

Accounting Information Systems: An Overview

LEARNING OBJECTIVES

After studying this chapter, you should be able to:

1. Distinguish data from information, discuss the characteristics of useful information, and explain how to determine the value of information.
2. Explain the decisions an organization makes, the information needed to make them, and the major business processes present in most companies.
3. Explain how an accounting information system (AIS) adds value to an organization, how it affects and is affected by corporate strategy, and its role in a value chain.

INTEGRATIVE CASE

S&S

After working for years as a regional manager for a retail organization, Scott Parry opened his own business with Susan Gonzalez, one of his district managers, as his partner. They formed S&S to sell appliances and consumer electronics. Scott and Susan pursued a “clicks and bricks” strategy by renting a building in a busy part of town and adding an electronic storefront.

Scott and Susan invested enough money to see them through the first six months. They will hire 15 employees within the next two weeks—three to stock the shelves, four sales representatives, six checkout clerks, and two to develop and maintain the electronic storefront.

Scott and Susan will host S&S’s grand opening in five weeks. To meet that deadline, they have to address the following important issues:

1. What decisions do they need to make to be successful and profitable? For example:
 - a. How should they price products to be competitive yet earn a profit?
 - b. Should they extend credit, and, if so, on what terms? How can they accurately track what customers owe and pay?
 - c. How should they hire, train, and supervise employees? What compensation and benefits package should they offer? How should they process payroll?
 - d. How can they track cash inflows and outflows to avoid a cash squeeze?
 - e. What is the appropriate product mix? What inventory quantities should they carry, given their limited showroom space?

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