



EXPERIENCING  
MIS 4e

KROENKE + WILSON + BROOKES

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# CONTENTS

Preface	xvii
About the Authors	xxi
Learning Aids	xxii
Making the Most of Your Resources	xxiv

## PART 1

Why MIS?	2
<b>THIS COULD HAPPEN TO YOU</b>	2

<b>CHAPTER 1</b>	
<b>THE IMPORTANCE OF MIS</b>	4
<b>THIS COULD HAPPEN TO YOU</b>	4
<b>STUDY QUESTIONS</b>	5

<b>Q1 Why Study Management Information Systems (MIS)?</b>	5
What Are Cost-Effective Business Applications of Facebook and Twitter (or Whatever Will Soon Appear)?	6
How Can I Attain Job Security?	6
How Can MIS Help You Learn Non-routine Skills?	7
Jobs	9
What Is the Bottom Line?	9
<b>Q2 What Is an Information System?</b>	10
<b>Q3 What Is MIS?</b>	11
<b>EXPERIENCING MIS INCLASS 1</b>	
<b>Information Systems and Online Dating</b>	11
Management and Use of Information Systems	12
Achieving Strategies	13
<b>Q4 Why Is the Difference Between Information Technology and Information Systems Important to You?</b>	13
<b>ETHICS GUIDE Ethics and Professional Responsibility</b>	14
<b>Q5 What Is Your Role in IS Security?</b>	16
Strong Passwords	17
Password Etiquette	17
<b>GUIDE Five-Component Careers</b>	18
<b>HOW DOES THE KNOWLEDGE IN THIS CHAPTER HELP KERRIE AND YOU?</b>	20
Active Review	20

Key Terms and Concepts	21
Using Your Knowledge	21
Collaboration Exercise 1	21
<b>CASE STUDY 1 Requirements Creep at Australia's Parliament House</b>	22

<b>CHAPTER 2</b>	
<b>BUSINESS PROCESSES, INFORMATION SYSTEMS AND INFORMATION</b>	24
<b>THIS COULD HAPPEN TO YOU</b>	24
<b>STUDY QUESTIONS</b>	25

<b>Q1 Why Does \$RU Need to Understand Business Processes?</b>	25
<b>Q2 How Can Business Process Modelling Help Organisations?</b>	25
<b>Q3 How Can Information Systems Improve Process Quality?</b>	28
What Is Process Quality?	28
Using Information Systems to Improve Process Quality	29
<b>EXPERIENCING MIS INCLASS 2</b>	
<b>CatchoftheDay</b>	30
<b>Q4 What Is Information?</b>	31
<b>Q5 What Data Characteristics Are Necessary for Quality Information?</b>	31
<b>GUIDE Understanding Perspectives and Points of View</b>	32
Accurate	34
Timely	34
Relevant	34
Just Barely Sufficient	34
Worth Its Cost	35

<b>HOW DOES THE KNOWLEDGE IN THIS CHAPTER HELP KERRIE AND YOU?</b>	35
<b>GREEN IT GUIDE: 'Whole-of-Government' Approach to Green IT</b>	36
Active Review	38
Key Terms and Concepts	38
Using Your Knowledge	38
Collaboration Exercise 2	39
<b>CASE STUDY 2 Justicelink System Problems</b>	41

**CHAPTER 3****ORGANISATIONAL STRATEGY,  
INFORMATION SYSTEMS AND  
COMPETITIVE ADVANTAGE**

<b>THIS COULD HAPPEN TO YOU</b>	42
<b>STUDY QUESTIONS</b>	43

<b>Q1</b> How Does Organisational Strategy Determine Information Systems Requirements?	43
--	----

<b>Q2</b> What Five Forces Determine Industry Structure?	44
--	----

<b>Q3</b> What Is Competitive Strategy?	45
---	----

<b>Q4</b> How Does Competitive Strategy Determine Value Chain Structure?	46
--	----

Primary Activities in the Value Chain	46
---------------------------------------	----

Support Activities in the Value Chain	47
---------------------------------------	----

Value Chain Linkages	47
----------------------	----

<b>ETHICS GUIDE</b> Yikes! Bikes	48
----------------------------------	----

<b>Q5</b> How Do Value Chains Determine Business Processes and Information Systems?	50
---	----

<b>EXPERIENCING MIS INCLASS 3</b> Competitive Strategy over the Web	51
--	----

<b>Q6</b> How Do Information Systems Provide Competitive Advantage?	51
---	----

Competitive Advantage via Products	52
------------------------------------	----

Competitive Advantage via Business Processes	53
--	----

How Does an Actual Company Use IS to Create Competitive Advantage?	53
--	----

How Does This System Create a Competitive Advantage?	55
--	----

<b>GUIDE</b> Your Personal Competitive Advantage	56
--	----

<b>HOW DOES THE KNOWLEDGE IN THIS CHAPTER HELP KERRIE AND YOU?</b>	58
--	----

Active Review	59
---------------	----

Key Terms and Concepts	59
------------------------	----

Using Your Knowledge	59
----------------------	----

Collaboration Exercise 3	60
--------------------------	----

<b>CASE STUDY 3</b> Competitive Advantage at National Australia Bank	62
--	----

**PART 1 REVIEW** 63

<b>Consider Your Net Worth</b>	63
--------------------------------	----

<b>Application Exercises</b>	63
------------------------------	----

<b>PART 1 CASE STUDY</b> Innovation in Information Systems	65
--	----

**PART 2****Information Technology** 68

<b>THIS COULD HAPPEN TO YOU</b>	68
---------------------------------	----

**CHAPTER 4**  
**HARDWARE AND SOFTWARE** 70

<b>THIS COULD HAPPEN TO YOU</b>	70
---------------------------------	----

<b>STUDY QUESTIONS</b>	71
------------------------	----

<b>Q1</b> What Do Business Professionals Need to Know about Computer Hardware?	71
--	----

Basic Components	71
------------------	----

Computer Data	73
---------------	----

How a Computer Works, in Fewer than 300 Words?	74
--	----

Why Should a Manager Care How a Computer Works?	75
---	----

What is the Difference Between a Client and a Server?	76
---	----

<b>Q2</b> What Do Business Professionals Need to Know about Operating Systems Software?	77
---	----

<b>EXPERIENCING MIS INCLASS 4</b> Innovation in Practice: Microsoft Surface	78
--	----

