

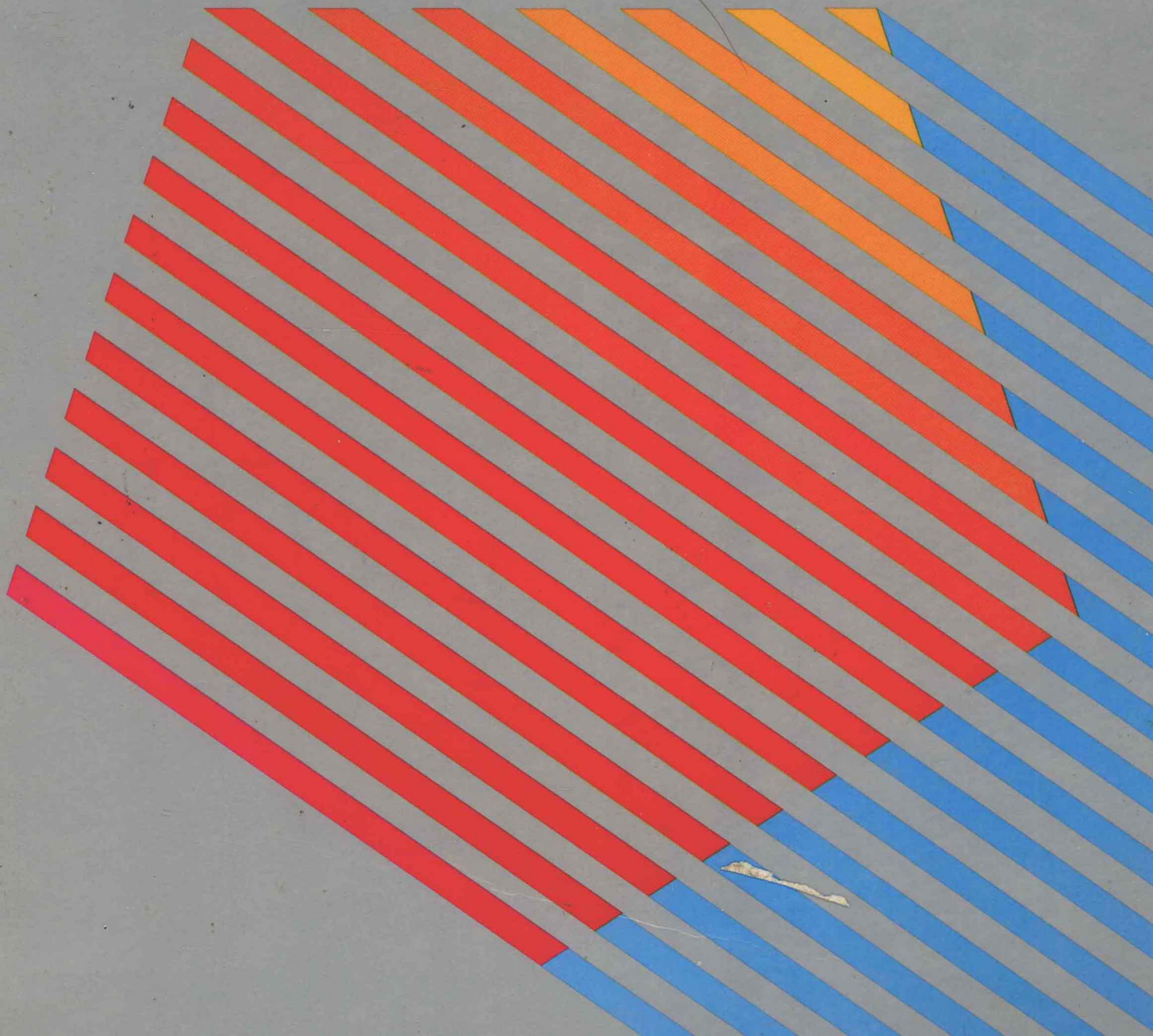
BUSINESS COMPUTER SYSTEMS

AN INTRODUCTION

FOURTH EDITION

David M. Kroenke

Kathleen A. Dolan



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Mitchell **McGRAW-HILL**

New York St. Louis San Francisco Auckland
Hamburg Lisbon London Madrid Mexico Milan Montreal
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**BUSINESS COMPUTER SYSTEMS:
An Introduction, 4th Edition**

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**BUSINESS
COMPUTER SYSTEMS**
AN INTRODUCTION



THE MITCHELL/McGRAW-HILL TITLES IN INFORMATION SYSTEMS

AMADIO	Systems Development: A Practical Approach 558072-1
AMADIO/AMADIO	Systems Development Projects 540813-9
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SPRAGUE/RUTH	Using Expert Systems Using EXSYS 556430-0
STAMPER/PRICE	Database Design and Management: An Applied Approach 557994-X
TRAINOR/ KRASNEWICH	Computers! 2/e 557974-X

The Support Package

Using Application Software in Business: VP-Planner PLUS, dBASE III PLUS, and WordPerfect 4.2, by Kathleen Dolan and Keiko Pitter

This manual combines Pitter's popular step-by-step tutorials with Dolan's real-world scenarios from *Business Computer Systems*, 4th Edition. Students learn how to use the most popular commercial packages to increase their productivity. A data disk is included. The educational version of all three packages is available either shrink-wrapped with the manual or as a master from which to make copies for student use.

