India is going through information revolution thus making the information system of a larger organization. Since information is the truly shared resource for planning, executing and monitoring, it provides the organization with a potent weapon with which they can beat the competition. This is possible for a competitor to analyze and copy the product, the process of distribution, the marketing strategy, etc. but it is more difficult to replicate the internal information system around which these are built. Thus, information system becomes a sustainable advantage and by building them one can stay ahead of the competition.

This means that information system becomes a part of business process and makes it unique. As managers continue to invite and strive to segment their markets even more finely and offer a plethora of products and services it is the information systems that helps in keeping costs under control, provides feedback from the market, allows a faster reaction time, permits flexible manufacturing, caters to design and development changes, supports effective materials management, assists in financial decision, facilitates targeted marketing, allows organizations to expand geographically into new markets, etc. This is possible because external and internal information is made available for business decision making and managers use it as the weapon. The case in point is provided by the manufacturing industry with particular reference to material and resources planning, logistics and distribution, sales management and direct marketing, service and support among other areas. Large manufacturers fighting for narrowly segmented, geographically depressed, cost sensitive markets against numerous competitors who are continuously inventing information technology to support and manage their efforts. Any improvement in forecasting, distribution, models, materials management and sourcing, production planning etc. is dependent on
the information system that drives the organization and this is the battlefield for the modern corporation.

The relevance of timely, accurate and meaningful information has grown manifold. In many industries it is the most important or key resource, on the basis of which they compete. Thus, the means by which they deliver the goods and services to the markets is driven by the information system they build. This dependence or appetite for information can only be satisfied by the proper use of information management technologies. Competition, globalization and growth of business are the forces propelling for computerization.

All this means that information systems become a sustainable advantage and by building on them one can stay ahead of the competition. The modern information dependent organizations are investing in the tools that will make them competitive in this new battlefield, namely information awareness, technology literacy, software and hardware. This study is designed to find out the extent of computerization in large scale, private sector, Indian manufacturing companies, covering different management functions like Strategic, Marketing, Finance, Production and Personnel.

In this study survey research has been used. Descriptive cross sectional study is adopted. The relevant information and data collected, has been presented and analyzed in this thesis to find out whether the extent of computerization of management system can be linked with the equity capital employed by a large scale, manufacturing company in the private sector.

The study has been presented under five different chapters. The details are as follows.

CHAPTER 1 traces the evolution of information processing, discusses the value of information, the context required by it, the cost when perfection is needed, its value
outside the decision making process. It provides an overview of information covering such aspects as the definition both mathematical and otherwise, its types, attributes and quality. And focuses on how the information can be put into use as a competitive weapon to achieve successes in a highly dynamic environment.

CHAPTER II traces the evolution of information systems through various stages, defines an information system along with the building blocks and design forces which have bearing on the design of information system, covers various subsystems of an information system serving different organizational levels and functions. It offers a blueprint for building an information system in addition to the definition of Information Technology (IT), its role in meeting today’s challenges effectively and the current scenario of state of Information Technology. This is followed by the integration of information system with Business strategy and the context in which Information system/Information Technology (IS/IT) strategy is developed, how the planning of IS/IT can be linked to the business planning process in relation to the business environment and goals of the organization. Based on frame works derived from business strategic management, the way of achieving the linkage are outlined. The need for effective organizational processes to establish an integrated information system and business strategy is also considered. Suitable examples concerning the manufacturing processes, a area of my study, are also provided where ever applicable.

CHAPTER III deals with different aspect of methodology research. The section wise descriptions of the need for the study, objectives of the study, operational definitions, research design, population and sample, data collection method, design modification and administration of the research questionnaire have been made. It also covers analysis and statistical procedure for interpreting the date, limitations of study, reliability of data, dependability of the results, researcher’s liability and scope of further study.

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CHAPTER IV analyzes and interprets the data collected for the study. The chapter is divided into five subsections depending upon the functional areas like Strategic, Marketing, Production, Finance and Personnel. Graphical representation, statistical treatment and their interpretation is done according to the functional areas.

CHAPTER V provided an overview of the study and the conclusion drawn from it. Bibliography of books, journals, magazines, reports etc, used in the study have been attached at the end of the report followed by four appendices.

This study could help in understanding the data processing requirements of various levels of management with respect to the functional areas, the sources from where that data originates, its type, form and cycle of processing. It can help in designing a computerised management information system for manufacturing companies. An avid reader and one in quest of knowledge can draw certain tips helpful in making decisions in various aspects of management.