<b>GREEN IT GUIDE</b> NAB Data Centres	80
--	----

What Are the Major Operating Systems?	82
---------------------------------------	----

Non-Mobile Client Operating Systems	82
-------------------------------------	----

Mobile Client Operating Systems	83
---------------------------------	----

Server Operating Systems	83
--------------------------	----

Virtualisation	84
----------------	----

Owning versus Licensing	85
-------------------------	----

<b>Q3</b> What Do Business Professionals Need to Know about Applications Software?	85
--	----

What Categories of Application Programs Exist?	86
--	----

Thin Clients Versus Thick Clients	86
-----------------------------------	----

How Do Organisations Acquire Application Software?	88
--	----

Thin-client Versus Thick-client Mobile Custom Software	89
--	----

What is Firmware?	89
-------------------	----

<b>Q4</b> Is Open-source Software a Viable Alternative?	89
---	----

<b>GUIDE</b> Keeping up to Speed	90
----------------------------------	----

Why Do Programmers Volunteer Their Services?	92
--	----

How Does Open Source Work?	92
----------------------------	----

So, Is Open Source Viable?	93
----------------------------	----

<b>HOW DOES THE KNOWLEDGE IN THIS CHAPTER HELP KERRIE AND YOU?</b>	93	<b>Q2 How Do Organisations Use the Cloud?</b>	<b>130</b>
Active Review	95	Cloud Services From Cloud Vendors	130
Key Terms and Concepts	95	Content Delivery Networks From Cloud Vendors	130
Using Your Knowledge	96	Use Web Services Internally	131
Collaboration Exercise 4	96	<b>EXPERIENCING MIS INCLASS 6</b>	
<b>CASE STUDY 4</b> Dell Leverages the Internet, Directly, but for How Long?	97	What, Exactly, Does that Standard Mean?	132
<b>CHAPTER 5</b>		<b>Q3 How Can Organisations Use Cloud Services Securely?</b>	<b>133</b>
<b>DATABASE PROCESSING</b>	99	Virtual Private Network (VPN)	133
<b>THIS COULD HAPPEN TO YOU</b>	99	<b>GUIDE</b> You Said <i>What?</i> About Me? In Class?	134
<b>STUDY QUESTIONS</b>	100	Using a Private Cloud	136
<b>Q1 What Is the Purpose of a Database?</b>	<b>100</b>	Using a Virtual Private Cloud	138
<b>Q2 What Is a Database?</b>	<b>101</b>	<b>Q4 How Can \$RU Use the Cloud?</b>	<b>139</b>
Relationships Between Rows?	103	SaaS Services at \$RU	139
<b>Q3 What Is a Database Management System?</b>	<b>105</b>	PaaS Services at \$RU	139
<b>EXPERIENCING MIS INCLASS 5</b>		IaaS Services at \$RU	139
How Much Is a Database Worth?	106	<b>GREEN IT GUIDE</b> Energy Use of Electronic Devices	140
<b>Q4 How Do Database Applications Make Databases More Useful?</b>	<b>108</b>	<b>Q5 What Does the Cloud Mean for Your Future?</b>	<b>142</b>
Traditional Forms, Queries, Reports and Applications	109	<b>HOW DOES THE KNOWLEDGE IN THIS CHAPTER HELP KERRIE AND YOU?</b>	143
Thin-Client Forms, Queries, Reports and Applications	111	Active Review	144
<b>GUIDE</b> No Thanks, I'll Use a Spreadsheet	112	Key Terms and Concepts	145
<b>ETHICS GUIDE</b> Nobody Said I Shouldn't	114	Using Your Knowledge	145
Multi-User Processing	117	Collaboration Exercise 6	145
<b>HOW DOES THE KNOWLEDGE IN THIS CHAPTER HELP KERRIE AND YOU?</b>	118	<b>CASE STUDY 6</b> Political Clouds	146
Active Review	118	<b>PART 2 REVIEW</b>	<b>148</b>
Key Terms and Concepts	119	<b>Consider Your Net Worth</b>	<b>148</b>
Using Your Knowledge	119	<b>Application Exercises</b>	<b>148</b>
Collaboration Exercise 5	120	<b>PART 2 CASE STUDY</b> Better Buying for Business: The eBreviate Story	153
<b>CASE STUDY 5</b> Is Australia's Electronic Health Record the Cure We've Been Waiting for?	122	<b>PART 3</b>	
<b>CHAPTER 6</b>		<b>Using IS for Competitive Advantage</b>	156
<b>THE CLOUD</b>	124	<b>THIS COULD HAPPEN TO YOU</b>	156
<b>THIS COULD HAPPEN TO YOU</b>	124	<b>CHAPTER 7</b>	
<b>STUDY QUESTIONS</b>	125	<b>ORGANISATIONS AND INFORMATION SYSTEMS</b>	158
<b>Q1 Why Is the Cloud the Future for Most Organisations?</b>	<b>125</b>	<b>THIS COULD HAPPEN TO YOU</b>	158
What Is the Cloud?	125	<b>STUDY QUESTIONS</b>	159
Why Is the Cloud Preferred to In-House Hosting?	128	<b>Q1 How Do Information Systems Vary by Scope?</b>	<b>159</b>
Why Now?	129	Personal Information Systems	159
When Does the Cloud Not Make Sense?	129		

