

Brief Contents

1 Introduction

Part One: Information Technology Infrastructure

2 Information Technology Foundations

3 Networks and Telecommunications

4 Database Management

PART TWO: BUSINESS INTEGRATION

5 Computer Security

6 Transactions and Enterprise
Relationship Planning

7 Electronic Business

8 Teamwork

PART THREE: DECISIONS AND STRATEGIES

9 Business Decisions

10 Strategic Analysis

11 Entrepreneurship

PART FOUR: ORGANIZING BUSINESSES AND SYSTEMS

12 Systems Development

13 Organizing MIS Resources

14 Information Management and Society

- Managers and Information Technology, v
- Learning Assessment, v
- Organization, vi
- Features That Focus on Solving Problems, vi
- Goals and Philosophy, viii
- This Book Is Different from Other Texts, ix
- Changes to the Fifth Edition, ix
 - E-Book Edition*, ix
 - Updates*, ix
 - Focus on Business Problems*, x
 - Technology Toolboxes*, x
 - Collaboration and Teamwork*, x
 - New Cases and Reality Bytes*, x
 - Entrepreneurship*, x
- Instructional Support, x
- The Online System, xi
- Introduction, 1**
- Introduction, 2
- The Scope of MIS, 3
- The Importance of Information Technology, 5
 - Productivity*, 6
 - Teamwork and Communication*, 6
 - Business Operations and Strategy*, 7
- The Role of the Internet in Business, 7
- Technology Excesses, 9
- So You Want to Be a Manager, 11
 - Traditional Management and Observations*, 11
 - Making Decisions*, 13
- Business and Technology Trends, 14
 - Changes in Organizational Structure*, 14
 - Business Trends*, 16
- Reengineering: Altering the Rules, 23
- Management and Decision Levels, 26
 - Operations*, 26
 - Tactics*, 27
 - Strategy*, 28
- An Introduction to Strategy, 29
 - Searching for Ideas*, 30
 - Strategy Example: Baxter Healthcare*, 30
- Summary, 32
- Key Words, 34
- Web Site References, 34
- Review Questions, 34
- Exercises, 35
- Additional Reading, 37
- Cases: The Fast-food Industry, 37
- Information Technology Infrastructure, 57**
- Information Technology Foundations, 58**
- Introduction, 59
- Types of Data, 61
 - Object Orientation*, 62
 - Numbers and Text*, 63
 - Pictures*, 66
 - Color*, 69
 - Sound*, 70
 - Video*, 71
 - Size Complications*, 72
 - Data Compression*, 73
- Hardware Components, 73
 - Processors*, 76
 - Input*, 81
 - Output*, 84
 - Secondary Storage*, 85
- Operating Systems, 88
- Computers in e-Business, 90
 - What Is a Browser?*, 90
 - What Is a Server?*, 91
- Application Software, 91
 - Research: Databases*, 93
 - Analysis: Calculations*, 93
 - Communication: Writing*, 93
 - Communication: Presentation and Graphics*, 95
 - Communication: Voice and Mail*, 96
 - Organizing Resources: Calendars and Schedules*, 96
 - The Paperless Office?*, 97
 - Open Software*, 98
- Summary, 99
- Key Words, 100
- Web Site References, 100
- Review Questions, 100
- Exercises, 101
- Additional Reading, 104

