



北京航空航天大学
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SCHOOL OF ECONOMICS AND MANAGEMENT

MIS Planning (Part 1)



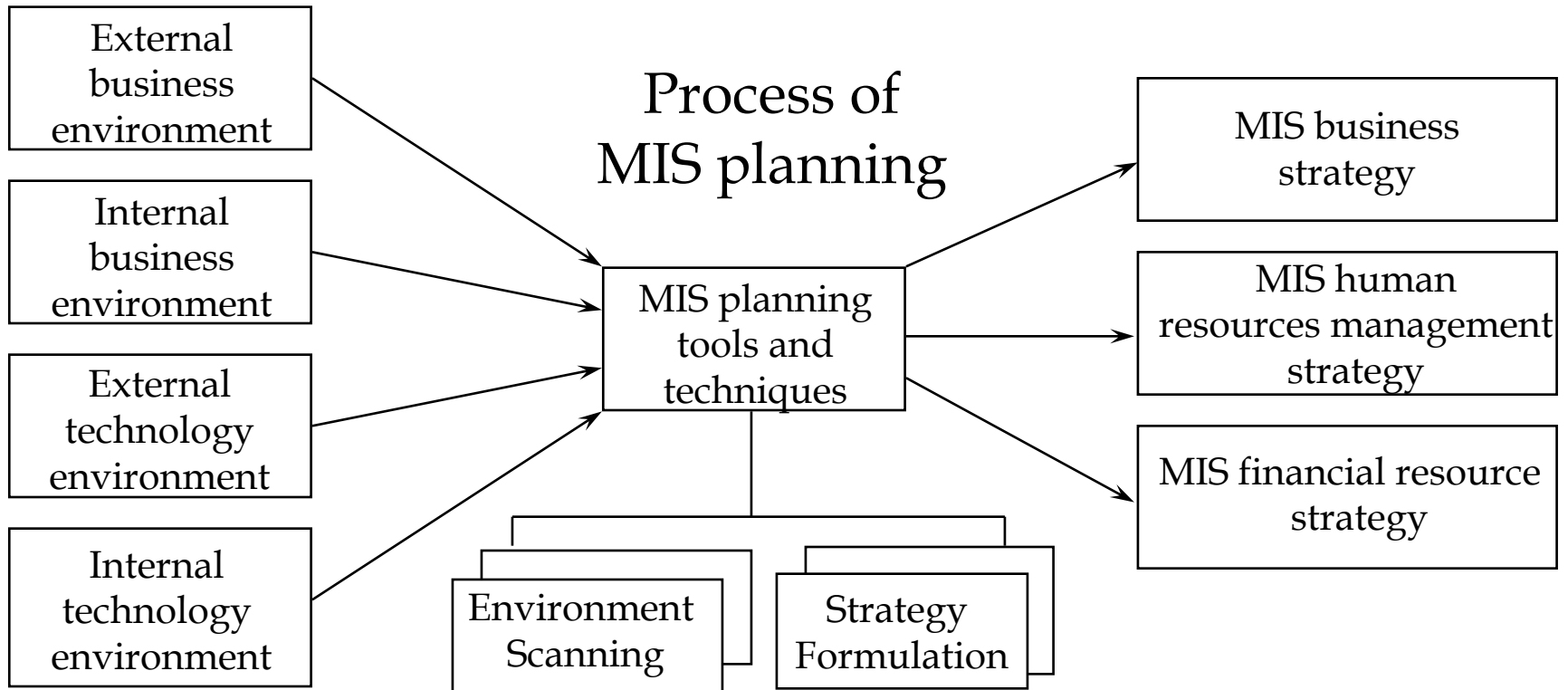
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Overview of MIS Planning

