**ANALYTICAL DECISION-MAKING**

**Learning Outcome 2: ACTIVITY 8**

**Information in functional areas**

*In small groups/pairs:*

Identify key areas of data collection and usage based on the functions of the business:

* Finance and accounting
* Human Resource Management
* Operations and production
* Marketing (and sales)
* Information Systems (MIS and IT)
* Research and development
* Procurement.

*Share your ideas to the rest of the class.*