Using MIS

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PEARSON
Prentice Hall

Upper Saddle River, New Jersey

Library of Congress Cataloging-in-Publication Data

Kroenke, David.
Using MIS / David M. Kroenke.
p. cm.
Includes index.
ISBN 0-13-143372-5
1. Management information systems. I. Title.

HD30.213.K76 2007
658.4'038011--dc22 2005054966

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Composition/Full-Service Project Management: Bookmasters
Printer/Binder: Quebecor
Cover Printer: Phoenix Color
Typeface: 10/12 Utopia

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10 9 8 7 6 5 4 3 2 1
ISBN 0131433725

Dear Student:

You have chosen to begin a career as a business professional by majoring in a business discipline. If your experience is anything like mine, you will not regret your choice. Working in business leads to fulfilling and enjoyable experiences and relationships with interesting, quality people. Working in a company you admire that sells products or services in which you believe will enable you to feel positive about yourself, your contributions, and your professional life.

The overall purpose of this book is to help you prepare for success in your business career. In writing the book, I kept in mind three goals:

- To explain how you can use information systems to solve problems and make better decisions in business
- To show you how to improve your problem solving skills
- To describe, in the context of management information systems (MIS), how you can become a better business professional

Notice the emphasis is on *you*. It's up to you to prepare yourself. No particular book, no course, no professor, no TA can do it for you. However, many people have worked hard to structure this book so that you can maximize the benefit from your study time.

To help you achieve your goals, we have included boxed inserts, which we call ***Guides***. Perhaps you've formed the habit of ignoring such boxes in texts. Do not ignore them here; in many ways they contain the most important material for your future success. If possible, discuss the questions in these guides with other students. Such discussions will give you a chance to practice your listening skills and to learn to assert your own opinions in an effective manner.

Like all worthwhile endeavors, this course is work. That's just the way it is. No one succeeds in business without sustained focus, attention, desire, motivation, and hard work. It won't always be easy, it won't always be fun. On the other hand, you will learn concepts, skills, and behaviors that will serve you well throughout your business career.

I wish you, as an emerging business professional, the very best success!

Sincerely,

David Kroenke

Seattle, Washington

THE GUIDES

Each chapter includes five *unique* guides that focus on current issues in information systems. In business, you'll deal with similar issues, and you may be asked to recommend solutions to these problems. The content of each guide is designed to stimulate thought, discussion, and active participation to help YOU develop your problem solving skills and become a better business professional.

A description for each category of guide is provided below, along with a page reference for its location in the chapter.

ETHICS GUIDES

Ethical issues abound in business. As recent news stories indicate, some businesspeople are better than others at sorting through ethical conflicts. The **Ethics Guides** stimulate debate on how ethics apply to information systems issues. These guides will help you respond to future ethical dilemmas authentically and in a way that is consistent with your own values.

Chapter 1 Ethics of Misdirected Information Use *p.* 11a
Chapter 2 Limiting Access to Those Who Have Access *p.* 29a
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SECURITY GUIDES

We live in an information age, and securing information is critical for businesses. The **Security Guides** highlight appropriate security skills and behaviors to protect valuable assets, both yours and those of your company.

Chapter 1 Passwords and Password Etiquette *p.* 5a
Chapter 2 Security as Competitive Advantage *p.* 27a
Chapter 3 Viruses, Trojan Horses, and Worms *p.* 53a
Chapter 4 Database Security *p.* 85a
Chapter 5 Encryption *p.* 133a
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Chapter 9 Semantic Security *p.* 275a
Chapter 10 Secure Development *p.* 317a
Chapter 11 Metasecurity *p.* 357a

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PROBLEMSOLVING

GUIDES

Improving the quality of your thinking will improve any information system that you use, and your ability to use MIS in your career. The **Problem Solving Guides** present ideas from cognitive science and apply them to MIS. Not only will you learn to use technology more wisely to attain your business goals, you'll learn methods of how to better analyze and solve many other problems that life throws at you.

Chapter 1 Understanding Perspectives and Points of View *p.* 9a
Chapter 2 Egocentric vs. Empathetic Thinking *p.* 33a
Chapter 3 Questioning Your Questions *p.* 49a
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Chapter 9 Counting and Counting and Counting *p.* 283a
Chapter 10 What If You Just Don't Know? *p.* 323a
Chapter 11 Testing Security *p.* 351a

OPPOSINGFORCES

GUIDES

In almost any situation, you will find one or more people with opinions contrary to the generally accepted wisdom. The **Opposing Forces Guides** introduce you to someone who disagrees with one of the main ideas or methods in the chapter. (All of the people whose opinions are included in these guides actually exist.) More likely than not, you will encounter one or more such "contrarians" during your career. These guides help you learn to manage their opinions and respond effectively.

