

Tw as to lead the  
organization towards



**ASSIGN  
BUSTER**

TW information will enable the decision-makers to change the nature and amount of output so that it fulfills the changing demands of society. Any, institution that produces output (students in the 'right' numbers and with desirable levels of knowledge, skills, attitudes and values) require a MIS to facilitate a continuing, close relationship between the institution and the changing societal needs. Murdick and Ross (1971) define MIS as a communication process in which information (input) is recorded, stored and retrieved (processed) for decisions (output) on planning, operating and controlling. A MIS consists of the following components: (a) Internal feedback about quality.

(b) External feedback about quality. (c) Resources (availability). (d) Internal feedback about human resources. (e) Demand for the output.

The decision-makers could utilize this information and bring about a change in the inputs and/or processes so as to lead the organization towards equilibrium with its environment. These five components will together provide the following information: (i) Work projections in specific fields. (ii) Emerging work technologies. (iii) Changing college and/or PG admission requirements. (iv) Required job skills. (v) Effectiveness of teaching-learning processes.

(vi) Ability of the products of the institution to get jobs. (vii) Availability of human and material resources. (viii) Motivation, commitment and support of teachers. This information could be obtained through several means such as students' report cards, performance appraisal forms, questionnaires, rating scales, follow-up studies, telephonic interviews of employers, discussion with

the products/alumni of the institution as well as drop-outs, onsite visits to institutions that receive the products, interviews with parents and so on. The accrued information helps the educational manager in determining the nature and amount of changes required in the process so as to reach the desirable, pre-determined goals. Thus, MIS plays a critical role in directing the process of change rather than relying solely on tradition, instinct, conventional wisdom and trial-and-error.