Cases: The Computer Industry, 105

Networks and Telecommunications, 115

Introduction, 116

Network Functions, 118

Sharing Data, 118

Sharing Hardware, 125

Sharing Software, 127

Components of a Network, 127

Computers, 128

Transmission Media, 130

Connection Devices, 138

Network Structure, 141

Network Packets, 142

Shared Connections, 143

Standards, 145

The Need for Standards, 145

A Changing Environment, 146

Internet TCP/IP Reference Model, 146

The Internet, 150

How the Internet Works, 150

Video and Heavy Use Complications, 154

Telephones and The Internet, 156

Internet Addresses, 157

Internet 2, 160

Wireless Networks and Mobile Commerce, 162

Unsolicited Commercial e-Mail, 164

Global Telecommunications, 164

Technical Problems, 165

Legal and Political Complications, 166

Cultural Issues, 167

Comment, 167

Summary, 168

Key Words, 169

Web Site References, 169

Review Questions, 169

Exercises, 170

Additional Reading, 173

Cases: Wholesale Suppliers, 174

Database Management, 187

Introduction, 188

Relational Databases, 190

Tables, Rows, Columns, Data Types, 191

Data Quality, 192

Data Integrity, 192

Multitasking, Concurrency, and Integrity, 194

Data Volume, 195

The Database Management Approach, 195

Focus on Data, 195

Data Independence, 196

Data Integrity, 196

Speed of Development, 197

Control over Output, 198

Queries, 198

Single-Table Queries, 199

Different Types of Conditions, 207

Computations, 210

Computing Subtotals, 215

Joining Multiple Tables, 221

Examples, 221

Views, 225

Converting Business Questions to Queries, 226

Designing a Database, 228

Notation, 229

First Normal Form, 231

Second Normal Form, 231

Third Normal Form, 232

Database Applications, 234

Data Input Forms, 235

Reports, 237

Putting It Together with Menus, 239

Database Administration, 240

Standards and Documentation, 240

Testing, Backup, and Recovery, 241

Access Controls, 242

Databases and e-Business, 242

Summary, 243

Key Words, 244

Web Site References, 244

Review Questions, 245

Exercises, 245

Additional Reading, 249

Industry: Pharmaceuticals, 250

Business Integration, 264

Computer Security, 265

Introduction, 266

Threats to Information, 267

- Disasters, 269
- Employees and Consultants, 270
- Business Partnerships, 272
- Outsiders, 273
- Viruses, 274
- Spyware, 275
- Updates and Patches, 276
- Computer Security Controls, 276
 - Manual and Electronic Information, 277
 - Data Backup, 278
 - User Identification, 279
 - Access Control, 282
 - Administrator Access Rights, 283
 - Single Sign-On and Lack of Standards, 284
- Encryption, 284
 - Single Key, 285
 - Public Key Infrastructure, 286
- Additional Security Measures, 290
 - Audits, 290
 - Physical Access, 291
 - Monitoring, 291
 - Hiring and Employee Evaluation, 291
- Computer Forensics, 292
- E-Commerce Security Issues, 293
 - Data Transmission, 293
 - Spoofing Sites, 294
 - Wireless Networks, 295
 - Carnivore, Echelon, and Escrow Keys, 295
 - Theft of Data from Servers, 297
 - Denial of Service, 298
 - Firewalls and Intrusion Detection, 299
- Privacy, 300
- Summary, 301
- Key Words, 301
- Web Site References, 302
- Review Questions, 302
- Exercises, 302
- Additional Reading, 305
- Cases: Professional Sports, 306
- Transactions and Enterprise Relationship Planning, 315**
- Introduction, 316
- Data Capture, 318
 - Point of Sale, 319
 - POS Advantages, 322
 - Process Control, 323
 - Electronic Data Interchange (EDI), 325
- Elements of a Transaction, 330
 - Vendor Perspective, 330
 - Customer Perspective, 331
 - Transaction Fees, 332
 - Government Perspective, 332
- International Issues, 332
- The Role of Accounting, 333
 - Input and Output: Financial Data and Reports, 334
 - Purchases, Sales, Loans, and Investments, 335
 - Inventory, 336
 - The Accounting Cycle, 337
 - Process: Controls, Checks, and Balances, 337
- Human Resources and Transaction Processing, 337
 - Input: Data Collection, 338
 - Output: Reports, 340
 - Process: Automation, 340
- Production Management, 341
 - Production Issues, 342
 - Distribution and Inventory Control, 344
- Integration in Business, 345
- Enterprise Resource Planning, 348
 - International Environment, 351
 - Financial Accounting, 351
 - Logistics, 352
 - Human Resource Management, 353
 - Integration, 353
- Supply Chain Management, 355
 - SCM Changes the Focus, 355
 - SCM Challenges, 356
 - Integration across Systems, 359
- Customer Relationship Management, 360
 - Multiple Contact Points, 360
 - Feedback, Individual Needs, and Cross Selling, 361
 - CRM Packages, 362
- Summarizing ERP Data, 362
 - Digital Dashboard and EIS, 363
 - How Does an EIS Work?, 364
 - Advantages of an EIS, 365
- Transaction Accuracy: Sarbanes-Oxley, 367
- Summary, 368

Key Words, 369
 Web Site References, 370
 Review Questions, 370
 Exercises, 371
 Additional Reading, 373
 Cases: Automobile Industry, 375

Electronic Business, 389

Introduction, 390
 Selling Products Online, 393
 Business to Consumer, 394
 Business to Business, 399
 The Production Chain and Disintermediation, 401
 Three Stages of a Purchase, 403
 Price Competition, 404
 Services and Web 2.0, 405
 Social Networking and Consumer Services, 406
 Digital Products, 407
 Business Services, 409
 Network Services, 411
 Search Engines, 412
 Payment Mechanisms and Risk Mitigation in e-Commerce, 414
 Payment Risks, 414
 Payment Mechanisms, 416
 Advertising, 418
 Traditional Media and Name Recognition, 419
 Web Advertisements, 419
 Privacy, 425
 Developing and Hosting Web Sites, 425
 Simple Static HTML, 426
 Web Auctions, 428
 Amazon.com MarketPlace, 429
 Auction versus MarketPlace/zShops, 430
 Web Commerce Servers, 430
 Content Management Systems, 432
 Application Service Providers, 433
 Advantages and Potential Problems of Shared Servers, 433
 Web Hosting Summary, 434
 Mobile Commerce, 435
 Taxes, 436
 Global Economy, 437
 Summary, 438

