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Management Information Systems: International Edition, 11/E

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Description

For introductory undergraduate courses, and MBA-level MIS and Information Systems courses that want to integrate business with technology.

Laudon and Laudon continue to define the MIS course with their latest comprehensive text.

Management Information Systems, provides comprehensive and integrative coverage of essential new technologies, information system applications, and their impact on business models and managerial decision making in an exciting and interactive manner.

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Features

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Integrated Framework: This text provides an integrated framework by showing how information systems are composed of management, organization, and technology elements. The importance of these three elements is reinforced in classroom projects and case studies using examples from business and public organizations that are familiar to students. Some examples of integrative elements featured in each chapter include:

- **Chapter opening cases** that introduce a real-world organization and establish the theme and importance of the chapter.
- **A diagram analyzes the opening case** in terms of the management, organization and technology model used throughout.
- **Two Interactive Sessions and one Case Study per chapter** require students to apply the framework when analyzing information system problems.
- **A Hands-On MIS section** gives students experience working with software tools and data to develop business solutions using systems
- **A Teamwork Project** develops teamwork and presentation skills. These show students how to implement systems and technologies so that firms receive real business value from IS expenditures.

Interactive Learning: This new edition focuses on interactive learning by allowing students to work on real-world business scenarios and data. Here they learn first-hand how firms are using information systems and technologies to transform business models, develop new strategies, innovate with new services and products, achieve operational excellence and enhance decision making.

Lively writing and more interactivity engage students with the following features:

- **Hands-On MIS**. Each chapter concludes with three projects that give students a real "feel" for MIS using Excel, Access, Web software, and business information on the Web.
- **Interactive Sessions**. In each chapter, Interactive Sessions engage students in classroom discussions of leading business firms' use of information systems. Each case concludes with Case Study Questions featuring topics for class discussion and MIS in Action hands-on activities for in-depth exploration of the issues discussed in the case.

OTHER POINTS OF DISTINCTION

Career Resources are integrated throughout and show students how the text and the course are directly related to their future business careers.

- **A Heads Up section** at the beginning of each chapter illustrates why students need to know about the upcoming chapter and how this knowledge will help them in their future careers.
- **A Digital Portfolio section** in the text and on the Companion Web Site shows students how to build a digital portfolio that demonstrates their business and software skills to future employers.
- **Business Process Emphasis**. This edition shows students how firms need to change their processes and management behavior in order to reap the benefits of new systems and technologies. Students learn to integrate business objectives with information systems.
- **Global Business**. This edition has a section on global supply chains and additional sections in other chapters, showing students how to use information systems in a global business environment whether they are small business entrepreneurs or managers in large firms.

Student CD ROM. All new copies of this book contain a CD ROM that enriches the learning possibilities for students and faculty. Enables students to dig deeper into subjects described in the book, master new management and software skills, and explore new topics. The student CD ROM contains:

- **MIS Bullet Text Study Guide**: Summarizes the CORE text and helps students master the leading ideas and concepts.
- **MIS Learning Track Modules**: Takes students deeper into MIS topics, concepts and debates; reviews basic technology concepts; introduction to HTML and FrontPage Web design software; and much more.
- **Management Problem Solving Cases**: Teaches students how to use Excel, Access and Web resources to solve classic management problems. Fifteen case studies are available with software tutorial instruction for each case.
- **MIS Video Cases**: Engage students with real-world vendors and professional associations with whom they will be interacting throughout their business careers. Case study questions integrate the videos into the concepts of each chapter.
- **Interactive Quiz**: Helps students review and check their knowledge of what they have learned in each chapter.

Author-Certified Test Bank and Supplements.

- **Author Certified Test Bank**. The authors have worked closely with skilled test item writers to ensure that higher level cognitive skills are tested. Test bank multiple choice questions include questions on content, but also include many questions that require analysis, synthesis, and evaluation skills.
- **Interactive PowerPoint Lecture Slides**. In addition to illuminating key concepts, class slides include four to five Interactive Sessions where students are encouraged to discuss in class the cases in the chapter or related issues in MIS, management, and business.

NEW! Relevant and Current—Business Cases and Examples: The new focus of this edition helps students see the connection between information systems and business performance. These cases and examples describe the main business objectives driving information systems and technologies world-wide. The current (2008) examples include insight into companies such as:

- **Google**
- **Facebook**
- **Coca-Cola**
- **Wal-Mart**
- **eBay**
- **the NBA**
- **Procter & Gamble**
- **JetBlue**

NEW! Hands-on cases and projects: There's no better way to learn about MIS than by delving in. The hands-on practice this text offers through its cases and projects gives students the practice they need to better understand the concepts and applications of MIS.

NEW! The Association to Advance Collegiate Schools of Business (AACSB) connection: This text supports the efforts of AACSB to encourage assessment-based education. By using this test, professors can prove that by AACSB standards they have successfully taught students the material that they set out to teach.

NEW! Customization and flexibility—New Learning Track Modules: This all-new feature gives instructors flexibility on determining which in-depth coverage they want to include for their course while still providing students with vital insight on key topics.

NEW! Coverage of globalization - showing how to use IS in a global business environment

NEW! Engaging Middle Eastern and Asian company cases: These new case studies are featured in each chapter, creating a more global learning experience

NEW! Video Cases: Each chapter includes at least two business video cases (over 30 videos) which expand on discussed concepts and management practices

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NEW MyMISLAB – Coming in June, and based on Pearson's MyITLab technology, MyMISLab helps you support and evaluate your students' MS skills for the MIS course. Using a hands-on format, MyMISLab works students through core technologies such as Excel and Access for MIS helping them understand the basics, and assessing their skill level. In addition, MyMISLab will also provide Sharepoint support and class space, as well as other project specific resources to help support and enrich your class and classroom experience.

NEW! Customization and flexibility—New Learning Track Modules: This all-new feature gives instructors flexibility on determining which in-depth coverage they want to include for their course while still providing students with vital insight on key topics.

Student Supplements

MyMISLab Student Access Code Card for Management Information Systems, 11/E
Laudon & Laudon
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Our Price: £13.70

Companion Website for Management Information Systems, 11/E
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Video and Learning Tracks Online for Management Information Systems, 11/E
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MyMISLab for Management Information Systems (access code required), 11/E
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Instructor Supplements

Online Instructor's Manual for Management Information Systems, 11/E
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Online Test Item File for Management Information Systems, 11/E
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ISBN-10: 0136078907 | ISBN-13: 9780136078906

- **Author Certified Test Bank**. The authors have worked closely with skilled test item writers to ensure that higher level cognitive skills are tested. Test bank multiple choice questions include questions on content, but also include many questions that require analysis, synthesis, and evaluation skills.

Online Lecture Notes for Management Information Systems, 11/E
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Online PowerPoint Presentations for Management Information Systems, 11/E
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- In addition to illuminating key concepts, class slides include four to five Interactive Sessions where students are encouraged to discuss in class the cases in the chapter or related issues in MIS, management, and business.

Online TestGen for Management Information Systems, 11/E
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