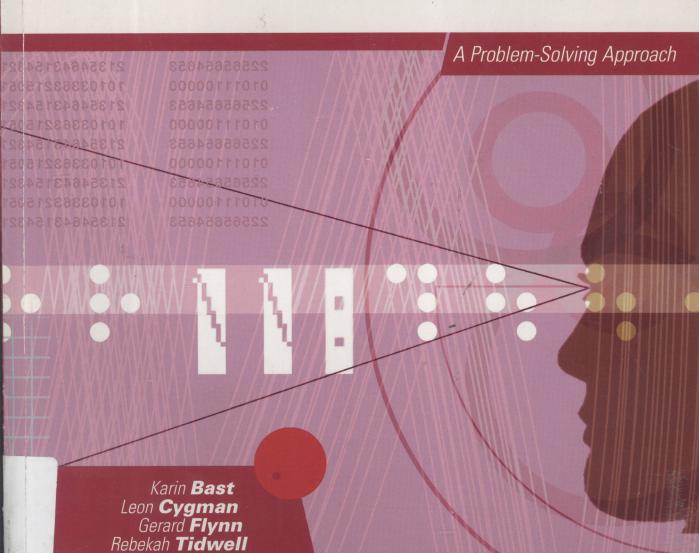


Succeeding in Business with Microsoft® Office Access 2003



Succeeding in Business™ with Microsoft® Office Access 2003:

A Problem-Solving Approach

"With knowledge comes opportunity,
with opportunity comes success."
— Anonymous

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DeVry University

Gerard Flynn
Pepperdine University

Rebekah Tidwell Lee University





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COURSE TECHNOLOGY

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Succeeding in Business™ with Microsoft® Office Access 2003:

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Preface

THE SUCCEEDING IN BUSINESS™ SERIES

Because you're ready for more.

Increasingly students are coming into the classroom with stronger computer skills. As a result, they are ready to move beyond "point and click" skills and learn to use these tools in a way that will assist them in the business world.

You've told us you and your students want more: more of a business focus, more realistic case problems, more emphasis on application of software skills and more problem-solving. For this reason, we created the **Succeeding in Business Series.**

The Succeeding in Business Series is the first of its kind designed to prepare the technology-savvy student for life after college. In the business world, your students' ability to use available tools to analyze data and solve problems is one of the most important factors in determining their success. The books in this series engage students who have mastered basic computer and applications skills by challenging them to think critically and find effective solutions to realistic business problems.

We're excited about the new classroom opportunities this new approach affords, and we hope you are too. We look forward to hearing about your successes!

The Succeeding in Business Team www.course.com/succeeding CT.succeeding@thomson.com

GETTING THE MOST OUT OF SUCCEEDING IN BUSINESS WITH MICROSOFT OFFICE ACCESS 2003

Succeeding in Business with Microsoft Office Access 2003 expects more from your students. Whether they were introduced to basic Office skills in another course, or you expect that they have learned them on their own, chances are students will need to refresh their skills before they delve into the challenging problem-solving this series requires.

To meet this need, Thomson Course Technology is proud to offer the *Succeeding in Business Skills Training CD* for Microsoft Office Access 2003, powered by SAM. You will find this CD in the back of this book.

The Access Skills Training CD offers training in a simulated environment on the exact skills needed to face the real-world business problems this textbook presents. The CD ensures students have the tools they need to be successful in their studies. Using the Access Skills Training CD, students can:

- Ensure they have mastered the prerequisites of the course.
- Refresh their knowledge of computer skills they learned in another course or on their own.
- Receive additional "granular" skills-based training as they move through the more complex skills and concepts covered in the textbook.



Students can use the Access Skills Training CD both before they begin and during their studies with the Succeeding in Business series. A relevant list of related skills (indicated by the SAM icon at right) is provided in the Introduction Chapter and prior to each chapter level. This enables students to self-assess their knowledge and use the Access Skills Training CD to refresh or expand their skills. We recommend students use this list and their Training CD to review the mechanics behind the skills that will be covered in more depth in the texts.

