

Week 8:  
Information Technology  
Application in Business



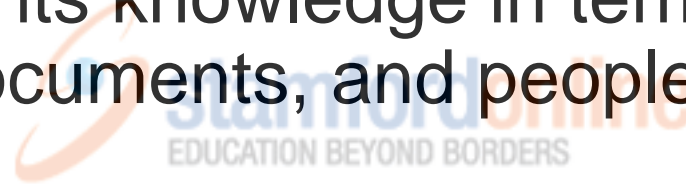
DBA 303  
Business Information System

# Learning Outcome

- At the end of the lecture, student should be able:
  - To describe the applications of information technology in business environment
  - To explain the importance of knowledge management programs and systems for knowledge management.

# Knowledge Management

- Knowledge management is the name of a concept in which an enterprise consciously and comprehensively gathers, organizes, shares, and analyzes its knowledge in terms of resources, documents, and people skills.
- The discipline of creating a thriving work and learning environment that fosters the continuous creation, aggregation, use and re-use of both organizational and personal knowledge in the pursuit of new business value.



- Knowledge management involves data mining and some method of operation to push information to users.
- Some vendors are offering products to help an enterprise inventory and access knowledge resources. They are said to be able to analyze the relationships between content, people, topics, and activity, and produce a knowledge map report.

# Customer Relationship Management (CRM)

- Customer Relationship Management (CRM) is an information industry term for methodologies, software, and usually Internet capabilities that help an enterprise manage customer relationships in an organized and efficient manner.
- In many cases, an enterprise builds a database about its customers.

- This database describes relationships in sufficient detail so that management, salespeople, and customer service reps can access information; match customer needs with product plans and offerings; remind customers of service requirements; know what other products a customer had purchased; etc.

# Supply Chain Management

- Supply chain management (SCM) is the oversight of materials, information, and finances as they move in a process from supplier to manufacturer to wholesaler to retailer to consumer.
- Supply chain management involves coordinating and integrating these flows both within and among companies.
- It is said that the ultimate goal of any effective supply chain management system is to reduce inventory .

# Enterprise Resource Planning

- Enterprise resource planning (ERP) is the industry term used to describe a broad set of activities supported by multi-module application software that helps a manufacturer or other business manage the important parts of its business.
- These parts can include product planning, parts purchasing, maintaining inventories, interacting with suppliers, providing customer service, and tracking orders.
- ERP can also include application modules for the finance and human resources aspects of a business.

# Business Process Reengineering

- Business process reengineering (BPR) is the analysis and redesign of workflow within and between enterprises.
- It is described as the fundamental reconsideration and the radical redesign of organizational process, in order to achieve drastic improvement of current cost, services and speed.