COMBINAS

_	-	
Рι	reface	XVII

PART	1	Overview	1

Chapter 1 An Introd

An Introduction to Information Systems 2

Braskem S.A., Brazil 3

Information Concepts 5

Data, Information, and Knowledge 5

The Characteristics of Valuable Information 7

The Value of Information 8

System Concepts 8

System Performance and Standards 9

What Is an Information System? 10

Input, Processing, Output, Feedback 11

Manual and Computerized Information Systems 12

Computer-Based Information Systems 12

Business Information Systems 18

Information Systems @ Work: Hilton Hospitality in the Palm of Your Hand 19

Electronic and Mobile Commerce 20

Enterprise Systems: Transaction Processing Systems and Enterprise Resource Planning 21

Resource Planning 21

Information and Decision Support Systems 22

Specialized Business Information Systems: Knowledge Management,

Artificial Intelligence, Expert Systems, and Virtual Reality 25

Systems Development 28

Systems Investigation and Analysis 29

Systems Design, Implementation, and Maintenance and Review 30

Information Systems in Society, Business, and Industry 30

Security, Privacy, and Ethical Issues in Information Systems and the Internet 30

Ethical and Societal Issues: Who Is Interested in Your Social Network

Updates? 31

Computer and Information Systems Literacy 32

Information Systems in the Functional Areas of Business $\,\,$ 33

Information Systems in Industry 34

Global Challenges in Information Systems 34

Chapter 2

Information Systems in Organizations 40

Marriott International, Inc., United States 41

Organizations and Information Systems 43

Information Systems @ Work: Aldra Manages Workflow to Support

Customization 47

Organizational Structures 48

Organizational Culture and Change 51

F	Reengineering and Continuous Improvement 53
L	Jser Satisfaction and Technology Acceptance 55
G	Quality 56
C	Outsourcing, On-Demand Computing, and Downsizing 56
Competiti	ive Advantage 58
F	actors that Lead Firms to Seek Competitive Advantage 58
Ethical ar	nd Societal Issues: The New Corporate Mantra: Social and Environmental
Resp	onsibility 59
9	Strategic Planning for Competitive Advantage 60
Performa	nce-based Information Systems 63
F	Productivity 63
F	Return on Investment and the Value of Information Systems 64
F	Risk 65
Careers i	n Information Systems 66
F	Roles, Functions, and Careers in IS 67
T	ypical IS Titles and Functions 70
C	Other IS Careers 71
٧	Vorking in Teams 72
F	Finding a Job in IS 72
Part 1: Ac	tivities, Exercises, and Cases 77
Furboir	re: Input, Processing, and Output Devices 84 stitut d.d., Slovenia 85 r Systems: Integrating the Power of Technology 87
F	Hardware Components 88
ŀ	Hardware Components in Action 89
Processii	ng and Memory Devices: Power, Speed, and Capacity 90
F	Processing Characteristics and Functions 90
	Memory Characteristics and Functions 92
	Multiprocessing 94
	Parallel Computing 95
	ry Storage 96
	Access Methods 96
	Secondary Storage Devices 97
	Enterprise Storage Options 99
	Output Devices: The Gateway to Computer Systems 101
•	Characteristics and Functionality 102
	nput Devices 102
	Output Devices 108
	ion Systems @ Work: Handheld Computers Streamline National
	ntory 109
	r System Types 115
	Portable Computers 116
	Nonportable Single-User Computers 117
	TOTAL COLCUMN CONTROL CONTROL COLUMN

Multiple-User Computer Systems 119

PART 2

Chapter 3

Ethical and Societal Issues: Electronics Manufacturers Face the Global E-Waste Problem 123
Green Computing 124
Software: Systems and Application Software 130 Rheinmetall AG 131
An Overview of Software 133
Systems Software 133
Application Software 133
Supporting Individual, Group, and Organizational Goals 133
Systems Software 135
Operating Systems 135
Current Operating Systems 139
Information Systems @ Work: Blended Platforms at LinkedIn 142
Workgroup Operating Systems 144
Enterprise Operating Systems 145
Operating Systems for Small Computers, Embedded Computers, and
Special-Purpose Devices 146
Utility Programs 147
Middleware 150
Application Software 150
Overview of Application Software 151
Personal Application Software 153
Mobile Application Software 159
Workgroup Application Software 159
Enterprise Application Software 161
Application Software for Information, Decision Support, and Specialized
Purposes 162
Programming Languages 162
The Evolution of Programming Languages 162
Visual, Object-Oriented, and Artificial Intelligence Languages 163
Software Issues and Trends 165
Software Bugs 165
Ethical and Societal Issues: Software-Driven Cars 166
Copyrights and Licenses 167
Freeware and Open-Source Software 167
Software Upgrades 169
Global Software Support 169
Database Systems, Data Centers, and Business Intelligence 176
Aquent, United States 177
Data Management 179
The Hierarchy of Data 179
Data Entities, Attributes, and Keys 180
Data Modeling and Database Characteristics 183

