1. What are the four organizational levels in a typical company?

**Top Management:**

Top managers develop long-range plans, called strategic plans that define the company's overall mission and goals. Strategic planning focuses more on issues that affect the company's future survival and growth, including long-term IT plans. Top managers focus on the entire business enterprise and use information systems to set the company's course and direction. To develop strategic plan, top managers also need information from outside the company, such as economic forecasts, technology trends, competitive threats, governmental issues and shareholder concerns.

**Middle Management:**

Middle managers focus their goals on a shorter time frame, usually ranging from one month to one year. They develop plans to achieve business objectives in a process called tactical planning. Middle managers delegate authority and responsibility to team leaders or supervisors and then provide direction, necessary resources, and feedback on performance as tasks are completed. They need more detailed information than top managers do, but somewhat less information than team leaders and supervisors. They also use business support systems, knowledge management systems, and user productivity systems to perform their jobs.

**Lower Management:**

Supervisors and team leaders oversee operational employees and carry out day-to-day operational plans. They coordinate operational tasks, make necessary decisions, and ensure that the decision support information, consults knowledge management systems, and relies on user productivity systems to carry out their day-to-day responsibilities.

**Operational Management:**

Operational employees primarily use TP systems to enter and receive data they need to perform their jobs. In many companies, operational employees also need information to handle tasks and make decisions that were assigned to supervisors. This trend, called empowerment, gives employees more responsibility and accountability.

2. Go online and find three examples of retailers that offer both in-store and Web-based sales. What were the firms? Which one did you like best, and why?

Three examples of retailers that offer both in-store and Web-based sales are :

1. Tommy Hilfiger
2. Calvin Klein
3. QVC

I like Tommy Hilfiger, Perhaps the best aspect of Tommy’s layout is the accessibility of everything. Right from the first page load you’re able to recognize everything from new products to sales and fashion trends.

The site is very easy to browse and all links offer a clear description of the products. Their navigation is also stylish but easy to use. Links are clean and straightforward. Hover effects are perceptible yet not overly flamboyant.

3. What is empowerment? Provide two specific examples.

Empowerment in business is a management practice of**sharing information, rewards,** and **power** with employees. This puts them at the heart of the organization by giving them **power** and **autonomy**.

**Focus on the Customer:**

Successful organizations understand that it is the customer who pays the bills. A focus on this important group is what makes great organizations. Employee empowerment should be centered on the needs of the customer.  When employees are empowered to make decisions that help the customer, they are contributing to the strategy and [business objectives](https://thethrivingsmallbusiness.com/examples-of-business-goals/) of the organization. For instance, if an employee is [dealing with an angry customer](https://thethrivingsmallbusiness.com/customer-complaint-procedures/), they should have the tools and authority to make things right.

### Front line Decision Making

### Front-line employees get it. They deal with the day-to-day issues and know what customers want. Eliminate the “let me ask my boss” barrier by handing over a level of the decision making power to front-line employees. This act of delegation may be something as simple as allowing an employee to make [service recovery](https://thethrivingsmallbusiness.com/recovery-theory-customer-service/) decisions. For instance, the Ritz Carlton is a classic model for service recovery in that front desk employees are authorized to make things right with a customer up to a certain dollar amount. No questions asked.

### 4. What types of information systems might a large company use? Would the same systems be found in a smaller firm? Why or why not

DSS - Decision Support System

TPS - Transaction Processing System

ESS - Executive Support System

MIS - Management Information System

Most of the Organizations use DSS, ESS and MIS

## Knowledge Management Systems

Decision support systems help senior management to take strategic decisions. Contrary to the other systems, decision support systems are developed with the objective of providing the users (top management personnel) with unstructured information.

Transaction Processing System, this type of system is critical to the smooth functioning of an organization. The objective of this kind of system is to capture all transaction related data between the organization and its external and internal customers. A small business processes transactions that result from day-to-day business operations, such as the creation of paychecks and purchase orders, using a transaction processing system, or TPS. The TPS, unlike a batch system, requires that users interact with the system in real time to direct the system to collect, store, retrieve and modify data.

Executive support system is also known as the executive information (support) system. It began to gain acceptance in the mid-eighties in large corporations and is now used even is smaller corporations.

Businesses use information systems at all levels of operation to collect, process, and store data. Management aggregates and disseminates this data in the form of information needed to carry out the daily operations of business

KMS information systems are typically marketed to larger enterprises, small businesses can also benefit from harvesting knowledge.

KMS information systems serve as a central repository and retain information in a standard format. These systems can help business owners maintain consistency and enable speedy responses to customer and partner inquiries.