

Strategy and Planning of Management Information

Management Information Systems



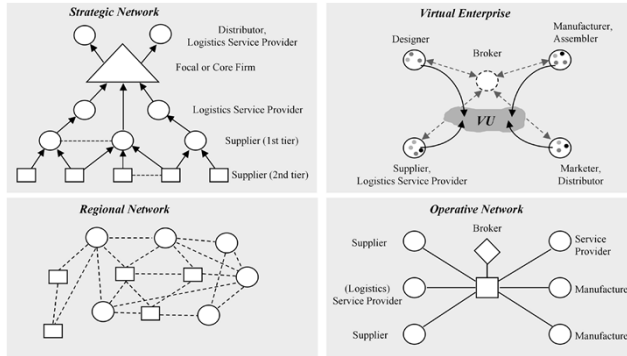
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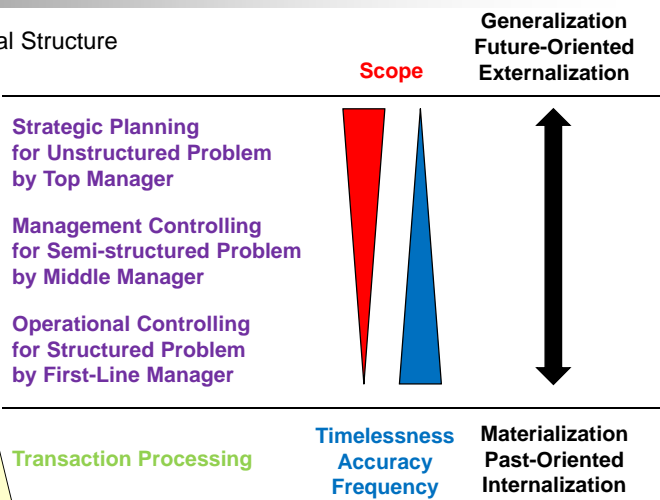
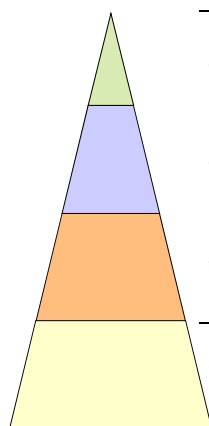
01. Organization and Information Systems

- Types of Organization
 - Hierarchical Structure
 - Network Structure
 - Matrix Structure (Function + Project)
 - Virtual Structure
 - Random Structure



01. Organization and Information Systems

- Traditional Hierarchical Structure



01. Organization and Information Systems

- Organization and Information Systems

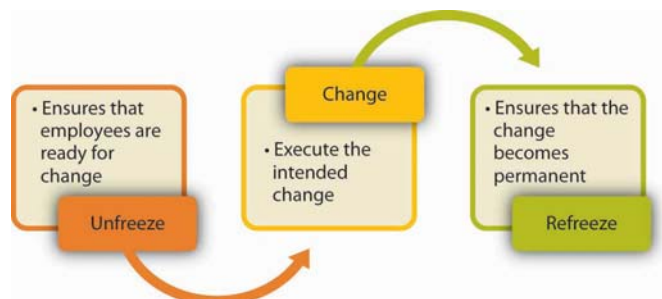


- Flattening organization
- Empowerment
- Virtual organization
- Organization change
- Organization learning



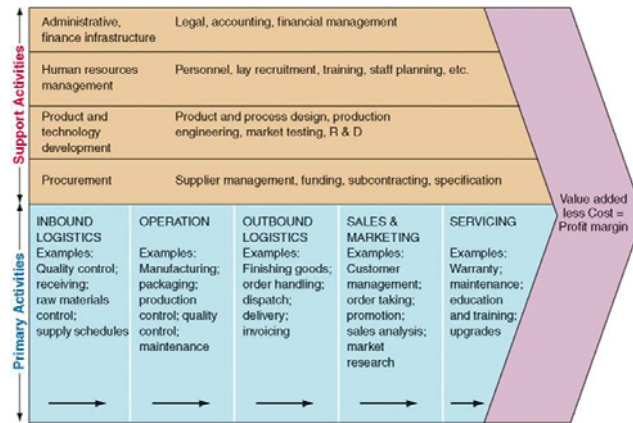
01. Organization and Information Systems