Chapter 4

Chapter 5

Data Center 184

Data Modeling 185

Ethical and Societal Issues: Mega Data Centers and Their Environmental Impact 186

The Relational Database Model 187

Database Management Systems 191

Overview of Database Types 192

Providing a User View 193

Creating and Modifying the Database 193

Storing and Retrieving Data 195

Manipulating Data and Generating Reports 196

Database Administration 198

Popular Database Management Systems 199

Special-Purpose Database Systems 200

Selecting a Database Management System 200

Using Databases with Other Software 201

Database Applications 201

Linking the Company Database to the Internet 202

Data Warehouses, Data Marts, and Data Mining 202

Business Intelligence 206

Information Systems @ Work: The Database that Drives the Austrian

Turnpike 207

Distributed Databases 208

Online Analytical Processing (OLAP) 209

Object-Relational Database Management Systems 210

Visual, Audio, and Other Database Systems 211

Chapter 6 Telecommunications and Networks 216

Procter & Gamble, United States 217

An Overview of Telecommunications 219

Basic Telecommunications Channel Characteristics 220

Short-Range Wireless Options 224

Medium-Range Wireless Options 225

Wide Area Wireless Network Types 226

Ethical and Societal Issues: Building Out the Broadband Infrastructure in the

United States 228

Networks and Distributed Processing 232

Network Types 232

Basic Processing Alternatives 234

Client/Server Systems 235

Telecommunications Hardware 236

Telecommunications Software 240

Securing Data Transmission 240

Virtual Private Network (VPN) 242

Telecommunications Services and Network Applications 242

Cellular Phone Services 242

Linking Personal Computers to Mainframes and Networks 244

Voice Mail 244

Home and Small Business Networks 244
Electronic Document Distribution 245
Call Centers 245
Telecommuting and Virtual Workers and Workgroups 246
Electronic Meetings 246
Electronic Data Interchange 247
Unified Communications 248
Global Positioning System Applications 248
Information Systems @ Work: Henny Penny Moves to Unified
Communications 249
The Internet, Web, Intranets, and Extranets 254 Avon, USA 255
Use and Functioning of the Internet 257
How the Internet Works 259
Accessing the Internet 261
Cloud Computing 263
Ethical and Societal Issues: Danger in the Cloud 265
The World Wide Web 266
How the Web Works 266
Web Programming Languages 270
Web Services 271
Developing Web Content and Applications 271
Internet and Web Applications 273
Online Information Sources 273
Search Engines and Web Research 278
Web Portals 282
Communication and Collaboration 282
Web 2.0 286
Blogging and Podcasting 288
Online Media and Entertainment 289
Shopping Online 294
Travel, Geolocation, and Navigation 296
Information Systems @ Work: Selling Real Estate with Google Maps 298
Internet Utilities 299
Intranets and Extranets 299
Part 2: Activities, Exercises, and Cases 306
Business Information Systems 321
Electronic and Mobile Commerce 322
Tommy Hilfiger, United States 323
An Introduction to Electronic Commerce 324
Business-to-Business (B2B) E-Commerce 325
Business-to-Consumer (B2C) E-Commerce 325
Consumer-to-Consumer (C2C) F-Commerce 327

Chapter 7

PART 3

Chapter 8

e-Government 327

Multistage Model for E-Commerce 328 E-Commerce Challenges 330 Defining an Effective E-Commerce Model and Strategy 331 Dealing with Consumer Privacy Concerns 331 Overcoming Consumers' Lack of Trust 332 Overcoming Global Issues 333 An Introduction to Mobile Commerce 333 Mobile Commerce in Perspective 334 M-Commerce Web Sites 334 Advantages of Electronic and Mobile Commerce 335 Electronic and Mobile Commerce Applications 335 Retail and Wholesale 335 Manufacturing 336 Marketing 337 Advertising 338 Investment and Finance 340 Banking 340 E-Boutiques 341 Threats to Electronic and Mobile Commerce 342 Security 342 Information Systems @ Work: Virtual Models Sell Clothes at Sears.com 343 Theft of Intellectual Property 344 Fraud 344 Invasion of Consumer Privacy 345 Lack of Internet Access 345 Legal Jurisdiction 346 Taxation 346 Strategies for Successful E-Commerce and M-Commerce 346 Defining the Web Site Functions 346 Establishing a Web Site 347 Building Traffic to Your Web Site 347 Maintaining and Improving Your Web Site 348 Ethical and Societal Issues: North Face Web Site Mixes Business, Philanthropy, and Humanity 349 Technology Infrastructure Required to Support E-Commerce and M-Commerce 350 Hardware 350 Web Server Software 351 E-Commerce Software 351