Workgroup Information Systems	160	Social Media and the Sales and Marketing Activity	191
Enterprise Information Systems	160	Social Media and Customer Service	192
Inter-Enterprise Information Systems	160	Social Media and Inbound and Outbound Logistics	193
<b>Q2 How Do Enterprise Systems Solve the Problems of Departmental Silos?</b>	<b>161</b>	Social Media and Manufacturing and Operations	193
How Do Information Silos Arise?	161	Social Media and Human Resources	194
What Are the Problems with Information Silos?	161	<b>Q3 How Do SMIS Increase Social Capital?</b>	<b>195</b>
How Do Organisations Solve the Problems of Information Silos?	163	What is the Value of Social Capital?	195
An Enterprise System for Patient Discharge	163	<b>GREEN IT GUIDE Environmental Monitoring Information Systems</b>	196
<b>GUIDE The Flavour-of-the-Month Club</b>	164	How Do Social Networks Add Value to Businesses?	198
Business Process Reengineering	166	Using Social Networking to Increase the Number of Relationships	198
<b>Q3 How Do CRM, ERP and EAI Support Enterprise Systems?</b>	<b>167</b>	Using Social Networks to Increase the Strength of Relationships	199
<b>ETHICS GUIDE Dialling for Dollars</b>	168	Connecting to Those with More Assets	200
Customer Relationship Management (CRM)	170	<b>EXPERIENCING MIS INCLASS 8 Calculating Your Social Capital</b>	201
<b>EXPERIENCING MIS INCLASS 7 Choosing a CRM Product</b>	171	<b>Q4 How Can Organisations Manage the Risks of Social Media?</b>	<b>202</b>
Enterprise Resource Planning (ERP)	172	Managing the Risk of Employee Communication	202
Enterprise Application Integration (EAI)	173	Managing the Risk of User-Generated Content	203
What Are the Challenges when Implementing and Upgrading Enterprise Systems?	174	<b>Q5 Where Is Social Media Taking Us?</b>	<b>204</b>
<b>Q4 How Do Inter-Enterprise Information Systems Solve the Problems of Enterprise Silos?</b>	<b>176</b>	<b>GUIDE Social Recruiting</b>	206
<b>HOW DOES THE KNOWLEDGE IN THIS CHAPTER HELP KERRIE AND YOU?</b>	178	<b>HOW DOES THE KNOWLEDGE IN THIS CHAPTER HELP KERRIE AND YOU?</b>	208
Active Review	178	Active Review	209
Key Terms and Concepts	179	Key Terms and Concepts	209
Using Your Knowledge	179	Using Your Knowledge	209
Collaboration Exercise 7	180	Collaboration Exercise 8	210
<b>CASE STUDY 7 Renovate or Detonate?</b>	182	<b>CASE STUDY 8 Tourism Holdings Limited (THL)</b>	210

## CHAPTER 8 SOCIAL MEDIA INFORMATION SYSTEMS

<b>THIS COULD HAPPEN TO YOU</b>	184
<b>STUDY QUESTIONS</b>	185

<b>Q1 What Is a Social Media Information System (SMIS)?</b>	<b>185</b>
Three SMIS Roles	186
SMIS Components	188
<b>Q2 How Do SMIS Advance Organisational Strategy?</b>	<b>190</b>

## CHAPTER 9 BUSINESS INTELLIGENCE SYSTEMS

<b>THIS COULD HAPPEN TO YOU</b>	213
<b>STUDY QUESTIONS</b>	214

<b>Q1 How Do Organisations Use Business Intelligence (BI) Systems?</b>	<b>214</b>
How Do Organisations Use BI?	215
What Are Typical Uses for BI?	216
<b>Q2 What Are the Three Primary Activities in the BI Process?</b>	<b>218</b>

Using Business Intelligence For Decision Making: An Example	218	<b>STUDY QUESTIONS</b>	255
<b>GUIDE</b> Counting and Counting and Counting	224	<b>Q1</b> What Is Systems Development?	255
<b>Q3</b> How Do Organisations Use Data Warehouses and Data Marts to Acquire Data?	226	<b>Q2</b> Why Is Systems Development Difficult and Risky?	256
Problems With Operational Data	228	The Difficulty of Determining Requirements	256
<b>EXPERIENCING MIS INCLASS 9</b> What Singularity Have We Wrought?	230	Changes in Requirements	256
Data Warehouses Versus Data Marts	231	Scheduling and Budgeting Difficulties	257
<b>Q4</b> What Are Three Techniques for Processing BI Data?	232	Changing Technology	258
Reporting Analysis	233	Diseconomies of Scale	258
Data Mining Analysis	233	Is it Really So Bleak?	258
BigData	234	<b>Q3</b> What Are the Five Phases of the Systems Development Life Cycle?	259
MapReduce	234	<b>Q4</b> How Is System Definition Accomplished?	260
Hadoop	234	Define System Goals and Scope	260
<b>Q5</b> What Are the Alternatives for Publishing BI?	236	Assess Feasibility	261
Characteristics of BI Publishing Alternatives	236	Form a Project Team	261
What Are the Two Functions of a BI Server?	237	<b>GREEN IT GUIDE</b> Green Information Systems	262
<b>ETHICS GUIDE</b> Unseen Cyberazzi	238	<b>EXPERIENCING MIS INCLASS 10</b> GardenTracker	264
<b>HOW DOES THE KNOWLEDGE IN THIS CHAPTER HELP KERRIE AND YOU?</b>	240	<b>Q5</b> What Is the Users' Role in the Requirements Phase?	265
Active Review	240	Determine Requirements	265
Key Terms and Concepts	241	Approve Requirements	267
Using Your Knowledge	241	Role of a Prototype	267
Collaboration Exercise 9	241	<b>Q6</b> How Are the Five Components Designed?	267
<b>CASE STUDY 9</b> Tourism Holdings Limited (THL) (cont.)	242	Hardware Design	267
<b>PART 3 REVIEW</b>	246	Software Design	268
<b>Consider Your Net Worth</b>	246	Database Design	268
<b>Application Exercises</b>	246	Procedure Design	268
<b>PART 3 CASE STUDY</b> Switched on to Data at JB Hi-Fi	250	Design of Job Descriptions	268
<b>PART 4</b>		<b>Q7</b> How Is an Information System Implemented?	269
Information Systems Management	252	System Testing	269
<b>THIS COULD HAPPEN TO YOU</b>	252	System Conversion	270
<b>CHAPTER 10</b> INFORMATION SYSTEMS DEVELOPMENT	254	<b>Q8</b> What Are the Tasks for System Maintenance?	271
<b>THIS COULD HAPPEN TO YOU</b>	254	<b>GUIDE</b> The Real Estimation Process	272
		<b>Q9</b> What Are Some of the Problems with the SDLC?	274
		The SDLC Waterfall	274
		Requirements Documentation Difficulty	274
		Scheduling and Budgeting Difficulties	275
		<b>HOW DOES THE KNOWLEDGE IN THIS CHAPTER HELP \$RU AND YOU?</b>	275
		Active Review	275
		Key Terms and Concepts	276