- Organization Change
 - Overcoming resistances
 - Managing changes



02. Value Chain and Information Systems

• Value Chain

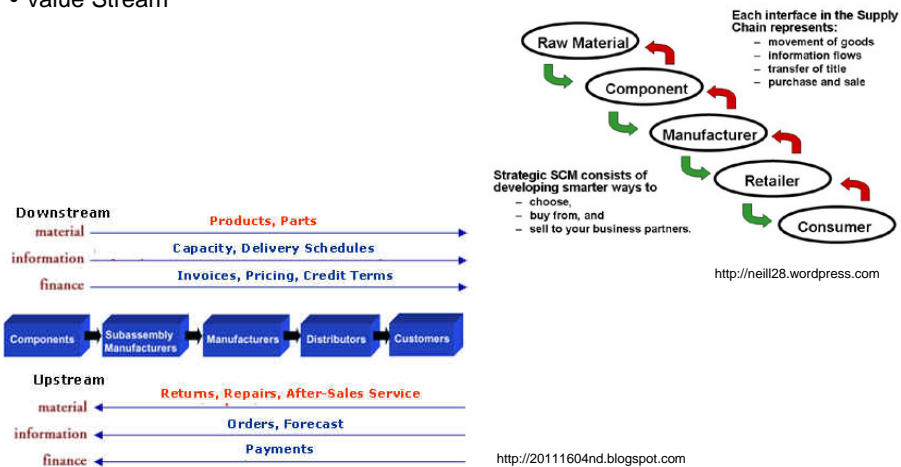


<http://marketingucjournal.blogspot.com>

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02. Value Chain and Information Systems

• Value Stream



<http://neill28.wordpress.com>

<http://20111604nd.blogspot.com>

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02. Value Chain and Information Systems

- Value Chain and Information Systems



- Supply Chain Management (SCM)



<http://webapps.wpunj.edu>

03. Competitive Advantage and Information Systems

- SWOT(Strength/Weakness/Opportunity/Threat) Model

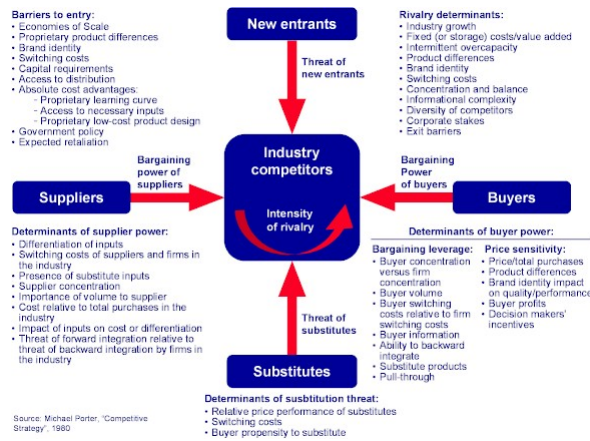
SWOT Matrix

	HELPFUL (for your objective)	HARMFUL (for your objective)
INTERNAL (within organisation)	Strengths • • • • • • S	Weaknesses • • • • • • W
EXTERNAL (outside organisation)	Opportunities • • • • • • O	Threats • • • • • • T

<http://business-docs.co.uk>

03. Competitive Advantage and Information Systems

• Competitive Advantage Model (= 5 Force's Model)



03. Competitive Advantage and Information Systems

• Competitive Advantage and Information Systems



- **Differentiation**
- **Niche Market**
- **Price Predominance**
- **Improvement of Product/Service**
- **Development of Product/Service**
- **Change of Industrial Structure**