Key Words, 440
 Web Site References, 440
 Review Questions, 440
 Exercises, 441
 Additional Reading, 442
 Cases: Retail Sales, 444

Teamwork, 462

Introduction, 463
 Communication, 464
 e-Mail, Instant Messaging, and Voice Mail, 466
 Web Pages and Blogs, 468
 Scheduling and Project Management, 469
 Conferences and Meetings, 470
 Peer-to-Peer Network Complications, 472
 Mobile Systems, 473
 Collaboration, 474
 Documents and Changes, 474
 Version Control, 475
 Wikis and Online Applications, 477
 Information Rights Management, 478
 Workflow, 479
 Group Decision Support Systems, 481
 Knowledge Management, 483
 Organizational Memory, 484
 Service Processes, 485
 Microsoft SharePoint, 485
 Communication and Scheduling, 485
 Collaboration, 489
 Workflow, 492
 SharePoint Configuration, 494
 Peer-to-Peer Collaboration, 496
 Sharing Documents, 496
 Immediate Interaction, 498
 Microsoft SharedView, 499
 Sharing with Multi-Touch Panels, 500
 File Formats and Standards, 501
 Summary, 502
 Key Words, 504
 Web Site References, 504
 Review Questions, 504
 Exercises, 505
 Additional Reading, 507
 Cases: Package Delivery, 508
Decisions and Strategies, 526

Business Decisions, 527

Introduction, 528

It is Hard to Make Good Decisions, 529

*Human Biases, 530**Models, 534*

Data Warehouse, 539

Online Analytical Processing (OLAP), 540

Decision Support System, 543

*Marketing Forecasts, 544**Human Resources Management, 546*

Geographical Information Systems, 548

*Maps and Location Data, 548**Example, 549*

Data Mining, 550

Expert Systems, 555

Specialized Problems, 556

Building Expert Systems, 560

*Knowledge Base, 561**Rules, 562**Creating an ES, 562**Limitations of Expert Systems, 563**Management Issues of Expert Systems, 564*

Specialized Tools, 565

*Pattern Recognition and Neural Networks, 566**Machine Vision, 569**Language Comprehension and Translation, 570**Robotics and Motion, 571*

Machine Intelligence, 571

DSS, ES, and AI, 572

The Importance of Intelligent Systems in e-Business, 573

*Agents, 573**Support and Problem-Solving Applications, 575*

Summary, 576

Key Words, 577

Web Site References, 578

Review Questions, 578

Exercises, 578

Additional Reading, 582

Cases: Financial Services Industry, 583

Strategic Analysis, 597

Introduction, 598

The Competitive Environment, 599

External Agents, 602

*Buyers, 602**Suppliers, 603**Rivals, New Entrants, and Substitutes, 604**Government Regulations, 605*

IS Techniques to Gain Competitive Advantage, 605

*Barriers to Entry, 605**Distribution Channels, 606**Switching Costs, 608**Lower Production Costs, 609**Product Differentiation and New Products, 609**Quality Management, 611**The Value Chain, 614*

The Search for Innovation, 614

*Research, 617**Engineering and Design, 617**Manufacturing, 617**Logistics and Supply, 618**Marketing, 618**Sales and Order Management, 620**Service, 620**Management, 620*

Costs and Dangers of Strategies, 621

*High Capital Costs, 622**When the Competition Follows, 623**Changing Industry, 623**Sharing Data, 624**Government Intervention, 625*