Using Your Knowledge	276		
Collaboration Exercise 10	277		
<b>CASE STUDY 10</b> User Involvement at Northern Territory Asset Management	277		
<b>CHAPTER 11</b> INFORMATION SYSTEMS MANAGEMENT	279	<b>CHAPTER 12</b> INFORMATION SECURITY MANAGEMENT	301
<b>THIS COULD HAPPEN TO YOU</b>	279	<b>THIS COULD HAPPEN TO YOU</b>	301
<b>STUDY QUESTIONS</b>	280	<b>STUDY QUESTIONS</b>	302
<b>Q1</b> What Are the Functions and Organisation of the IT/IS Department?	280	<b>Q1</b> What Is the Goal of Information Systems Security?	302
How Is the IT/IS Department Organised?	280	The IT/IS Security Threat/Loss Scenario	302
<b>EXPERIENCING MIS INCLASS 11</b> What's That Humming Sound?	281	What Are the Sources of Threats?	303
What IT/IS-related Job Positions Exist?	283	What Types of Security Loss Exist?	304
<b>Q2</b> How Do Organisations Plan the Use of IT/IS?	284	Goal of Information Systems Security	307
Align Information Systems with Organisational Strategy	284	<b>EXPERIENCING MIS INCLASS 12</b> Phishing for Credit Cards, Identifying Numbers and Bank Accounts	307
Communicate IT/IS Issues to the Executive Group	285	<b>Q2</b> How Big Is the Computer Security Problem?	308
Develop Priorities and Enforce Them Within the IT/IS Department	285	<b>Q3</b> How Should You Respond to Security Threats?	310
Sponsor the Steering Committee	286	<b>Q4</b> How Should Organisations Respond to Security Threats?	312
<b>Q3</b> What Are the Advantages and Disadvantages of Outsourcing?	286	<b>Q5</b> How Can Technical Safeguards Protect Against Security Threats?	313
Outsourcing Information Systems	286	Identification and Authentication	313
International Outsourcing	288	Encryption	314
What Are Popular Outsourcing Alternatives?	288	Firewalls	316
What Are the Risks of Outsourcing?	289	Malware Protection	317
<b>GUIDE</b> Is Outsourcing Fool's Gold?	292	Design for Secure Applications	318
<b>Q4</b> What Are Your User Rights and Responsibilities?	294	<b>Q6</b> How Can Data Safeguards Protect Against Security Threats?	318
Your User Rights	294	<b>Q7</b> How Can Human Safeguards Protect Against Security Threats?	319
Your User Responsibilities	295	Human Safeguards for Employees	319
<b>ETHICS GUIDE</b> Using the Corporate Computer	296	<b>GREEN IT GUIDE</b> Green Fatigue?	320
<b>HOW DOES THE KNOWLEDGE IN THIS CHAPTER HELP KERRIE AND YOU?</b>	298	Account Administration	323
Active Review	298	Security Monitoring	325
Key Terms and Concepts	298	<b>Q8</b> How Should Organisations Respond to Security Incidents?	325
Using Your Knowledge	299	<b>GUIDE</b> Is It Spying or Just Good Management?	326
Collaboration Exercise 11	299	<b>GUIDE</b> The Final, Final Word	328
<b>CASE STUDY 11</b> IT Development and Acquisition at Australian Bureau of Statistics	299	<b>HOW DOES THE KNOWLEDGE IN THIS CHAPTER HELP KERRIE AND YOU?</b>	330
		Active Review	330
		Key Terms and Concepts	331
		Using Your Knowledge	331
		Collaboration Exercise 12	332
		<b>CASE STUDY 12</b> Cybercrime on the Rise	333

<b>PART 4 REVIEW</b>	<b>334</b>		
<b>Consider Your Net Worth</b>	<b>334</b>		
<b>Application Exercises</b>	<b>335</b>		
<b>PART 4 CASE STUDY</b> The Need for Technical Feasibility	339		
<b>CHAPTER EXTENSIONS</b>	<b>341</b>		
<b>Chapter Extension 1</b> Collaboration Information Systems for Decision Making, Problem Solving and Project Management	342		
<b>STUDY QUESTIONS</b>	<b>342</b>		
<b>Q1</b> What Are the Two Key Characteristics of Collaboration?	<b>342</b>		
Importance of Effective Critical Feedback	343		
Guidelines for Giving and Receiving Critical Feedback	344		
Warning!	344		
<b>Q2</b> What Are the Three Criteria for Successful Collaboration?	<b>345</b>		
Successful Outcome	345		
Growth in Team Capability	345		
Meaningful and Satisfying Experience	346		
<b>Q3</b> What Are the Four Primary Purposes of Collaboration?	<b>346</b>		
Becoming Informed	346		
Making Decisions	347		
Solving Problems	349		
Managing Projects	349		
<b>Q4</b> What Are the Components and Functions of a Collaboration Information System?	<b>351</b>		
The Five Collaboration System Components	351		
Primary Functions: Communication and Content Sharing	351		
Active Review	352		
Key Terms and Concepts	353		
Using Your Knowledge	353		
<b>Chapter Extension 2</b> Collaboration Information Systems for Student Projects	354		
<b>STUDY QUESTIONS</b>	<b>354</b>		
<b>Q1</b> What Are the IS Requirements for Student Project Collaborations?	<b>354</b>		
Required Features	355		
Nice-to-Have Features	355		
Collaboration Tool Characteristics	355		
<b>Q2</b> How Can You Use Collaboration Tools to Improve Team Communication?	<b>356</b>		
<b>Q3</b> How Can You Use Collaboration Tools to Share Content?	<b>359</b>		
Shared Content with No Control	361		
Shared Content with Version Management on Google Drive	361		
Shared Content with Version Control	363		
<b>Q4</b> How Can You Use Collaboration Tools to Manage Tasks?	<b>366</b>		
Sharing a Task List on Google Grid	367		
Sharing a Task List Using Microsoft SharePoint	367		
<b>Q5</b> Which Collaboration Information System Is Right for Your Team?	<b>370</b>		
The Minimal Collaboration Tool Set	370		
The Good Collaboration Tool Set	370		
The Comprehensive Collaboration Tool Set	371		
Choosing the Set for Your Team	371		
Don't Forget Procedures and People!	372		
Active Review	373		
Key Terms and Concepts	373		
Using Your Knowledge	374		
<b>Chapter Extension 3</b> Mobile Systems	375		
<b>STUDY QUESTIONS</b>	<b>375</b>		
<b>Q1</b> What Are Mobile Systems?	<b>375</b>		
<b>Q2</b> Why Are Mobile Systems Important?	<b>376</b>		
Hardware	376		
Software	377		
Data	377		
Procedures	378		
People	378		
<b>Q3</b> How Do Native and Browser-based Mobile Applications Compare?	<b>379</b>		
Developing Native Mobile Applications	379		
Developing Thin-Client Mobile Applications	380		
Which Is Better?	382		
<b>Q4</b> What Characterises Quality Mobile User Experiences?	<b>382</b>		
Feature Content	383		
Use Context-Sensitive Chrome	383		
Provide Animation and Lively Behaviour	383		
Design to Scale and Share	383		
Use the Cloud	384		
<b>Q5</b> What Are the Challenges of Personal Mobile Devices at Work?	<b>386</b>		
Advantages and Disadvantages of Employee Use of Mobile Systems at Work	386		

