

Chapter 10 Outline

Management Information System
MIS Personnel
Electronic Data Processing
Advantages of Electronic Data
Processing
Types of Data
Binary Coding
Database Management
Files, Records, and Fields
Database Structures
Input/Output Specifications
Database Management Commands
Multidimensional Databases
Customer Relationship Management

Competencies

1. Define the purpose of management information systems and describe functions performed by information technology. (pp. 245–246)
2. Describe the typical responsibilities of managers and staff working in the information systems area of a hospitality operation. (pp. 246–249)
3. Describe the data processing cycle and cite the advantages of electronic data processing. (pp. 249–252)
4. Identify the types of data and distinguish bits from bytes. (pp. 252–253)
5. Identify major features of database management software and describe how they can be used by hospitality operations. (pp. 253–259)
6. Distinguish multidimensional database structures from traditional database structures and explain their use in customer relationship management. (pp. 260–261)