Inputs to
MIS planning

Outputs from
MIS planning

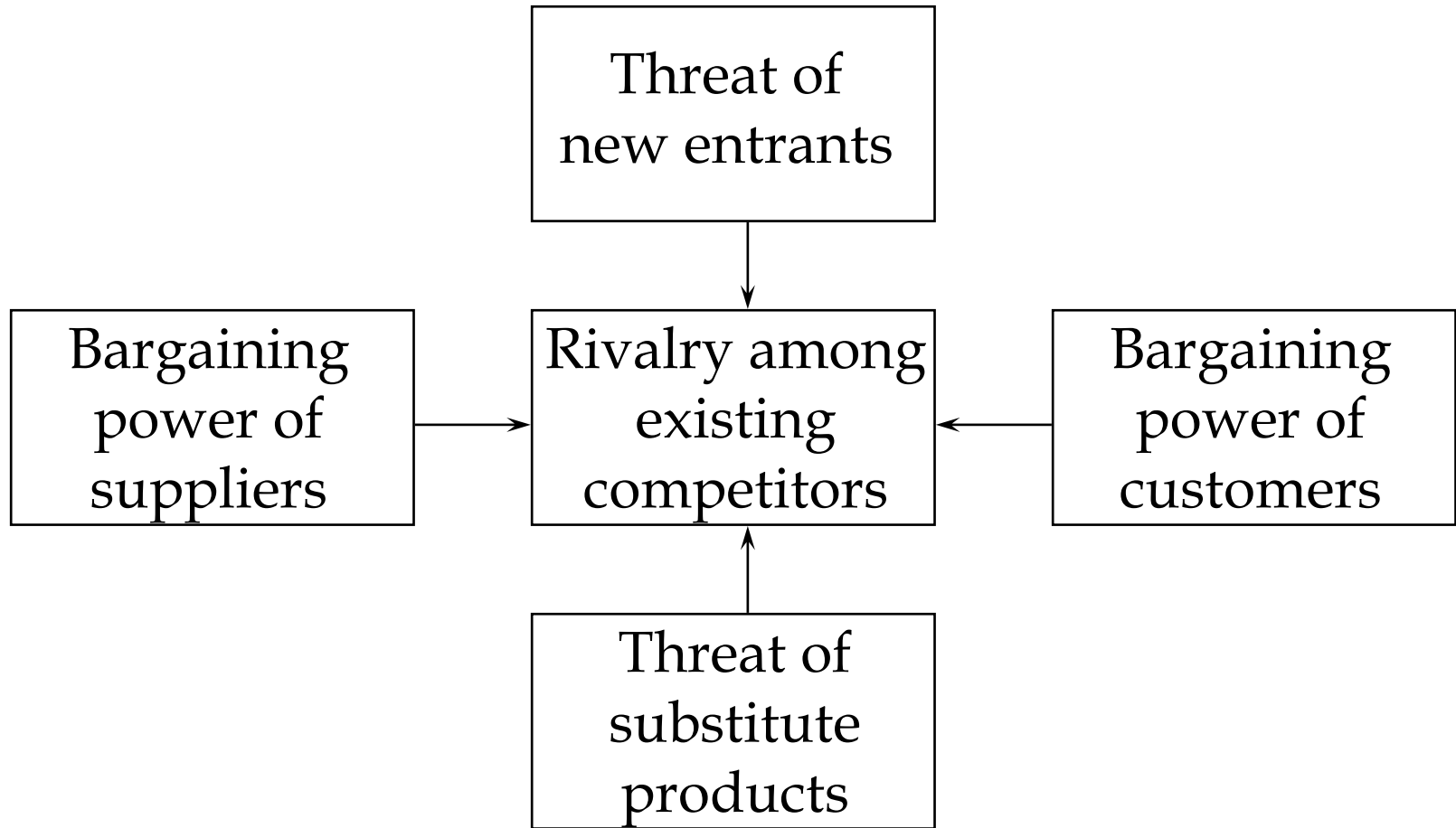




Overview of MIS Planning

- **External business environment**
 - Purpose: to understand the economic, social, political, legal, and ecological climates of the organization and their implications on MIS strategies
 - Tools: Competitive Force Analysis, PEST Analysis
- **Internal business environment**
 - Purpose: to understand the current business objectives, strategies, resources, and processes and their implications on MIS strategies
 - Tools: Value Chain Analysis, Generic Competitive Strategy
- **External technology environment**
 - Purpose: to understand the current technological trends and identify the ensuing opportunities and threats to the a company's MIS strategies
 - Tools: Hype Cycle Analysis, Technology Adoption Lifecycle
- **Internal technology environment**
 - Purpose: to understand the current MIS technology maturity, skills, and technological infrastructure and identify their strengths and weaknesses
 - Tools: Application Portfolio Analysis, IT Portfolio Matrix

External Business Environment



Competitive Forces Analysis



External Business Environment

Competitive force	Role of MIS in attaining and sustaining competitive advantage
Threat of new entrants	How can MIS build barriers to entry?
Bargaining power of customers	How can MIS build in switching costs for customers?
Bargaining power of suppliers	How can MIS change the nature of supplier relationships?
Threat of substitute products	How can MIS generate new products and services?
Rivalry among existing competitors	How can MIS change the basis of competition?