Survey of Organisational BYOD Policy	387	Starting Access	425
Active Review	389	Creating Tables	426
Key Terms and Concepts	389	<b>Q2 How Do You Create Relationships?</b>	<b>430</b>
Using Your Knowledge	389	<b>Q3 How Do You Create a Data Entry Form?</b>	<b>433</b>
<b>Chapter Extension 4</b> Introduction to Microsoft Excel 2013	390	<b>Q4 How Can You Create Queries Using the Query Design Tool?</b>	<b>436</b>
<b>STUDY QUESTIONS</b>	390	<b>Q5 How Do You Create a Report?</b>	<b>439</b>
<b>Q1 What Is a Spreadsheet?</b>	<b>390</b>	Active Review	443
<b>Q2 How Do You Get Started with Excel?</b>	<b>391</b>	Using Your Knowledge	443
<b>Q3 How Can You Enter Data?</b>	<b>394</b>	<b>Chapter Extension 7</b> Using Excel and Access Together	444
Key in the Data	394	<b>STUDY QUESTIONS</b>	444
Let Excel Add the Data Using a Pattern	395	<b>Q1 Why Use Excel and Access Together?</b>	<b>444</b>
<b>Q4 How Can You Insert and Delete Rows and Columns and Change Their Size?</b>	<b>398</b>	<b>Q2 What Is Import/Export?</b>	<b>445</b>
<b>Q5 How Can You Format Data?</b>	<b>401</b>	Import/Export of Text Data	445
<b>Q6 How Can You Create a (Simple) Formula?</b>	<b>402</b>	Import/Export of Excel and Access Data	449
<b>Q7 How Can You Print Results?</b>	<b>405</b>	<b>Q3 How Can You Create Charts with Excel?</b>	<b>449</b>
Active Review	407	Creating a Pie Chart	449
Key Terms and Concepts	408	Creating a Column Chart	449
Using Your Knowledge	408	<b>Q4 How Can You Create Group Totals in Access?</b>	<b>453</b>
<b>Chapter Extension 5</b> Database Design	409	<b>Q5 How Can You Use Excel to Graph Access Data?</b>	<b>458</b>
<b>STUDY QUESTIONS</b>	409	<b>Q6 How Can You Use Access to Report Excel Data?</b>	<b>461</b>
<b>Q1 Who Will Volunteer?</b>	409	<b>Q7 How Can You Combine Excel and Access to Analyse Data?</b>	<b>467</b>
<b>Q2 How Are Database Application Systems Developed?</b>	409	Active Review	471
<b>Q3 What Are the Components of the Entity-Relationship Data Model?</b>	411	Key Terms and Concepts	472
Entities	411	Using Your Knowledge	472
Relationships	412	<b>Chapter Extension 8</b> Network and Cloud Technology	473
<b>Q4 How Is a Data Model Transformed into a Database Design?</b>	414	<b>STUDY QUESTIONS</b>	473
Normalisation	414	<b>Q1 What Is a Computer Network?</b>	<b>473</b>
Representing Relationships	416	<b>Q2 What Are the Components of a LAN?</b>	<b>474</b>
<b>Q5 What Is the Users' Role?</b>	418	Connecting Your LAN to the Internet	475
<b>Q6 Who Will Volunteer? (continued)</b>	420	<b>Q3 How Does the Internet Work?</b>	<b>476</b>
Active Review	422	An Internet Example	477
Key Terms and Concepts	423	Internet Addressing	477
Using Your Knowledge	423	Processing on a Web Server	479
<b>Chapter Extension 6</b> Using Microsoft Access 2013	424	<b>Q4 How Does the Cloud Work?</b>	<b>480</b>
<b>STUDY QUESTIONS</b>	424	Service-Oriented Architecture (SOA)	480
<b>Q1 How Do You Create Tables?</b>	<b>424</b>	Protocols Supporting Web Services	483
		Active Review	486
		Key Terms and Concepts	486
		Using Your Knowledge	487

<b>Chapter Extension 9</b> Enterprise Resource Planning (ERP) Systems	488	Structure and Control Become Messy	512
<b>STUDY QUESTIONS</b>	488	How Can Social Media Information Systems (SMIS) Foster Hyper-Social Organisations?	512
<b>Q1</b> What Is the Purpose of ERP Systems?	488	<b>Q2</b> What Are the Benefits of Knowledge Management?	514
<b>Q2</b> What Are the Elements of an ERP Solution?	491	<b>Q3</b> What Are Expert Systems?	515
ERP Application Programs	491	<b>Q4</b> What Are Content Management Systems?	516
ERP Databases	492	What Are the Challenges of Content Management?	516
Business Process Procedures	492	What Are Content Management Application Alternatives?	518
Training and Consulting	493	<b>Q5</b> How Do Hyper-Social Organisations Manage Knowledge?	519
<b>Q3</b> How Are ERP Systems Implemented and Upgraded?	494	Hyper-Social KM Alternative Media	519
<b>Q4</b> What Types of Organisations Use ERP?	495	Resistance to Hyper-Social Knowledge Sharing	520
ERP By Industry Type	495	Active Review	521
ERP By Organisation Size	496	Key Terms and Concepts	521
International ERP	496	Using Your Knowledge	521
<b>Q5</b> How Do the Major ERP Vendors Compare?	497	<b>Chapter Extension 12</b> Database Marketing	522
ERP Market Leaders	497	<b>STUDY QUESTIONS</b>	522
ERP Products	497	<b>Q1</b> What Is a Database Marketing Opportunity?	522
ERP in the Cloud	500	<b>Q2</b> How Does RFM Analysis Classify Customers?	522
Active Review	500	<b>Q3</b> How Does Market-Basket Analysis Identify Cross-Selling Opportunities?	523
Key Terms and Concepts	501	<b>Q4</b> How Do Decision Trees Identify Market Segments?	525
Using Your Knowledge	501	A Decision Tree For Student Performance	525
<b>Chapter Extension 10</b> Supply Chain Management	502	A Decision Tree For Loan Evaluation	527
<b>STUDY QUESTIONS</b>	502	Active Review	529
<b>Q1</b> What Are Typical Inter-Enterprise Processes?	502	Key Terms and Concepts	529
<b>Q2</b> What Is a Supply Chain?	502	Using Your Knowledge	529
<b>Q3</b> What Factors Affect Supply Chain Performance?	504	<b>Chapter Extension 13</b> Reporting Systems and OLAP	530
<b>Q4</b> How Does Supply Chain Profitability Differ from Organisational Profitability?	505	<b>STUDY QUESTIONS</b>	530
<b>Q5</b> What Is the Bullwhip Effect?	506	<b>Q1</b> How Do Reporting Systems Enable People to Create Information?	530
<b>Q6</b> How Do Information Systems Affect Supply Chain Performance?	507	<b>Q2</b> What Are the Components and Characteristics of Reporting Systems?	532
Active Review	508	Report Type	533
Key Terms and Concepts	509	Report Media	534
Using Your Knowledge	509	Report Mode	534
<b>Chapter Extension 11</b> Hyper-Social Organisations and Knowledge Management	510	<b>Q3</b> How Are Reports Authored, Managed and Delivered?	534
<b>STUDY QUESTIONS</b>	510	Report Authoring	535
<b>Q1</b> What Are the Characteristics of a Hyper-Social Organisation?	510	Report Management	535
Consumers Become Humans	510	Report Delivery	536
Market Segments Become Tribes	511		
Channels Become Networks	511		

