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Business Driven Technology



Synopsis

Unlike any other MIS textbook franchise, our Baltzan texts (Business Driven Technology, Business Driven Information Systems and M: Information Systems) discuss 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 in these texts first addresses the business needs and then addresses the technology that supports those needs. Business Driven Technology 6e offers you the flexibility to customize your course according to your needs and the needs of your students by covering only essential concepts and topics in the five core units with 20 chapters, while providing additional in-depth coverage in the 20 business and the 12 technology plug-ins. Business Driven Technology 6e provides the ultimate flexibility in tailoring content to the exact needs of your MIS or IT course! Plug-ins are fully developed modules of text that include student learning outcomes, case studies, business vignettes, and end-of-chapter material such as key terms, individual and group questions and projects, and case study exercises. We realise that instructors today require the ability to cover a blended mix of topics in their courses. While some instructors like to focus on networks and infrastructure throughout their course, others choose to focus on ethics and security. Business Driven Technology was developed to easily adapt to your needs. Each chapter and plug-in is independent so you can: Cover any or all of the chapters as they suit your purpose. Cover any or all of the business plug-ins as they suit your purpose. Cover any or all of the technology plug-ins as they suit your purpose. Cover the plug-ins in any order you wish.

Book Information

Hardcover: 624 pages

Publisher: McGraw-Hill Education; 6 edition (January 16, 2014)

Language: English

ISBN-10: 0073376906

ISBN-13: 978-0073376905

Product Dimensions: 8.7 x 1.2 x 10.9 inches

Shipping Weight: 3.4 pounds (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars Â Â See all reviewsÂ (18 customer reviews)

Best Sellers Rank: #22,882 in Books (See Top 100 in Books) #6 inÂ Books > Computers & Technology > Business Technology > Management Information Systems #10 inÂ Books > Business & Money > Skills > Business Mathematics #21 inÂ Books > Business & Money >

Customer Reviews

Overall, the book seemed accurate and did a pretty good job explaining ideas. The organization is a little wonky and the publisher did not do a good job of keeping the supplemental educational materials that teachers might fall back on up to date. You'll pick things up if you're new to thinking about how businesses use technology, but be prepared for some frustrations if you have to deal with automated graded systems based on outdated powerpoints and teaching guides. The book might have been better trying to be a offer a single, linear understanding of the concepts covered, but they clearly opted for flexibility of content, for better or worse. This was a required textbook for a community college class delivered online. The content of the book was appropriate and provided an introductory level survey of some business concepts [supply chains, porter's five forces for evaluating competitive threats, etc.] and technology concepts [the internet, decision support systems, other systems and their appropriate acronyms]. As an introductory level text, the text is generally fine, but it depends somewhat on the good curation of the teacher much more than most books. About half the book is "business plug-ins" and in the preface we see that instructors can access "technology plug-ins" online that are supposed to go in depth on using computers [excel, email, HTML, Microsoft Access]. I was a little confused by the way the content was broken up between very basic material in the first half, and ever-so-slightly more comprehensive depth of the latter half. The business plug-in chapters of the latter half seemed to assume no prior reading of the corresponding chapters in the first half.

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