# Business data processing

There are 2 methods of business data processing

1. On-line transaction processing(OLTP)
2. Batch processing



OLTP is used for query processing and rapid actions to requests

Example: Finding balance in one's bank account
Booking railway tickets

Batch processing used for periodic data processing of massive data

Example: Processing university exam results at the end of each semester
Payroll computation each month

# DECISION SUPPORT SYSTEM



- Data mining a useful tool
- What is data mining?
- Data collected during routine data processing archived over a long period-massive amount(Tera Bytes)
- Some hypothetical rules guessed by experienced managers and correlated with archival data-called data mining