Chapter 1 "I Don't Need This Class" *p.* 13a
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Chapter 10 Outsourcing Is Fool's Gold *p.* 321a
Chapter 11 Security Assurance, Hah! *p.* 345a

REFLECTIONS

GUIDES

In business, people will differ in their opinions and then "agree to disagree," meaning they will back off, reflect, and sometimes alter their viewpoints. In the **Reflections Guides**, I state some strong personal opinions. Every editorial expresses a justifiable opinion, but you should approach them with skepticism and a critical eye. Your task in reading them will be to respond to these opinions and discuss their merit.

Chapter 1 Duller Than Dirt? *p.* 15a
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LEARNING AIDS FOR STUDENTS

We have structured this book so you can maximize the benefit from the time you spend reading it. As shown in the table below, each chapter includes a series of learning aids to help you succeed in this course.

RESOURCE	DESCRIPTION	BENEFIT	EXAMPLE
Guides	Each chapter includes five guides that focus on current issues in information systems.	Stimulates thought and discussion. Helps develop your problem solving skills.	Pages 33a, 205a, 215a, 251a, and 325a. Also, see pages ii-iii for a list of all guides.
Chapter Opening and Closing Scenarios	Each chapter (except for Chapter 1) opens with a compelling business problem employees may encounter on the job. At the end of the chapter we revisit the same scenario and offer solutions or responses.	Shows you how to apply knowledge gained from the chapter to solve real business problems.	"Is $80,000 Enough?" pp. 47, 64
MIS in Use Cases	Each chapter includes two *MIS in Use* case studies. These cases describe how experiences of current companies relate to the chapter. In some chapters, an MIS in Use case continues in a Case Study in the homework material.	Provides you with an inside look at real companies in action and how they are embracing information technology.	MIS in Use 5-1, p. 127
Application Exercises	These exercises ask you to solve situations using spreadsheet (Excel) or database (Access) applications.	Helps develop your computer skills.	Question 21, p. 222
Career Assignments	These exercises require you to do online research for information about career opportunities. You will analyze what knowledge you need and what real-world experiences (such as internships) might be beneficial.	Provides strategies and tactics for finding the right job, for YOU!	Questions 30–32, pp. 40, 41
Case Studies	Two case studies close each chapter. You will reflect on the use in real organizations of the technology or systems presented in the chapter, and recommend solutions to business problems.	Requires you to apply newly acquired knowledge to real situations.	Case Study 8-1, Getty Images, pp. 258, 259

RESOURCE	DESCRIPTION	BENEFIT	EXAMPLE
Summary	Each chapter concludes with a summary section to reinforce key ideas in the chapter.	Offers a quick review of important points in what you have just read.	p. 220
Key Terms List	Highlights the major terms and concepts with their appropriate page reference.	Provides a summary of key terms for review before exams.	p. 104
Review Questions	These questions ask you to recall definitions and reason from the chapter discussions.	Tests your understanding of the concepts presented in the chapter.	p. 298
Applying Your Knowledge	These exercises ask you to take your new knowledge one step further and apply it to a practice problem.	Tests your critical thinking skills.	Question 31, p. 184
Glossary	At the end of the text, a comprehensive list includes definitions of the key terms.	Provides one place for your quick review.	p. 369
Companion Web site	Includes Self-Study Quizzes for each chapter, plus PowerPoint presentations and a Glossary. You will receive automatic feedback upon submitting each quiz.	Helps you cement your understanding of the material in the text.	www.prenhall.com/kroenke
Student CD	To bring concepts to life, the optional Student CD includes video clips of the author sharing strategies for how to tackle the chapter material, answering questions about difficult concepts, and providing key tips to help you with your studies. An icon in the margin of the book indicates related video clips.	Relates chapter material and helps you develop better study skills.	Check with your instructor.

Using MIS

Dedicated to my students over many years,
with whom I've woven the fabric for this book

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Defines MIS, describes how MIS relates to students as future business professionals, and explains what students should learn in the course.

Describes reasons why organizations create and use information systems: to gain competitive advantage, solve problems, and support decisions.

Focus on key components of IT.

Discusses IS within organizations, including functional and cross-functional systems.

Discusses IS among organizations.

Describes business intelligence and knowledge management, including reporting systems, data mining, and knowledge management systems.

Describes the role, structure, and function of the IS department; the role of the CIO and CTO; outsourcing; and related topics.

Describes organizational response to information security: security threats, policy, and safeguards.

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