<b>Q4</b>	<b>How Are Online Analytical Processing (OLAP) Reports Dynamic?</b>	<b>536</b>	<b>Chapter Extension 16</b>	<b>Business Process Management</b>	<b>562</b>
	Active Review	539			
	Key Terms and Concepts	540			
	Using Your Knowledge	540			
	<b>Chapter Extension 14</b>		<b>STUDY QUESTIONS</b>		<b>562</b>
	Systems Development Project Management	541			
	<b>STUDY QUESTIONS</b>	541	<b>Q1</b>	<b>Why Do Organisations Need to Manage Business Processes?</b>	<b>562</b>
<b>Q1</b>	<b>Why Is Formalised Project Management Necessary?</b>	<b>541</b>		A Sample Ordering Business Process	562
<b>Q2</b>	<b>What Are the Trade-offs in Requirements, Cost and Time?</b>	<b>542</b>		Why Does This Process Need Management?	562
<b>Q3</b>	<b>What Are the Dimensions of Project Management?</b>	<b>544</b>	<b>Q2</b>	<b>What Are the Stages of Business Process Management (BPM)?</b>	<b>564</b>
<b>Q4</b>	<b>How Does a Work-Breakdown Structure Drive Project Management?</b>	<b>545</b>	<b>Q3</b>	<b>How Do Business Processes and Information Systems Relate?</b>	<b>566</b>
<b>Q5</b>	<b>What Is the Biggest Challenge in Planning a Large-scale Systems Development Project?</b>	<b>548</b>	<b>Q4</b>	<b>Which Comes First, Business Processes or Information Systems?</b>	<b>567</b>
<b>Q6</b>	<b>What Are the Biggest Challenges in Managing a Large-scale Systems Development Project?</b>	<b>549</b>		Business Processes First	568
<b>Q7</b>	<b>What Is the Single Most Important Task for Users on a Large-scale Systems Development Project?</b>	<b>551</b>		Information System First	568
	Active Review	552		Another Factor: Off-the-Shelf Software	569
	Key Terms and Concepts	553	<b>Q5</b>	And the Answer Is ...	569
	Using Your Knowledge	553		<b>How Is BPM Practised in the Real World?</b>	<b>570</b>
	<b>Chapter Extension 15</b>			Defining the Process Problem	570
	Agile Development	554		Designing the New Process	572
	<b>STUDY QUESTIONS</b>	554		Create Process Components	573
<b>Q1</b>	<b>Why Is the SDLC Losing Credibility?</b>	<b>554</b>		Implement New Processes	573
<b>Q2</b>	<b>What Are the Principles of Agile Development Methodologies?</b>	<b>555</b>		Active Review	573
<b>Q3</b>	<b>What Is the Scrum Process?</b>	<b>556</b>		Key Terms and Concepts	574
	Scrum Essentials	556		Using Your Knowledge	574
	When Are We Done?	557	<b>Chapter Extension 17</b>	<b>International MIS</b>	<b>575</b>
	Key Roles	558		<b>STUDY QUESTIONS</b>	<b>575</b>
<b>Q4</b>	<b>How Do Requirements Drive the Scrum Process?</b>	<b>558</b>	<b>Q1</b>	<b>How Does the Global Economy Impact Organisations and Processes?</b>	<b>575</b>
	Creating Requirements Tasks	558		How Does the Global Economy Change the Competitive Environment?	576
	Scheduling Tasks	559		How Does the Emerging Global Economy Change Competitive Strategy?	577
	Committing to Finish Tasks	559		How Does the Global Economy Change Value Chains and Business Processes?	577
	Hocus-Pocus?	560	<b>Q2</b>	<b>What Are the Characteristics of International IS Components?</b>	<b>578</b>
	Active Review	560		What Is Required to Localise Software?	578
	Key Terms and Concepts	561		What Are the Problems and Issues of Global Databases?	579
	Using Your Knowledge	561	<b>Q3</b>	<b>What Are the Challenges of International Enterprise Applications?</b>	<b>580</b>
				Advantages of Functional Systems	580
				Problems of Inherent Processes	581
			<b>Q4</b>	<b>How Do Inter-Enterprise IS Facilitate Globalisation?</b>	<b>581</b>
				How Do Global Information Systems Affect Supply Chain Profitability?	581

What Is the Economic Impact of Global Manufacturing?	582	How Does the International Dimension Affect Computer Security Risk Management?	587
How Does Web 2.0 and Social Media Affect International Business?	582	Active Review	587
<b>Q5 What Are the Challenges of International IS Management?</b>	<b>583</b>	Key Terms and Concepts	588
Why Is International Information Systems Development More Challenging?	583	Using Your Knowledge	588
What Are the Challenges of International Project Management?	584	Glossary	589
What Are the Challenges of International IT/IS Management?	586	Index	601



# Preface

*Experiencing MIS* is the title and theme of this book. It is an important theme because no matter what you do in business, you will experience MIS. Whether you work in accounting, marketing, finance, operations, management, human resources—whatever your business specialty—you will experience MIS.

