

Business Driven Information Systems, 6e

Paige Baltzan

©2019

ISBN: 1260004716

Detailed List of New Features

NEW: The new Apply Your Knowledge Analytics Boxed Element will engage students as they grapple with the challenges they are going to face in the data-driven business world.

Retained Features

The Apply Your Knowledge Boxed Elements allow students to dive deeper into the material by using critical thinking skills to solve real business problems. Each chapter offers eight boxed elements including: Ethics and Security, Globalization, Analytics, Business, Innovation, Discussion, Debate, Start-Up. Working on the boxed elements reinforces these critical topics throughout your course and can be used as topic openers, online discussion questions, homework, or group work.

The Apply Your Knowledge Application Projects located at the end of the textbook challenge your students to apply the MIS concepts using Excel and Access. Using tools in your course can help your students understand the intangible concepts taught in MIS such as wireless technologies and ERP. For example, working on a large customer dataset will help the students understand data analysis, customer segmentation, and customer relationship management.

SmartBook tailors content to the individual student - As part of McGraw-Hill Education's Connect, SmartBook prepares students for class, guiding them through the chapters and highlighting what they need to learn and helping them study more efficiently and effectively. SmartBook is proven to strengthen memory recall, keep students in class, and boost grades. By helping students master core concepts ahead of time, SmartBook enables instructors to spend more meaningful time in the classroom. Through real-time reports, instructors can also track class or individual student performance on chapter topics or completion of chapter readings.

Chapter by Chapter Changes

CHAPTER 1 – MANAGEMENT INFORMATION SYSTEMS: BUSINESS DRIVEN MIS

- New material on the Internet of Things, Internet of Everything, machine-generated data, human-generated data, structured data, unstructured data, reporting, analytics, descriptive analytics, predictive analytics, prescriptive analytics
- New and updated callout features on: computing devices, categorizing analytics, buying experiences, global data sharing, IoT security

CHAPTER 2 – DECISIONS AND PROCESSES: VALUE DRIVEN BUSINESS

- New material on robotics, machine learning, machine vision, deep learning, robotic process innovation, infographics and visualization, sparklines, time-series, histograms, method for defining KPIs
- New and updated callout features on: robotics, identifying decision levels, analytical analysis of employee turnover, virtual reality check, IBM Watson

CHAPTER 3 – EBUSINESS: ELECTRONIC BUSINESS VALUE

- New material on heat maps, clickstream analytics, website traffic analytics, website ebusiness analytics, cyborg anthropologist, telepresence robots, deep web, dark web
- New and updated callout features on: online food delivery, website analytics, the Gig economy, Slack

CHAPTER 4 – ETHICS AND INFORMATION SECURITY: MIS BUSINESS CONCERNS

- New material on Rule 41, fair information practices, ethical hackers, bug bounty programs, scareware, ransomware, sock puppet marketing, privilege escalations – vertical and horizontal, personally identifiable information (PII), non-sensitive PII, sensitive PII, network behavior analytics, cyber-espionage, cyber-vigilantes
- New and updated callout features on: spreadsheet error analytics, fingerprints as keys, sharing personal information, identify theft

CHAPTER 5 – INFRASTRUCTURES: SUSTAINABLE TECHNOLOGIES

- New material on cloud, no Rule 41, fair information practices, ethical hackers, bug bounty programs, scareware, noisy neighbor, cloud security alliance, cloud audit, utility computing, Data as a Service, Security as a Service, Unified Communication as a Service
- New and updated callout features on: Volkswagen emissions scandal, carbon footprint, Etsy, Pinterest

CHAPTER 6 – DATA: BUSINESS INTELLIGENCE

- New material on big data, data gap analysis, data stewardship, data validation, identity management, data mining, data analysis, optimization models, regression models, forecasting models, anomaly detection, fast data
- New and updated callout features on: 2 trillion row analytics, information cleansing, ethics in data mining

CHAPTER 7 – NETWORKS: MOBILE BUSINESS

- New material on network connectivity, wireless network systems, business mobility
- New and updated callout features on: net neutrality, wireless business, Uber, sports sensors, Wi-Fi for fish, Disney analytics, snapping thefts

CHAPTER 8 – ENTERPRISE APPLICATIONS: BUSINESS COMMUNICATIONS

- New material on supply chain visibility, drones, 3D printing, 4D printing, robotics in the supply chain
- New and updated callout features on: 3D printing, grocery chain analytics, Amazon drones, ERP failures

CHAPTER 9 – SYSTEMS DEVELOPMENT AND PROJECT MANAGEMENT: CORPORATE RESPONSIBILITY

- New material on software development methodologies, service-oriented architecture
- New and updated callout features on: bug analytics, video game development, scratch

NEW APPENDIX D – EMERGING TRENDS AND TECHNOLOGIES

- New appendix detailing trend analysis, future trends, future technologies, ambient digital experience, 3D printing, Information of Everything (IoE), machine learning, autonomous agents, real-time adaptive security, autonomic computing

Find Your Rep at mhhe.com/rep



Because learning changes everything.™