Chapter 9 Enterprise Systems 360

FedEx, United States 361

An Overview of Transaction Processing Systems 362

Electronic Payment Systems 352

Mobile Commerce Hardware and Software 352

Transaction	Processing Sys	stems for Small and	Medium-Size Enterprises
(SMEs)	367		
Transaction Process	sina Activities	368	

Data Collection 368

Data Editing 369

Data Lutting 307

Data Correction 369

Data Manipulation 370

Data Storage 370

Document Production and Reports 370

Enterprise Resource Planning and Customer Relationship Management 370

An Overview of Enterprise Resource Planning 371

Advantages of ERP 371

Information Systems @ Work: Kabbani Integrates and Secures

Information with ERP 372

Disadvantages of ERP Systems 374

Leading ERP Systems 376

ERP for Small and Medium-Size Enterprises (SMEs) 376

Supply Chain Management (SCM) 377

Financial and Managerial Accounting and ERP 380

Business Intelligence and ERP 380

Customer Relationship Management 381

Hosted Software Model for Enterprise Software 384

International Issues Associated with Enterprise Systems 385

Different Languages and Cultures 385

Disparities in Information System Infrastructure 385

Varying Laws and Customs Rules 386

Multiple Currencies 386

Ethical and Societal Issues: Google Pulls Out of China 387

Chapter 10 Information and Decision Support Systems 392

Tru-Test, New Zealand 393

Decision Making and Problem Solving 394

Decision Making as a Component of Problem Solving 395

Programmed versus Nonprogrammed Decisions 396

Optimization, Satisficing, and Heuristic Approaches 397

The Benefits of Information and Decision Support Systems 398

An Overview of Management Information Systems 399

Management Information Systems in Perspective 399

Ethical and Societal Issues: Southwest Airlines Applies MIS to

Customer Service 401

Inputs to a Management Information System 402

Outputs of a Management Information System 402

Characteristics of a Management Information System 404

Functional Aspects of the MIS 404

Financial Management Information Systems 405

Manufacturing Management Information Systems 408

Marketing Management Information Systems 411	
Human Resource Management Information Systems	414
Other Management Information Systems 417	

An Overview of Decision Support Systems 418

Characteristics of a Decision Support System 418 Capabilities of a Decision Support System 420

Information Systems @ Work: Amenities Inc. Gets a Grip on Pachinko

Information 421

A Comparison of DSS and MIS 422

Components of a Decision Support System 422

The Database 422 The Model Base 423

The User Interface or Dialogue Manager 424

Group Support Systems 425

Characteristics of a GSS that Enhance Decision Making 426 GSS Software 428 GSS Alternatives 429

Executive Support Systems 430

Executive Support Systems in Perspective 430 Capabilities of Executive Support Systems 431

Chapter 11 Knowledge Management and Specialized Information

Systems 438

Capgemini, France 439

Knowledge Management Systems 440

Overview of Knowledge Management Systems 441

Data and Knowledge Management Workers and Communities of Practice 442

Obtaining, Storing, Sharing, and Using Knowledge 442 Technology to Support Knowledge Management 443