Because experiencing MIS is a given, the only important question is: What kind of an experience will you have? Will you be a helpless user, one who says, ‘I don’t know anything about computers, and I don’t want to’? Or will you be a manager who says, ‘I know there’s a way to use information systems to improve the productivity of my department’? Will you be someone who finds an innovative application of information technology to push your company ahead of the competition? Or, will you be the user who ‘doesn’t get it’?

## Relating This Text to Your Business Career

Many students think this is a book about using a computer. It is not. Experiencing MIS is not the same as computer literacy. Some students think the primary goal of this book is to teach you Excel or Access. Although you may expand your knowledge of using those products while reading this book, you will do so on the way to learning something far more important: how to use computer-based systems to better accomplish business goals and objectives—your personal ones and those for the business in which you work.

Experiencing MIS is not something you will wait to do 20 years down the road when you are a general manager of whatever. It starts your first day on the job. Imagine yourself that day, hired by the company you really want to work for. What happens that first day? Typically, your supervisor first gives you a desk and then assigns you a computer.

What are you going to do with that computer? Send emails to your parents? Surf the web? IM your friends? Are you even allowed to use your work computer for personal email, Facebook or Twitter? (Maybe.) Can your employer read the emails you send from work? (Yes, definitely.) *Will* your employer read the email you send from work? (Maybe.) But, more importantly, what are you going to DO with that computer to help your career? To help your department? To give your organisation a competitive advantage?

Here’s the good news: You don’t have to wait until that first day to start experiencing MIS. This book is designed to help you experience MIS right now—at university where you can exercise your ‘inquiring mind’ without ruining your business reputation. Use Google Docs and Spreadsheets, or Microsoft SharePoint, or some other software to facilitate the exercises. Experience MIS now, where you can propose infeasible projects, and where you can develop ideas that are not just ‘out of the box’, but that are truly innovative and future oriented. Do it now while you have the support of a department of knowledgeable professionals (your lecturers and professors) who are there to provide you consulting, at no extra charge!

## Why This Fourth Australian Edition?

Events in management information systems move fast and to keep the text current, we check every sentence and every industry reference for obsolescence. For example, the third edition's glorification of Apple's success in Chapter 4 needed to be softened given Apple's recent experience. The excitement about Microsoft Surface that was prevalent when we wrote the third edition had to be placed into context of Surface's mediocre success, and indeed, its name change. So, numerous changes, as listed in Table 1, were made throughout the chapters in an attempt to keep them up to date and relevant to the Australian context.

As shown in the table below, changes were made to every chapter. One of the major changes is the rewrite of Chapter 6 to focus entirely on the cloud. Data communications technology is presented only in its role as supporting the cloud. We have also included new material on social media information systems given their growing importance for business.

Also, some material included in the chapters of the third edition has been moved to chapter extensions in the fourth edition. We hope this offers increased flexibility: the core chapters cover fundamental MIS principles, but you can (and should!) use the chapter extensions to delve deeper where it matters most for your own learning.

Changes in the Fourth Australian Edition	
Chapter	Description of change
1	New employment data and updated job requirements from Australian Government
1	New <i>Guide</i> : Five-Component Careers
1	New <i>Ethics Guide</i> : Ethics and Professional Responsibility
2	Adoption of business process modelling notation (BPMN) Extended coverage of process quality and how information systems contribute to improving process quality
3	Improved coverage of Porter's Five Forces and competitive strategy
3	New InClass Exercise: Competitive Strategy Over the Web
3	New Case Study: Competitive Advantage at National Australia Bank
4	Updated hardware specifications to reflect current industry norms. Introduced mobile operating systems and different kinds of virtualisation
4	New InClass Exercise: Microsoft Surface changed from table computing to tablet computing
4	New Collaboration Exercise: Microsoft PixelSense
5	Extended database applications to include thin-client, browser-based apps
5	New Case Study: Is Australia's Electronic Health Record the Cure We've Been Waiting for?
6	Entire chapter rewritten to focus entirely on the cloud. Incorporated \$RU's use of the cloud. Introduced topic of cloud security
6	New InClass Exercise: What, Exactly, Does That Standard Mean?
6	New <i>Guide</i> : You Said What? About Me? In Class?
7	Updated chapter to take advantage of new content in Chapter 6
7	New case study: Renovate or detonate?
8	Entire chapter rewritten to focus on Social Media Information Systems
8	New <i>Guide</i> : Social Recruiting

Chapter	Description of change
9	Updated with more depth on business intelligence and less on reporting
9	New InClass Exercise: What Singularity Have We Wrought?
9	New <i>Ethics Guide</i> : Unseen Cyberazzi
Part 3 Review	New Case Study: Switched on to Data at JB Hi-Fi
10	Improved coverage of the role of prototyping
10	New Case Study: User Involvement at Northern Territory Asset Management
11	Updated information systems jobs and related salary data Extended coverage of aligning information systems with organisational strategy Coverage of outsourcing included in chapter (previously covered in a chapter extension)
11	New Case Study: IT Development and Acquisition at Australian Bureau of Statistics
12	Updated coverage of goals and aims of information systems security Updated computer crime statistics Updated coverage of responses to security threats and incidents
12	New <i>Guide</i> : Is It Spying or Just Good Management?

## Using This Book

Every part and every chapter in this book starts with a real-life business scenario of someone experiencing MIS. For example, you can read about Kerrie Dehaviland from \$RU Financial Planning. Kerrie wanted to sponsor a CRM system to provide information to an office of extremely demanding financial planners. Her system had to be very professional and it needed the blessing of her boss, Murray Williams. How would you proceed if that idea occurred to you? How did Kerrie proceed? Each chapter will give you guidance to apply fundamental information systems knowledge to business scenarios.

The book consists of four parts and three chapters within each part. The chapters are relatively short and describe the minimum essentials of each topic. Additional material on each chapter topic can then be found in ‘Chapter Extensions’, which are grouped together near the back of the book. Some of the chapter extensions extend the technical content of a chapter and others extend the business/management content of a chapter.