THE SUCCEEDING IN BUSINESS INSTRUCTOR RESOURCES

A unique approach requires unique instructor support; and we have you covered. We take the next step in providing you with outstanding Instructor Resources—developed by educators and experts and tested through our rigorous Quality Assurance process. Whether you use one resource or all the resources provided, our goal is to make the teaching and learning experience in your classroom the best it can be. With Course Technology's resources, you'll spend less time preparing, and more time teaching.



To access any of the items mentioned below, go to www.course.com or contact your Course Technology Sales Representative.

INSTRUCTOR'S MANUAL

The instructor's manual offers guidance through each level of each chapter. You will find lecture notes that provide an overview of the chapter content along with background information and teaching tips. Also included are classroom activities and discussion questions that will get your students thinking about the business scenarios and decisions presented in the book.

EXAMVIEW® TEST BANK

ExamView features a user-friendly testing environment that allows you to not only publish traditional paper and LAN-based tests, but also Web-deliverable exams. In addition to the traditional multiple-choice, true/false, completion, short answer, and essay, questions, the **Succeeding in Business** series emphasizes new critical thinking questions. Like the textbook, these questions challenge your students with questions that go beyond defining key terms and focus more on the real word decision making process they will face in business, while keeping the convenience of automatic grading for you.



STUDENT DATA FILES AND SOLUTION FILES

All student data files necessary to complete the hands-on portion of each level and the end-of chapter material are provided along with the solutions files.

ANNOTATED SOLUTION FILES AND RUBRICS

Challenging your students shouldn't make it more difficult to set grading criteria. Each student assignment in your textbook will have a correlating Annotated Solution File that highlights what to look for in your students' submissions. Grading Rubrics list these criteria in an auto-calculating table that can be customized to fit the needs of your class. Electronic file format of both of these tools offers the flexibility of online or paper-based grading. This complete grading solution will save you time and effort on grading.

POWERPOINT PRESENTATIONS

The PowerPoint presentations deliver visually impressive lectures filled with the business and application concepts and skills introduced in the text. Use these to engage your students in discussion regarding the content covered in each chapter. You can also distribute or post these files for your students to use as an additional study aid.

FIGURE FILES

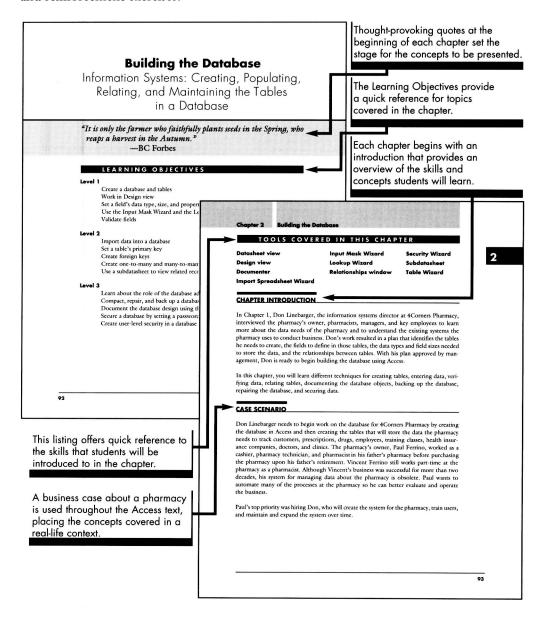
Every figure in the text is provided in an easy to use file format. Use these to customize your PowerPoint Presentations, create overheads, and many other ways to enhance your course.

