Computer Application and Management Information System

A Complete Book for the Students of
BBA & MBA
specially designed for covering the latest Syllabus of
Dr. A.P.J. Abdul Kalam Technical University, Lucknow

Dr. Shubhendu S. Shukla (*Associate Professor*)
(*Ph.D., M.Phil., MBA, MA, PGDCA*)
Department of Management Studies,
SR Group of Institutions, Lucknow, UP, INDIA

COMPUTER APPLICATION AND MANAGEMENT INFORMATION SYSTEM

Printed & Bound in India

PREFACE

Computers play a key role in our everyday lives. In addition to communication media like television, radio and newspaper, we now have another communication medium, i.e. computers. We use computers to e-mail, to chat, for the Internet browsing, for teleconferencing, for video conferencing, etc. We also use them for e-learning, e-commerce, e-banking, e-governance, e-ticketing and for many more things. I would like to thank the many students that have used my notes for the study purpose over the years. They have provided me with excellent feedback that has assisted me in writing a better, more student focused book.

I originally took the task of writing my own book for the computers course so I could explain fundamental concepts to students in language they would understand. Most books claim to do this, but my experience with a variety of texts had proven otherwise.

This subject/course is designed to teach the basic application and fundamentals of computer in Business of India as well as Global scenario to diverse students, including those who are studying this as a supporting subject for their bachelor or masters degree program. I have tried to write this set of books in such a way that it will fill several needs. In the first place, these books are reference works that summarize the knowledge that has been acquired in several important fields. In the second place, they can be used as textbooks for self-study or for college courses in the computer and information sciences.

In order to understand what are the applications of computer in management and in an organization, students must develop both a foundation of computers and information system and an understanding of the key elements of information system. I wrote this book to provide a framework for learning these necessary skills in a way that emphasizes the uniqueness.

This course is designed to provide you the foundations of Computer Fundamentals and Information System whether you intend to work in field of Information Technology or not, most of these elements will affect you at some point in your career. Either you will be working with some organizations or having people working for you, in both cases you will be dealing with people.

To be understandable and lively means that I need to communicate you. I start chapters as per the requirements. The most important thing you will get out of this course are the basic skills required to succeed in

today's environment which are, you must be able to communicate, think creatively, plan effectively and deal with people.

Your comments will always be taken seriously, and I will adjust my focus on each revision to satisfy your needs.

Thank you.

✍ *Shubhendu S. Shukla*

ACKNOWLEDGEMENT

Dedicated to My MAA

&

God Hanuman Ji ...

CONTENTS

Chapter 5 : Information System For Business