

SISTEM BISNIS

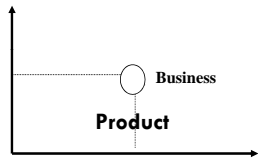
I Gede Made Karma

Mind Set Business

- Business ?
- Linking Science-Technology -Business
- Business Problem

Business ?

Customer

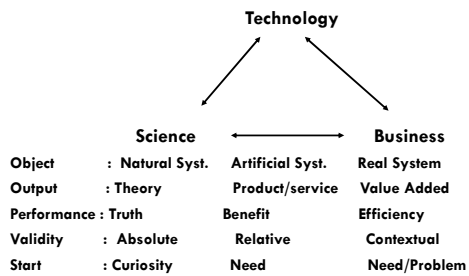


Existence of Business

Market Driven
(Customer Focus)

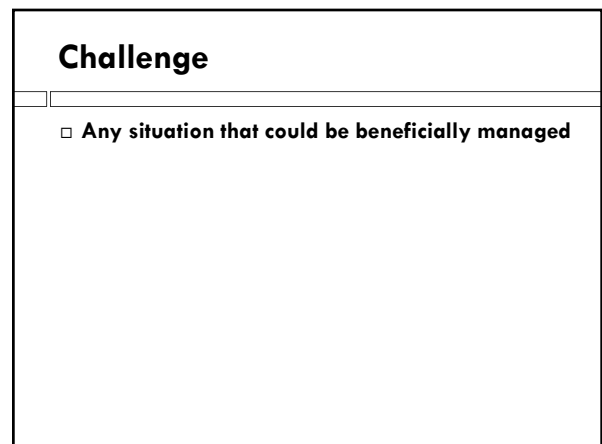
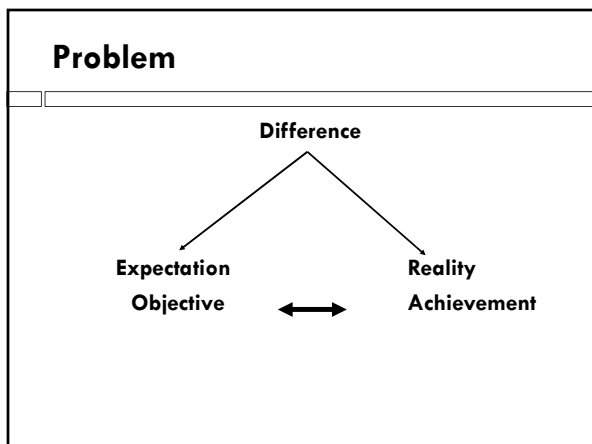
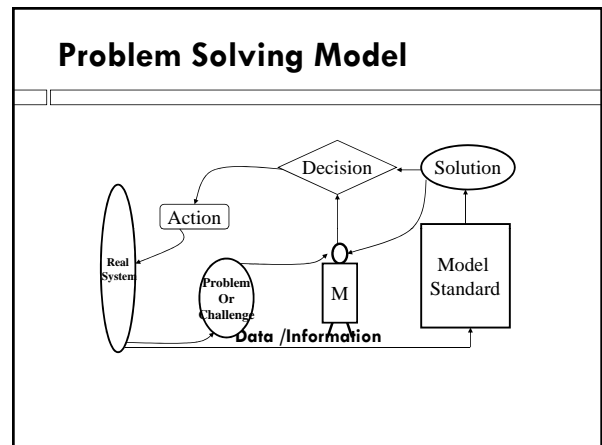
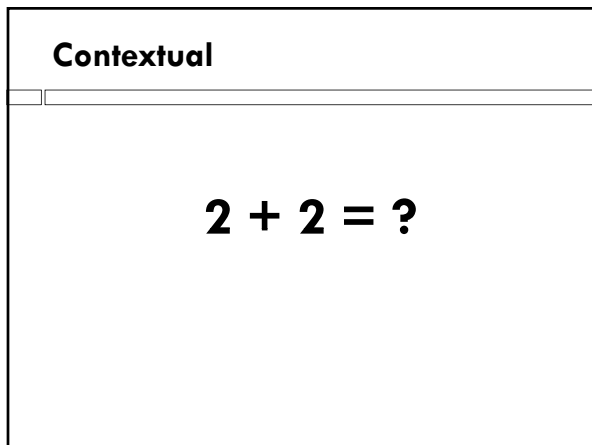
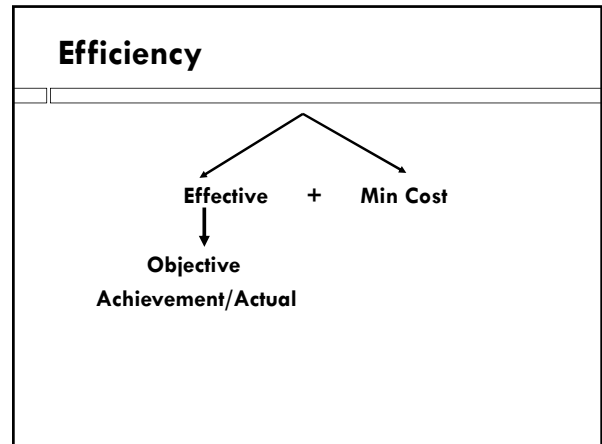
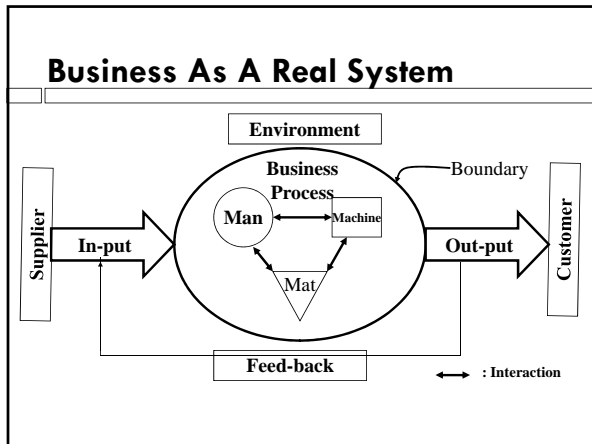
Technology Driven
(Product Focus)