An Overview of Artificial Intelligence 445

Artificial Intelligence in Perspective 445

The Nature of Intelligence 445

The Brain Computer Interface 447

The Major Branches of Artificial Intelligence 447

Expert Systems 448

Robotics 448

Information Systems @ Work: WebEx Uses AI-Powered Analytics to Focus

Salesforce 449

Vision Systems 451

Natural Language Processing and Voice Recognition 451

Learning Systems 452

Neural Networks 452

Other Artificial Intelligence Applications 453

An Overview of Expert Systems 454

When to Use Expert Systems 454

Components of Expert Systems 455

The Inference Engine 457

The Explanation Facility 457

The Knowledge Acquisition Facility 457

The User Interface 458

Participants in Developing and Using Expert Systems 458

Ethical and Societal Issues: Austin Energy First to Implement a Smart Grid 460

Expert Systems Development Tools and Techniques 461

Multimedia and Virtual Reality 462

Overview of Multimedia 462

Overview of Virtual Reality 465

Interface Devices 466

Forms of Virtual Reality 466

Virtual Reality Applications 467

Specialized Systems 470

Part 3: Activities, Exercises, and Cases 478

PART 4 Systems Development 489

Chapter 12 Systems Development: Investigation and Analysis 490

LEGO, Denmark 491

An Overview of Systems Development 492

Participants in Systems Development 493

Individual Systems Developers and Users 495

Initiating Systems Development 496

Ethical and Societal Issues: U.S. Federal Government IS Project

to Save Billions 498

Information Systems Planning and Aligning Corporate and IS Goals 499

Information Systems @ Work: Hess Information Systems Take the Long View 501

Establishing Objectives for Systems Development 502

Systems Development Life Cycles 505

The Traditional Systems Development Life Cycle 506

Prototyping 507

Rapid Application Development, Agile Development, and Other Systems

Development Approaches 509

Outsourcing and On-Demand Computing 510

Factors Affecting Systems Development Success 512

Degree of Change 512

The Importance of Planning 513

Use of Project Management Tools 514

Use of Computer-Aided Software Engineering (CASE) Tools 515

Object-Oriented Systems Development 516

Systems Investigation 517

Initiating Systems Investigation 517

Participants in Systems Investigation 517

Feasibility Analysis 518

Object-Oriented Systems Investigation 519

The Systems	Investigation	Report	510
THE Systems	nivestidation	Report	017

Systems Analysis 520

General Considerations 520

Participants in Systems Analysis 520

Data Collection 520

Data Analysis 522

Requirements Analysis 526

Object-Oriented Systems Analysis 528

The Systems Analysis Report 528

Chapter 13 Systems Development: Design, Implementation, Maintenance, and Review 536

Ryder, United States 537

Systems Design 539

Logical and Physical Design 539

Object-Oriented Design 540

Interface Design and Controls 541

Design of System Security and Controls 541

Environmental Design Considerations 545

Generating Systems Design Alternatives 546

Evaluation Techniques 548

Freezing Design Specifications 550

The Contract 551

The Design Report 551

Systems Implementation 552

Acquiring Hardware from an IS Vendor 553

Acquiring Software: Make or Buy? 554

Ethical and Societal Issues: Medical Center Moves Patient Records to Cloud 555

Acquiring Database and Telecommunications Systems 557

User Preparation 558

IS Personnel: Hiring and Training 558

Site Preparation 558

Data Preparation 559

Installation 559

Testing 559

Start-Up 560

User Acceptance 561

Systems Operation and Maintenance 562

Information Systems @ Work: Tasty Baking Moves Data Center 563

Reasons for Maintenance 564

Types of Maintenance 564

The Request for Maintenance Form 564

Performing Maintenance 564

The Relationship Between Maintenance and Design 565

Systems Review 566

Types of Review Procedures 566

Part 4: Activities, Exercises, and Cases 573

PART 5 Information Systems in Business and Society 579

Chapter 14 The Personal and Social Impact of Computers 580

Facebook, United States 581
Computer Waste and Mistakes 583

Computer Waste 583

Computer-Related Mistakes 584

Preventing Computer-Related Waste and Mistakes 584

Establishing Policies and Procedures 584

Implementing Policies and Procedures 585

Monitoring Policies and Procedures 586

Reviewing Policies and Procedures 586

Computer Crime 587

The Computer as a Tool to Commit Crime 588

Cyberterrorism 588

Identity Theft 589

Internet Gambling 589

The Computer as a Tool to Fight Crime 589

Recovery of Stolen Property 589

Monitoring Sex Offenders 590

Use of Geographic Information Systems 590

The Computer as the Object of Crime 591

Illegal Access and Use 591

Spyware 593

Information and Equipment Theft 593

Information Systems @ Work: Data Theft: An Ongoing Concern for Businesses 594

Safe Disposal of Personal Computers 595

Patent and Copyright Violations 595

Computer-Related Scams 596

International Computer Crime 597

Preventing Computer-Related Crime 597

Crime Prevention by State and Federal Agencies 59:

Crime Prevention by Corporations 597

Crime Prevention for Individuals and Employees 600

Privacy Issues 602

Privacy and the Federal Government 602

Privacy at Work 603

E-Mail Privacy 603

Instant Messaging Privacy 604

Privacy and Personal Sensing Devices 604

Privacy and the Internet 604

Internet Libel Concerns 605

Filtering and Classifying Internet Content 606

Fairness in Information Use 606

Electronic Communications Privacy Act 608 Individual Efforts to Protect Privacy 610

The Work Environment 610

Health Concerns 611

Ethical and Societal Issues: Is the Internet Eating Our Brains? 612

Avoiding Health and Environmental Problems 613

Ethical Issues in Information Systems 614
Part 5: Activities, Exercises, and Cases 619

Notes 623 Glossary 639 Index 653