The Role of Economics, 627

Challenges of Strategy, 627

*Sustainability, 629**Leader or Follower, 631**Change Agents, 632*

Summary, 634

Key Words, 635

Web Site References, 635

Review Questions, 635

Exercises, 636

Additional Reading, 638

Cases: The Airline Industry, 640

Entrepreneurship, 657

Introduction, 658

Small Business Constraints, 659

- Money, 659
- Workers and Specialists, 661
- Information Technology Expertise, 663
- Strategic Power, 664
- Information Tasks, 665
 - Operations and Transactions, 665
 - Tactics and Decisions, 667
 - Strategies, 669
 - Selecting Technology Levels, 669
 - Managing Consultants, 670
 - Internationalization, 671
- Entrepreneurship, 672
- Idea, 672
 - Strategy, 673
 - Research, 675
- Plan, 676
 - Strategy, Competition, and Market Analysis, 677
 - Forecasts, Cash Flow, and Investment Budget, 678
 - Marketing, 680
 - Online Advertising, 681
 - Organization and Timetable, 683
- Implementation, 683
 - Ownership Structure, 684
 - Financing, 684
 - Accounting and Benchmarks, 686
 - Flexibility, 687
- Starting an e-Commerce Firm, 689
- Analysis of Dot-Com Failures, 690
 - Pure Internet Plays, 691
 - Profit Margins, 691
 - Advertising Revenue, 691
- Summary, 693
- Key Words, 694
- Web Site References, 694
- Review Questions, 694
- Exercises, 695
- Additional Reading, 696
- Cases: Entrepreneurship, 697
- Organizing Businesss and Systems, 708**
- Systems Development, 709**
 - Introduction, 710
 - Building Information Systems, 712
 - Custom Programming, 714
 - Outsourcing and Contract Programmers, 714
 - Assemble Applications from Components, 715
 - Purchase an External Solution, 716
 - Computer Programming, 717
 - Programming Logic, 718
 - Events, 719
 - Object-Oriented Programming, 721
 - From Programming to Development, 722
 - Systems Development Life Cycle, 723
 - The Need for Control, 723
 - Introduction to SDLC, 725
 - Feasibility and Planning, 725
 - Systems Analysis, 726
 - Systems Design, 727
 - Systems Implementation, 729
 - Maintenance, 732
 - Evaluation, 733
 - Strengths and Weaknesses of SDLC, 734
 - Alternatives to SDLC, 735
 - Prototyping or Iterative Development, 736
 - Extreme Programming or Agile Development, 737
 - Developing Systems Requires Teamwork: JAD and RAD, 738
 - Object-Oriented Design, 741
 - Open Source Development, 742
 - End-User Development, 742
 - Development Summary, 744
 - Process Analysis, 745
 - Input, Process, Output, 746
 - Divide and Conquer, 747
 - Goals and Objectives, 748
 - Diagramming Systems, 749
 - Summary: How Do You Create a DFD?, 753
 - Object-Oriented Design, 753
 - Distributed Services, 755
 - Summary, 756
 - Key Words, 757
 - Web Site References, 757
 - Review Questions, 757
 - Exercises, 758
 - Additional Reading, 761
 - Cases: Government Agencies, 762
- Organizing MIS Resources, 790**

- Introduction, 791
- Managing the Information Systems Function, 792
 - Managing Workers*, 793
 - Planning and Integration*, 794
 - Evaluation, Oversight, and Control*, 795
- MIS Roles, 797
 - Hardware Administration*, 797
 - Software Support*, 798
 - Network Support*, 799
 - Software Development*, 799
 - Support for End-User Development*, 799
 - Corporate Computing Standards*, 800
 - Data and Database Administration*, 802
 - Security*, 803
 - Advocacy Role*, 803
- MIS Jobs, 803
- Outsourcing, 806
- MIS Organization: Centralization and Decentralization, 810
 - Hardware*, 811
 - Software and Data*, 815
 - Personnel*, 818
- Recentralization with Web Technologies, 819
 - Networks*, 819
 - Hardware*, 822
 - Data*, 823
- Conflict Management, 824
- Summary, 825
- Key Words, 826
- Web Site References, 827
- Review Questions, 827
- Exercises, 827
- Additional Reading, 831
- Cases: The Energy Industry, 832
- Information Management and Society, 844**
- Introduction, 845
- Individuals, 846
 - Privacy*, 847
 - Privacy Laws and Rules*, 858
 - Anonymity*, 860
- Jobs, 860
 - Loss of Jobs*, 860
 - Physical Disabilities*, 862
 - Telecommuting*, 862
- Business: Vendors and Consumers, 864
 - Intellectual Property*, 864
 - Digital Rights Management*, 868
 - Balance of Power*, 869
- Education and Training, 871
- Social Interactions, 873
 - Social Group Legitimacy*, 873
 - Access to Technology*, 874
 - e-Mail Freedom*, 876
 - Liability and Control of Data*, 877
- Government, 877
 - Government Representatives and Agencies*, 877
 - Democracy and Participation*, 878
 - Voting*, 878
 - Information Warfare*, 880
 - Rise of the World-State?*, 882
- Crime, 883
 - Police Powers*, 883
 - Freedom of Speech*, 884
- Responsibility and Ethics, 884
 - Users*, 885
 - Programmers and Developers*, 885
 - Companies*, 886
 - Governments*, 887
- A Summary of Important Computer-Related Laws, 888
 - Property Rights*, 889
 - Privacy*, 891
 - Information Era Crimes*, 894
- Summary, 896
- Key Words, 897
- Web Site References, 898
- Review Questions, 898
- Exercises, 899
- Additional Reading, 902
- Cases: Health Care, 903
- Indexes, 948**
- Company Index, 948
- Topic Index, 951