Other Application Software Manuals

A wealth of other lab manuals—with or without software—covering full-power commercial, limited commercial, or full-power shareware is available shrink-wrapped with the text at a discounted package price.

Student Study Guide/Casebook, by Diana Stark

Over the past three editions, this popular supplement has been required by more than 50 percent of the schools using the text.

Instructor's Guide, by David Kroenke and Kathleen Dolan

Complete with detailed lecture outlines, a summary of changes to ease the transition from the third to the fourth edition, sample course syllabi, teaching tips for part-time instructors and TAs, and "emergency lectures," this comprehensive manual was written entirely by the authors of the text.

Computerized Test Bank

Class-tested and -developed over three editions, this test generator gives instructors the power to add, delete, or modify more than 1,500 true/false, multiple-choice, and fill-in-the-blank questions. Also available in printed form.

Color Transparencies and Black and White Masters

Two sets of transparencies accompany the text: a set of masters based on text figures and a set of full-color transparencies designed to enhance the text with original art.

Broadcast-Quality Videotapes

Computers at Work has been revised to illustrate the most current computer concepts and applications. Thirteen documentary-style videotapes are included. Ask about our Adopter's Policy.

Preface to the Instructor

The introductory computer information systems course can be one of the most difficult courses to teach. For one reason, students' expectations often are different from our own. The difference results, in part, from another challenge in teaching this course. Students usually have little real-world business experience. Thus, they do not yet appreciate, firsthand, the need for information systems and the problems that poorly developed systems can create.

RESPONDING TO THE CHALLENGES

We have found a number of strategies effective in responding to the challenges facing introductory information systems instructors.

A Conceptual Framework

First, we take the bull by the horns and demonstrate from the beginning of the text to the end that a computer information system consists of five components: hardware, software, data, procedures, and personnel. This five-component model, which has been the backbone of each edition of this text, illustrates to students that data, procedures, and personnel—the components most often overshadowed by hardware and programs—are often the source of information systems problems in the business world.

Personal to Multiuser Information Systems

Second, we think it is important to meet students at their level of expectation and then expand the discussion to ours. Since many students expect this course to be a microcomputer applications course, we begin with personal computer applications. We capture the students' attention with the concepts that they expect, then gradually broaden the concepts to multiuser information systems.

Real-World Examples

Third, we believe it is essential to illustrate the use of information systems in practical settings. Without real-world applications, students learn only isolated terms and concepts, and rarely learn what to do with that information once the course is over. Thus, this text includes

many short vignettes written to illustrate why and how users and organizations employ information systems technology. These examples do not assume any previous business experience.

Why? What? How?

In light of these challenges and because the introductory course threatens to become a thousand loose definitions heading in many different directions, we balance coverage of the *what* with the *why* and the *how*. For instance, *why* is a database management system needed to improve the productivity of an individual user or organization? *What* are the components of a local area network? *How* is a spreadsheet designed, a desktop publishing package purchased, any other type of information system developed?

WHAT'S NEW IN THE FOURTH EDITION?

The major difference between the fourth edition and prior editions of **Business Computer Systems** is the shift in emphasis from computer specialists to end users. Previous editions emphasized large-scale systems, and responded to the needs of students who would become programmers or systems analysts. The fourth edition responds to the needs of today's students, tomorrow's users. To accomplish this goal, we have:

- Adopted an **end-user perspective** to emphasize how information systems technology can and should be employed by end users to increase productivity, solve business problems, and make decisions.
- **Consolidated** into a new Chapter 2 what today's students need to know about the **five components** of every user's computer system: hardware, programs, data, procedures, and personnel.
- Progressed from **personal information systems** (Part II) to **multi-user information systems** (Part III); that is, we have built on the students' level of experience to illustrate the various roles played by users in the development and use of systems.
- Added a new Part II (Chapters 4–8) on the concepts and applications of **spreadsheets, graphics, databases, word processing, and desktop publishing**, equipping students to use these productivity tools to solve problems.
- Replaced the coverage of sequential and direct access file processing, and changed the orientation of the database coverage to become more **relevant and useful** to end users.
- Broken down the coverage of **systems development** into two chapters, to differentiate between what users need to know about their role in developing each personal information system (Chapter 8) and multiuser information systems (Chapter 12).
- Added **current coverage** of these increasingly important topics: ethics, hypermedia, OS/2, networking, expert systems, AI, proto-

typing, CASE tools, 4GLs, end-user computing, and information centers.

- Completely rewritten the **Microsoft BASIC** programming appendix, stepping students through seven hands-on lessons, from loading BASIC to arrays.