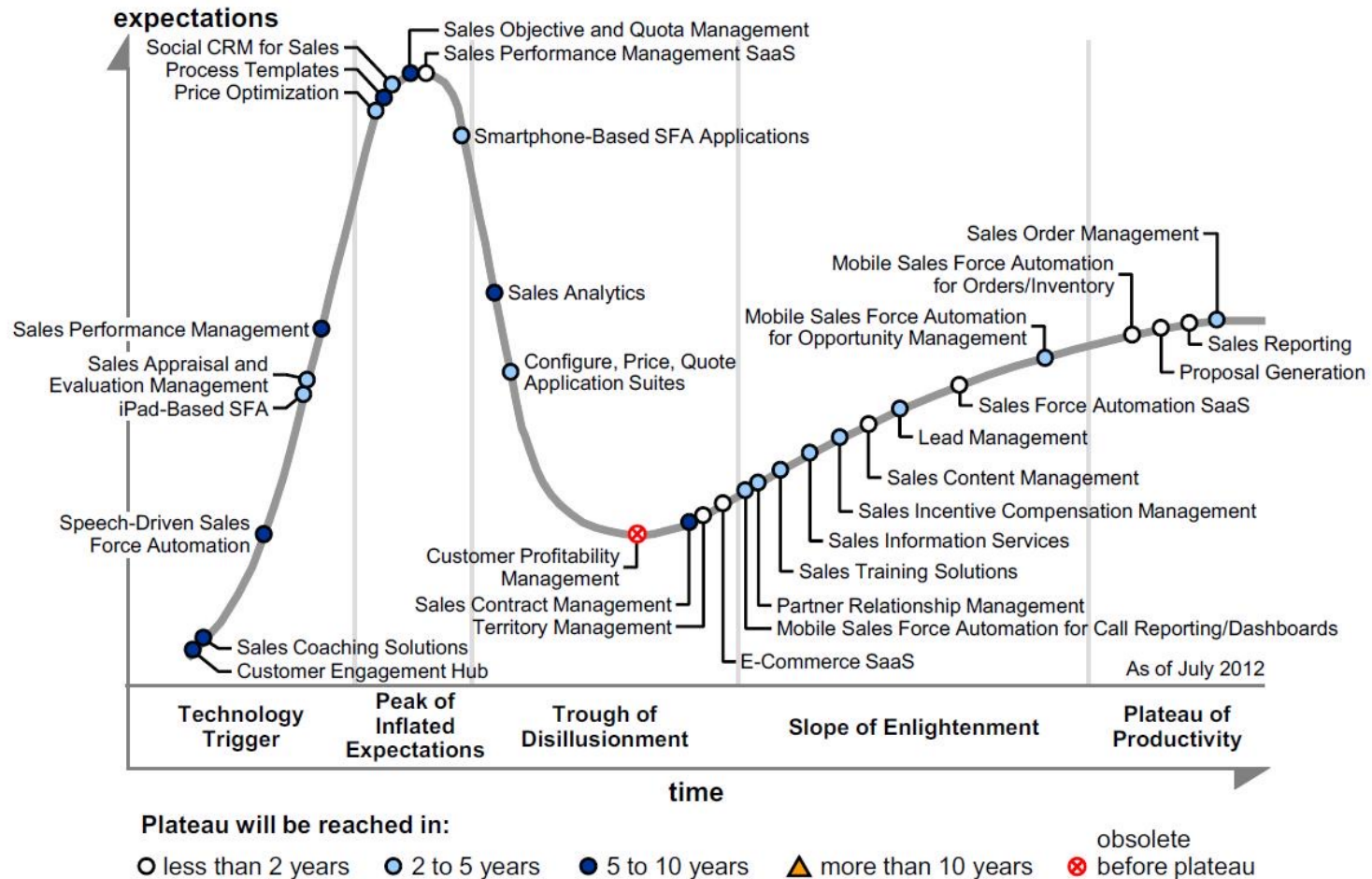
Internal Business Environment

Administration and infrastructure		General management, financial management, accounting, and legal		
Human resource management		Manpower planning, remuneration, recruitment, and training		
Product and technology development		Research and development, product and process design, and production engineering		
Procurement		Supplier management, subcontracting, outsourcing, and specifications		
Inbound logistics	Operations	Outbound logistics	Sales and marketing	Servicing
Quality control, material receipt, and material storage	Manufacture, packaging, production, quality control, and maintenance	Product storage, order handling, delivery, and invoicing	Customer management, promotion, and market research	Warranty, maintenance, education, training, and upgrade