SAMPLE SYLLABUS

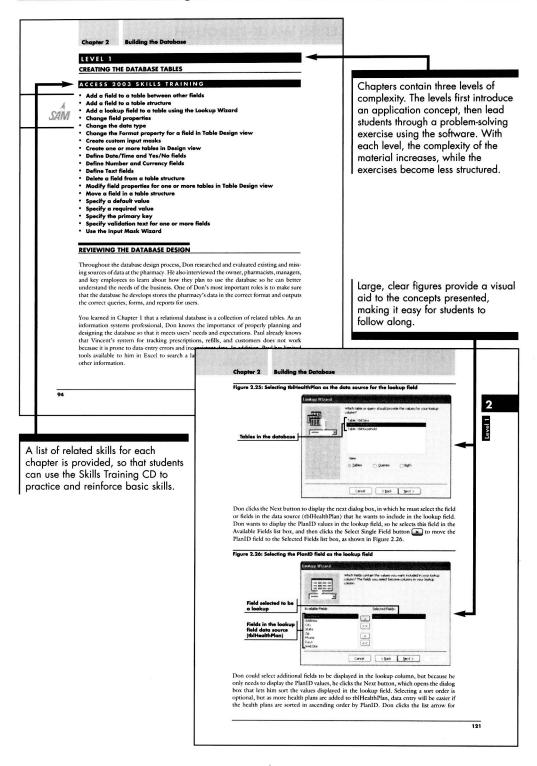
A sample syllabus is provided to help you get your course started. Provided in a Word document, you can use the syllabus as is or modify it for your own course.

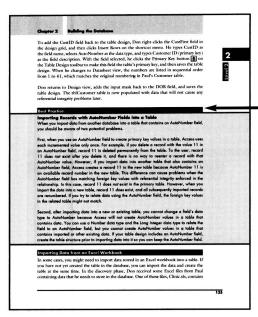
SUCCEEDING IN BUSINESS SERIES WALK-THROUGH

The Succeeding in Business approach is unique. It moves beyond point-and-click exercises to give your students more real-world problem solving skills that they can apply in business. In the following pages, step through *Succeeding in Business with Microsoft Office Access 2003* to learn more about the series pedagogy, features, design, and reinforcement exercises.

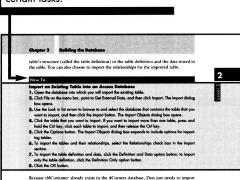


Succeeding in Business with Microsoft Office Access 2003



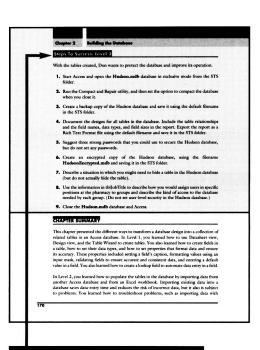


How To boxes offer a quick reference to the steps needed to complete certain tasks.

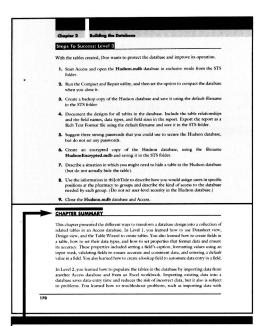


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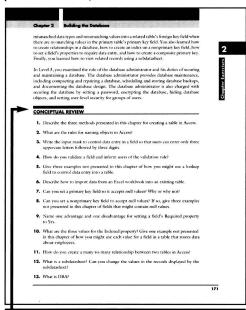
Best Practice boxes offer tips to help students become more efficient users of the application.



Steps to Success activities within each level offer students the opportunity to apply the skills they have learned before moving to the next level.

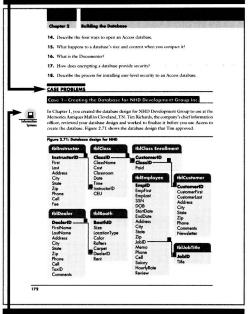


The Chapter Summary provides a brief review of the lessons in the chapter.



Conceptual Review questions provide a brief review of key concepts covered throughout the chapter.

Business-focused case problems provide additional practice for the problem-solving concepts and skills presented in each level.



Each case problem focuses on a specific business discipline, such as accounting, information systems, marketing, sales, and operations management. Marginal icons representing each discipline make it easy to see which disciplines are covered in each case problem.