FULL-COLOR PHOTO ESSAYS

Full-color photo essays, popular in the previous editions of *Business Computer Systems*, are designed to graphically illustrate topics of emerging importance in the information systems industry. This edition includes five photo essays:

- **Computer Systems Extending Human Capabilities.** . . depicts some of the many ways that computer systems have extended the range of human intellect—in space, in science, in medicine, in education, with artificial intelligence, and in the arts.
- **Hardware: More and More for Less and Less.** . . shows hardware devices that students are most likely to encounter in personal, departmental, and multiuser environments.
- **The Chip: The Heart of the Computer.** . . tours a semiconductor factory and shows how the chip is developed—from silicon rocks to finished computer.
- **Communicating with Computer Systems.** . . illustrates the role of information systems in facilitating communication, human-to-human as well as computer-to-computer. Includes graphics, telecommunications, and international business.
- **Information Systems for a Competitive Advantage.** . . shows ways information systems enable users and organizations to develop, produce, and deliver better products. Includes product marketing, conceptualization, design, manufacturing, and customer support.

USING APPLICATION SOFTWARE?

An application software manual has been specially designed to accompany *Business Computer Systems*. **Using Application Software in Business**, by Keiko Pitter and Kathleen Dolan, is a step-by-step, hands-on tutorial for the educational versions of three of the most popular commercial packages: VP-Planner Plus, a Lotus “clone”; dBASE III PLUS; and WordPerfect 4.2.

Included with the manual is a disk containing data from scenerios in this text. Hands-on exercises, practice sessions, and projects in the manual cast students as end users. Using the accompanying packages to solve real-world problems posed in the text—such as changing spreadsheet figures and evaluating the results—gives students an opportunity to integrate and apply concepts in a business setting and increase their productivity.

EXTENSIVE SUPPORT PACKAGE

A variety of supporting materials is available, including:

- **Using Application Software in Business**, by Kathleen Dolan and Keiko Pitter with data disk.
- Educational version of **VP-Planner Plus**, **dBASE III PLUS**, and **WordPerfect 4.2** (four disks).
- Many **other tutorial manuals**—with or without software, for full-power commercial, limited commercial, or full-power “shareware.”
- **Student Study Guide/Casebook**, by Diana Stark. Over the past three editions, this popular supplement has been ordered by 50 percent of adopters.
- **Instructor's Manual**, by David Kroenke and Kathleen Dolan. Includes lecture outlines, a summary of changes to ease the transition from the third to the fourth edition, teaching tips, answers to review questions, guidelines for using *Using Application Software in Business* with the text.
- Color **transparencies** and black and white masters.
- **Test Bank**, printed and on disk with computer test generator.
- Thirteen documentary-style, broadcast-quality **videotapes**.

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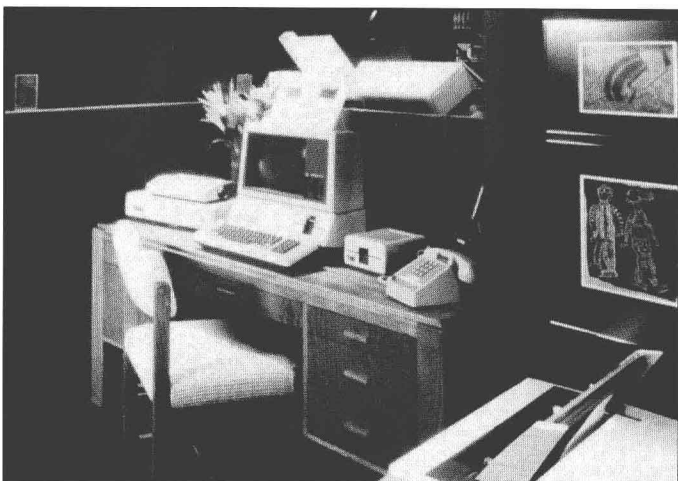
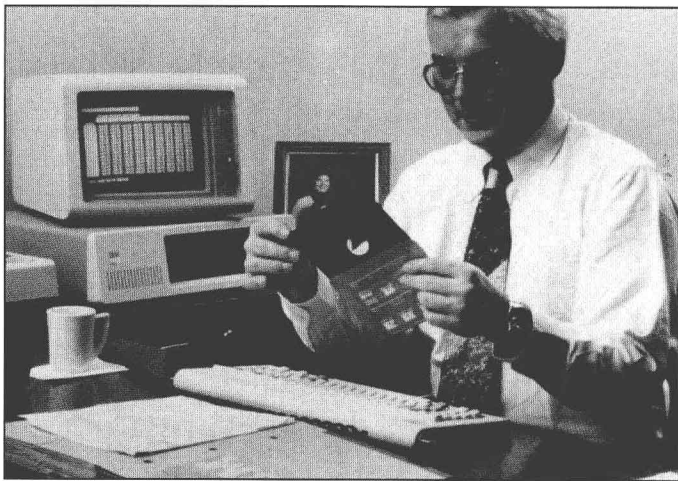
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===== F O U R T H E D I T I O N

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