Margin = value added - costs

Value Chain Analysis

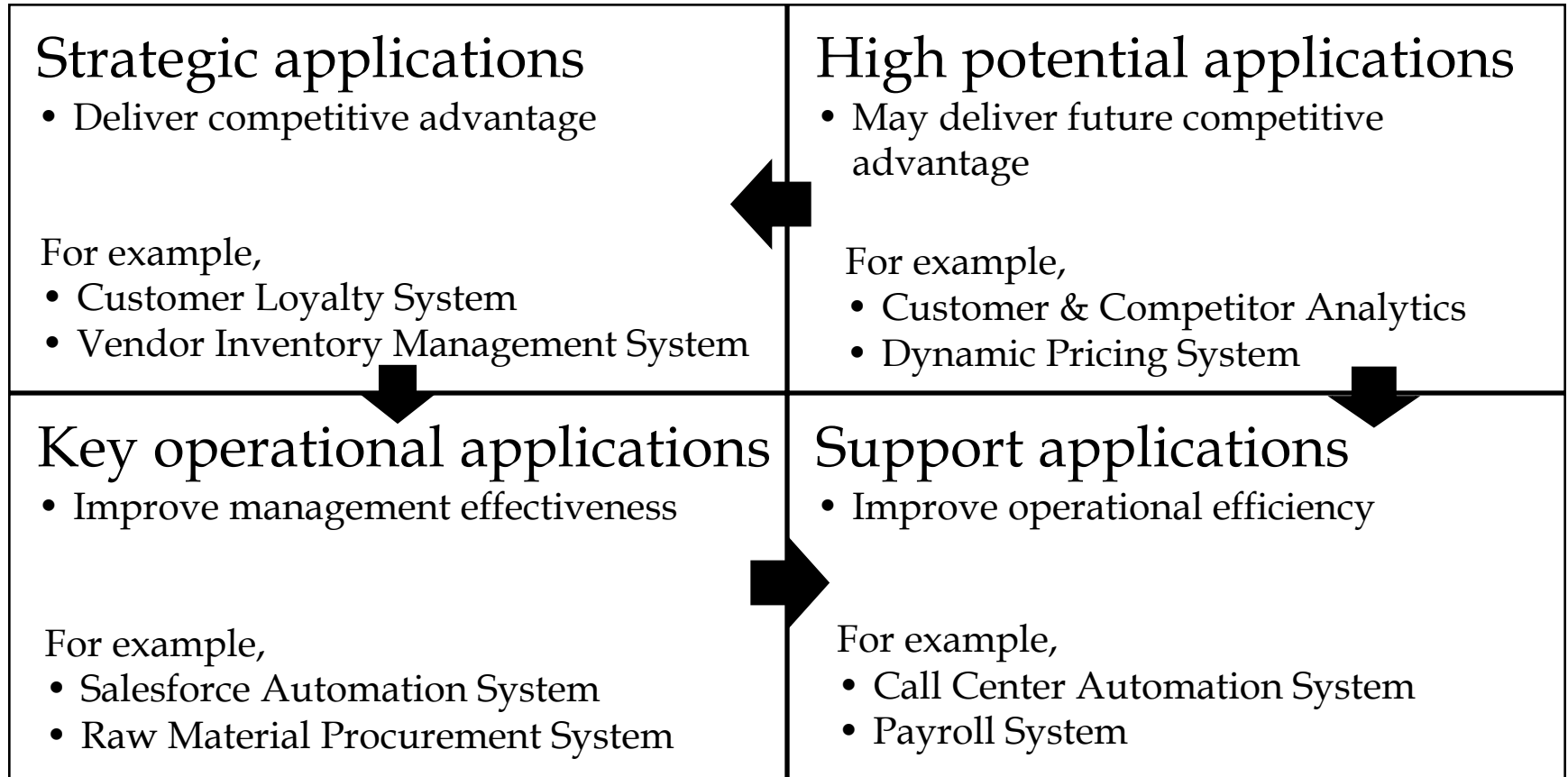
External Technology Environment



Hype Cycle Analysis

Source: Desisto, R. P. "Hype Cycle for CRM 2012" Gartner 2013

Internal Technology Environment



Applications Portfolio Analysis