ABSTRACT

Theme of the Graduation Thesis:"Development of an information subsystem for decision-making support in an enterprise (using the example of LLC "INTERKENT")"

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Information about the contracting authority: LLC "INTERKENT"

Relevance of the research topic: With the change of the management system, the role of management decisions increases significantly, attention to improving decision-making processes with the aim of increasing their efficiency and reliability increases. For the benefit of this goal, it is possible to successfully use information technologies that allow you to make the right decisions based on much larger data in the face of uncertainty in the external environment, in particular, decision support systems. This greatly facilitates the staff and management of organizations, makes the process of customer service cost-effective and efficient.

Objective: develop and implement an information subsystem of decision-making support at the enterprise LLC "INTERKENT" as a tool for improving the efficiency of operation

Tasks:

1. To study the nature and role of decision support systems in the modern world.

2. Consider the tools for creating decision support systems for enterprises in the business space.

3. To characterize the direction of the enterprise LLC "INTERKENT".

4. To analyze the system of indicators of efficiency of functioning of the company "INTRKENT".

5. Describe the business processes of the internal environment of the enterprise LLC "INTERKENT".

6. Consider software design tasks.

7. Run the software implementation.

8. Assess the economic effect of the implementation and promotion of the information subsystem of decision support in the enterprise LLC "INTERKENT".

Theoretical and practical significance of the research: lies in the possibility of using theoretical developments and the developed software product as a tool to improve the efficiency of activities for a particular company.

Results of the research: The developed software product meets all modern requirements of information technology.

Recommendations: The obtained results and the developed software product are recommended for implementation in small enterprises engaged in business activities in the field of marketing and advertising technologies.