Every chapter and chapter extension starts with a list of questions. Read those questions. Read the text material. Apply the knowledge to the scenario. Do the activities in the ‘Active Review’. You can stop reading when you know you can answer the list of questions.

## Chapter Guides

Every chapter has two ‘Guides’. The guides present situations or case studies that relate to the implementation and/or use of information systems in practice. Each is followed by discussion questions that you can use formally or informally to discuss the issues and points raised in the guide. The experience of hearing others’ ideas and sharing your own is good practice for almost any career you choose to pursue.

Each chapter has a guide that describes a scenario that will help you experience MIS now, today. These guides present real-world examples related to some aspect of the topics covered in the relevant chapter. There are twelve of these guides.

The odd-numbered chapters also have an *Ethics Guide*. An essential characteristic of a profession is the need for its practitioners/members to subscribe to a set of values and ideals

# Making the Most of Your Resources

**MyMISLab** for Kroenke/Wilson/Brookes

*Experiencing MIS*, 4th edition

**A guided tour for students and educators**

[www.pearson.com.au/kroenke4](http://www.pearson.com.au/kroenke4)

## Auto-generated Tests and Assignments



Each MyLab comes with pre-loaded quizzes, all of which are automatically graded.

The screenshot displays the MyMISLab interface. On the left, under 'My Upcoming Assignments', there is a link for 'HW Ch1'. Below this is a section for 'Announcements' with a 'Welcome to MyMISLab' message and links for 'eText Upgrades', 'Dynamic Study Modules', 'Browser Check', and 'Here for self-study?'. On the right, the 'My Results' section shows an 'Overall Score' of 14.3% and a 'Course Timeline' graph. Below that, 'My Recent Achievements' lists 'Accessed Help', 'Mastered Section: 1.1 Why management information systems (MIS)?', and 'Submitted five assignments in a row on time'.

## Assignable Content

Educators can select content from the Study Plan, Multimedia, and/or Test Bank and assign to students as homework or quizzes.

The screenshot shows the 'New Homework' creation screen. It includes fields for 'Name', 'Book', 'Chapter', 'Section', and 'Availability'. A 'Media Type' section has checkboxes for Audio, Case Study, Data Files, eText Pages, Flashcards, Simulation, Video, and Video Tutorial. Below these are two lists: 'Available Media (26)' and 'My Selections (7)'. The 'My Selections' list includes items like 'Why management information systems (MIS)?', 'Can You Manage Your Own Way Out?', 'The Importance of MIS: Get Hired!', and three 'Exercise 1.1.1', '1.1.2', and '1.1.3' items.











**Study Plan Recommendations** [Legend](#)  

You have earned **1** of **88** mastery points (MP). [View progress](#)

Practice these sections and then take a Quiz Me to prove mastery and earn more points.

---

**Sections to practice and master**

 <b>1.2</b> What is an information system?		<a href="#">Practice</a>	<a href="#">Quiz Me</a>	<b>0 of 1 MP</b>
 <b>1.3</b> What is MIS?		<a href="#">Practice</a>	<a href="#">Quiz Me</a>	<b>0 of 1 MP</b>
 <b>1.4</b> How does IS differ from IT?		<a href="#">Practice</a>	<a href="#">Quiz Me</a>	<b>0 of 1 MP</b>
 <b>1.5</b> How do successful business professionals use IS?		<a href="#">Practice</a>	<a href="#">Quiz Me</a>	<b>0 of 1 MP</b>
 <b>1.6</b> What new opportunities for IS are developing today?		<a href="#">Practice</a>	<a href="#">Quiz Me</a>	<b>0 of 1 MP</b>

[View all chapters](#)

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**Recently mastered**

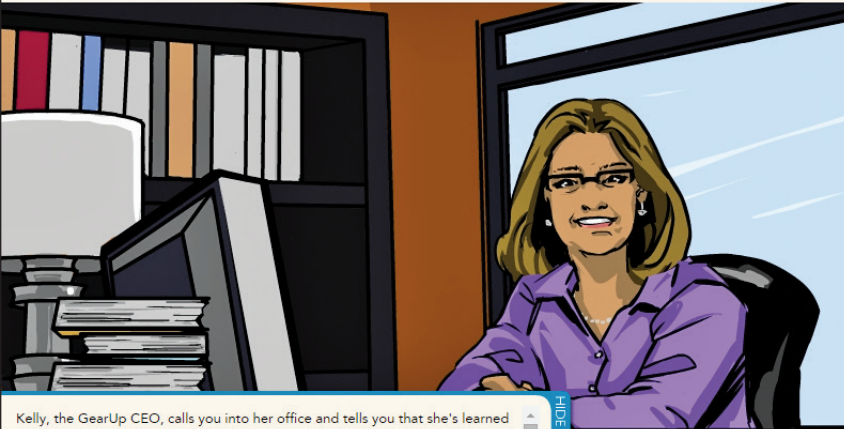
<b>1.1</b> Why management information systems (MIS)?	<b>1 of 1 MP</b>
--	------------------

## Study Plan

A Study Plan is generated from each student's results on quizzes and tests. Students can clearly see which topics they have mastered and, more importantly, which they need to work on.

**PEARSON** ALWAYS LEARNING

Database Processing Supplier Database



Kelly, the GearUp CEO, calls you into her office and tells you that she's learned that GearUp needs a database to keep track of supplier contact data as well as the experiences that buyers and operations personnel have with the suppliers.

Click **Next** to begin your challenge. Good luck!

**NEXT**

Glossary | Progress | Transcript Replay Scene | Pause

## Learning Resources

Links to additional learning resources are incorporated into the Study Plan.

- eText
- videos
- decision-making simulations.

To assist the Educator, a full suite of resources is provided to assist with delivery of the text, as well as to support teaching and learning.

### Solutions Manual

The Solutions Manual provides educators with detailed, accuracy-verified solutions to in-chapter and end-of-chapter problems in the book.

### Test Bank

The Test Bank provides a wealth of accuracy-verified testing material. Updated for the new edition, each

chapter offers a wide variety of true/false, short answer and multiple-choice questions, arranged by learning objective and tagged by AACSB standards.

Every question is available in TestGen® software for both Windows® and Macintosh® computers. This easy-to-use testing software is a valuable test preparation tool that allows educators to customise, save, and generate classroom tests.

### Digital Image PowerPoint® Slides

All the diagrams and tables from the text are available for lecturer use.