ABOUT THE AUTHORS

Leon Cygman DeVry University

Leon Cygman has an MBA majoring in Information Systems and is currently pursuing his PhD in Electronic Commerce. He has been instructing post secondary mathematics and computer applications for over 20 years. He has also been involved with curriculum design and has developed several online courses. Leon owns and operates a consulting company which specializes in advising small businesses on how to effectively leverage the Internet and computer information systems to their strategic advantage. Leon is a licensed private pilot and an avid backgammon player.

Karin Bast

University of Wisconsin, La Crosse

Karin Bast teaches at the University of Wisconsin-La Crosse in the Information Systems department (part of the College of Business). Her academic background consists of a BA in Mathematics and Psychology from the University of Minnesota-Minneapolis and an MBA from the University of Wisconsin-La Crosse. Her business career began as the Minneapolis manager of a branch of a computer time-sharing company. For more than 20 years she had her own consulting firm, advising small- and medium-sized businesses on systems development, software selection, application and training, and strategic planning. During her 18 years of teaching she has taught the introductory course in information systems as well as other courses in information and network management. She also has done PC and network support for the College of Business and led the campus-wide faculty development program. Her favorite hobbies are playing golf and reading mysteries.

Gerard Flynn

Pepperdine University

Gerard Flynn holds an MBA and is the technology training manager for Pepperdine University in Malibu, California, where he teaches a variety of classes, including Microsoft Access, Excel, Outlook, PowerPoint, Word, and Computer Science for Business Majors. Flynn is committed to improving efficiency in the workplace by making computer programs accessible to everyone.

Rebekah Tidwell

Lee University

Rebekah Tidwell is currently a part-time professor at Lee University in Cleveland, Tenessee and a freelance writer for Course Technology. She has also taught at East Tennessee State University, Tusculum College, and Carson Newman College. She has instructed Computer Info Systems, Database Development, Database Design, Systems Development and Design, Web Development and Design, and just about every course in between. She is a publisher of numerous papers and Course Instructor Manuals, as well as Course Technology's Visual Basic for Applications for Microsoft Office text. She enjoys painting, bicycling, scuba diving, swimming, and antiquing in her spare time.

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- > Brianna Hawes, Product Manager: Thank you for your attention to scheduling and your unending patience through numerous delays. Throughout the process, it was always good to know that we could count on you for quick and accurate responses.
- > Joy Stark, Marketing Manager: We believe this is a book that will alter, for the good, the way Access is taught in the future. Thank you for selling our ideas and getting the word out about this new book.
- > Jennifer Goguen, Production Editor: Thank you for all your contributions to this endeavor.
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- > Bill Littlefield and Frank Akaiwa, Series Consultants: We believe that this new approach to presenting Access will provide a foundational understanding of the concepts which students can apply to many of their own future projects. Thank you for your ideas and expertise that have brought this series to fruition.
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- Karin Bast
- Leon Cygman
- Gerard Flynn
- Rebekah Tidwell

I would like to thank my husband for being my biggest supporter throughout my career and for dragging we away from the computer screen occasionally for a game of golf during the writing of this book. I would also like to acknowledge the efforts of Tim Schuldt, graduate assistant, for helping to create the data for the 4Corners Pharmacy database.

- Karin

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- Leon

Theresa, for your ceaseless devotion to me as I wrote this book, you win the Wife of the Year award 2005. I love you more than anything in the world; you are the Brett Favre of womanhood. John Dylan, Caitlin Jolie, Grace Gabriella: may the road rise to meet you, the wind be always at your back, the sun shine warm upon your face, and may this book sell really well.

- Gerard

I have had the pleasure of working on behalf of Course Technology for many years. My experience has always been pleasant and I consider it honor to be entrusted with such a task as this book. I am especially grateful for Brianna, Jess, and Lisa with whom I have worked most closely and who have been extremely helpful and supportive.

In every endeavor, every challenge, every joy, and every heartbreak, there has been one steady force in my life, my husband, Gene. I can barely remember a time before I had him at my side. I am so thankful for the hundreds of cups of coffee you brought to my desk, for your patience and attention as I read manuscripts to you that you knew nothing about, and for your encouragement when I was ready to give up. You ARE the wind beneath my wings.

- Rebekah

Brief

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