

Business Driven Information Systems discusses various business initiatives first and how technology supports those initiatives second. The premise for this unique approach is that business initiatives should drive technology choices. Every discussion first addresses the business needs and then addresses the technology that supports those needs. This text provides the foundation that will enable students to achieve excellence in business, whether they major in operations management, manufacturing, sales, marketing, finance, human resources, accounting, or virtually any other business discipline. *Business Driven Information Systems* is designed to give students the ability to understand how information technology can be a point of strength for an organization.

Common business goals associated with information technology projects include reducing costs, improving productivity, improving customer satisfaction and loyalty, creating competitive advantages, streamlining supply chains, global expansion, and so on. Achieving these results is not easy. Implementing a new accounting system or marketing plan is not likely to generate long-term growth or reduce costs across an entire organization. Businesses must undertake enterprisewide initiatives to achieve broad general business goals such as reducing costs. Information technology plays a critical role in deploying such initiatives by facilitating communication and increasing business intelligence. Any individual anticipating a successful career in business whether it is in accounting, finance, human resources, or operation management must understand the basics of information technology which can be found in this text.

FORMAT, FEATURES, AND HIGHLIGHTS

Business Driven Information Systems is state-of-the-art in its discussions, presents concepts in an easy-to-understand format, and allows students to be active participants in learning. The dynamic nature of information technology requires all students, more specifically business students, to be aware of both current and emerging technologies. Students are facing complex subjects and need a clear, concise explanation to be able to understand and use the concepts throughout their careers. By engaging students with numerous case studies, exercises, projects, and questions that enforce concepts, *Business Driven Information Systems* creates a unique learning experience for both faculty and students.

- **Audience.** *Business Driven Information Systems* is designed for use in undergraduate or introductory MBA courses in Management Information Systems, which are required in many Business Administration or Management programs as part of the common body of knowledge for all business majors.
- **Logical Layout.** Students and faculty will find the text well organized with the topics flowing logically from one chapter to the next. The definition of each term is provided before it is covered in the chapter and an extensive glossary is included at the back of the text. Each chapter offers a comprehensive opening case study, introduction, learning outcomes, closing case studies, key terms, and making business decision questions. The plug-ins follow the same pedagogical elements with the exception of the exclusion of opening case and closing case studies.
- **Thorough Explanations.** Complete coverage is provided for each topic that is introduced. Explanations are written so that students can understand the ideas presented and relate them to other concepts.
- **Solid Theoretical Base.** The text relies on current theory and practice of information systems as they relate to the business environment. Current academic and professional journals cited throughout the text are found in the

Notes at the end of the book—a roadmap for additional, pertinent readings that can be the basis for learning beyond the scope of the chapters or plug-ins.

- **Material to Encourage Discussion.** All chapters contain a diverse selection of case studies and individual and group problem-solving activities as they relate to the use of information technology in business. Three comprehensive cases at the end of each chapter reinforce content. These cases encourage students to consider what concepts have been presented and then apply those concepts to a situation they might find in an organization. Different people in an organization can view the same facts from different points of view and the cases will force students to consider some of those views.
- **Flexibility in Teaching and Learning.** While most textbooks that are “text only” leave faculty on their own when it comes to choosing cases, *Business Driven Information Systems* goes much further. Several options are provided to faculty with case selections from a variety of sources including *CIO*, *Harvard Business Journal*, *Wired*, *Forbes*, *Business 2.0*, and *Time*, to name just a few. Therefore, faculty can use the text alone, the text and a complete selection of cases, or anything in between.
- **Integrative Themes.** Several integrative themes recur throughout the text which adds integration to the material. Among these themes are value added techniques and methodologies, ethics and social responsibility, globalization, and gaining a competitive advantage. Such topics are essential to gaining a full understanding of the strategies that a business must recognize, formulate, and in turn implement. In addition to addressing these in the chapter material, many illustrations are provided for their relevance to business practice.