Linking



Real System

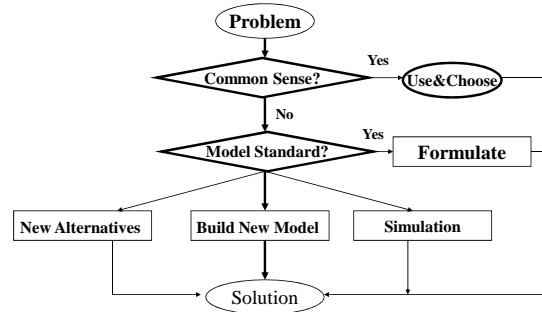
Man
+
Natural System and/or Artificial System



Sources Of Challenge

- Change of
 - Government Policy
 - Economic Activity
 - Political and Social Affair
- Problem
- Need
- Improvement
- Etc

How To Get The Solution?

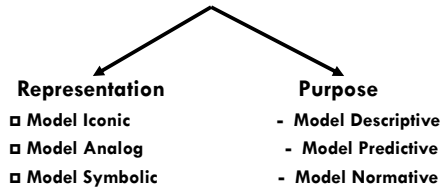


Problem Solving Approach

- Define Problem
- Generate Alternatives
- Choose Standard Model
- Get The Best Solution
- Make Decision
- Implementation/Action

Model

Representation of system for special objective



Advantages Using Model

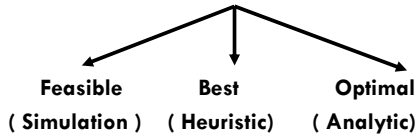
- Minimize destructive experiment
- Minimize complexity of real world
 - Minimize negative impacts
 - Minimize Cost

Performance of Model

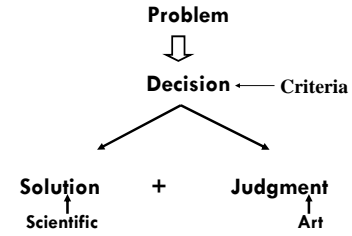
- Valid
- Simple
- Robust
- Adaptive
- Complete
- Controllable
- Communicable

Solution

- Solve the problem
- Reflect Variable Decision
- Input For making decision



Decision



Performance Criteria

A. Types

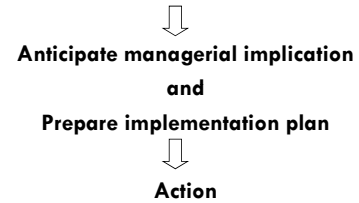
1. Single Criteria
2. Multi Criteria

B. Level of Management

1. Company level
2. Business level
3. Operational level

Action

How decision could be implemented ?



Characteristic of Component

- Problem : Real
- Model : Valid
- Solution : Feasible
- Decision : Effective
- Action : Implemented

What M Have To Do?

1. Problem identification
2. Generate Alternatives
3. Know the standard models
4. Decide performance criteria
5. Choose the best solution
6. Make decision
7. Anticipate managerial implication
8. Action