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C. J. Hancock	
<p>Each part of the computer is described in easily understood terms. Modern developments in the fields of data capture and information distribution are described. Useful jargon words are introduced and explained.</p>	
2. THE MANAGER'S DAY-TO-DAY APPLICATIONS	20
J. R. Birkle	
<p>The computer systems normally required by a management team are introduced. They are concerned with the processing of transactions between the company and its suppliers, customers and employees. <i>Resulting from the processing of transactions</i> are applications which provide information about the state of the company and applications which assist with controlling the day-to-day running of the company.</p>	
3. OTHER USES THE MANAGER CAN MAKE OF HIS COMPUTER	39
J. R. Birkle	
<p>There are some problems which are insoluble, but others for which a computer's great memory, speed or mathematical</p>	

ability can be harnessed. Examples of the above types of problem are taken from the fields of critical path analysis, transportation, queuing theory and statistical modelling.

4. THE CONTROL OF THE FLOW OF MONEY 61

R. S. D. Stinton

This and the following chapters give practical ways in which the computer can be used to improve management performance. Cash flow can be improved by collecting money from customers more quickly, reducing bad debts, controlling discounts both paid and received etc. The computer can assist by informing on key matters at the optimum time, answering queries on customers' and suppliers' accounts and speeding the methods of cash transfer.

5. THE CONTROL OF THE USE OF MONEY 85

I. Handyside

Money is a limited resource in great demand by all departments. An integrated financial and management accounting system will provide the best form of control with the least clerical effort. A computer-based system will allow control over working capital to be exercised with the minimum of paper being produced, but with variations from budget being traceable to any level of detail.

6. INDUSTRIAL RELATIONS AND PERSONNEL MANAGEMENT 115

M. St Vincent

A computer system can be used to benefit employees as well as management. Personnel systems are based upon the need to maintain payroll records but can be extended to assist in career planning and personnel information retrieval. The privacy of the information is of great importance.

7. MANAGING THE CUSTOMER 141

B. Doouss

The computer's ability to handle detail makes it possible to treat each customer individually and, after assessing his preferences for discounts, products, promotions etc., to plan the optimum sales approach to him or decide to save money by leaving him alone. The profitability of each customer's account may be far from proportional to the sales turnover. A sales costing system can identify relative profitability.

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M. Thornley and D. Graham	
This chapter describes the computer's role in making best use of production, labour and material resources. There are advantages and disadvantages in doing this. The advantages come from the great detail that the computer can handle, giving early warnings of shortages or surpluses of any resource. The disadvantages come from the inflexibility of such complex systems when management decides to make production changes beyond the scope of the original set of programs.	
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