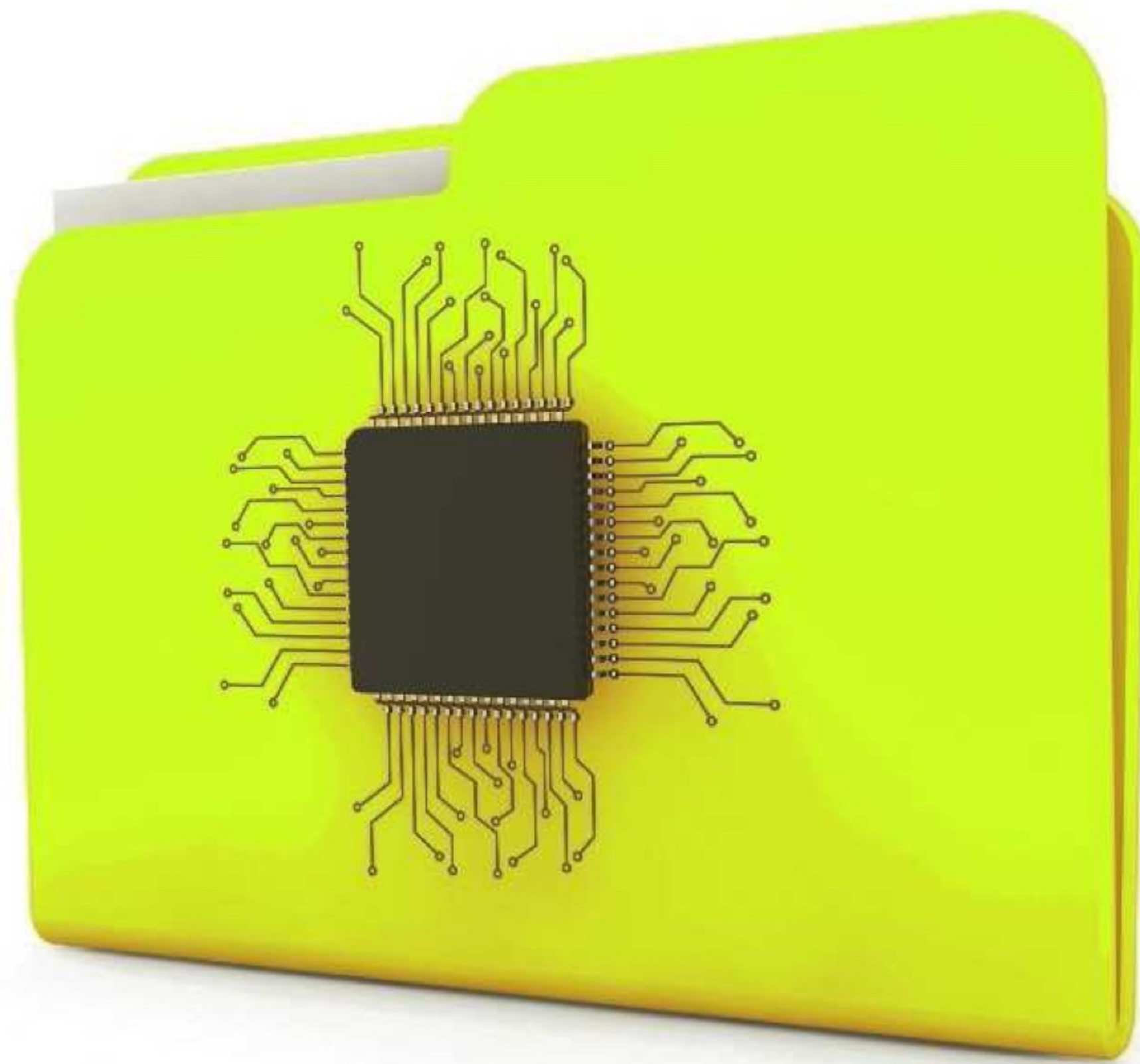


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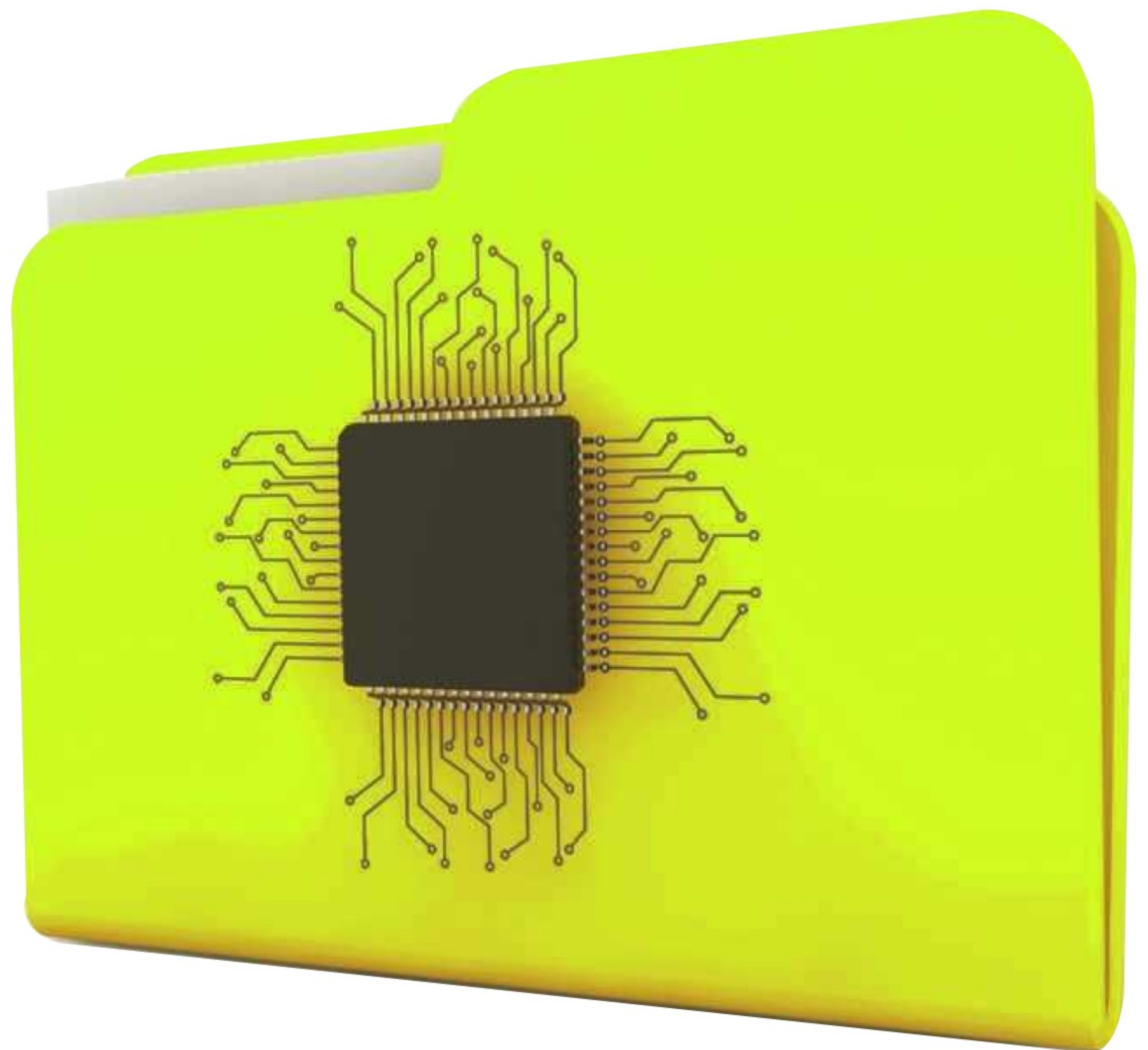
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EDITION



RALPH STAIR, GEORGE REYNOLDS
AND THOMAS CHESNEY

PRINCIPLES OF BUSINESS INFORMATION SYSTEMS

THIRD
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RALPH STAIR,
GEORGE REYNOLDS
AND THOMAS CHESNEY



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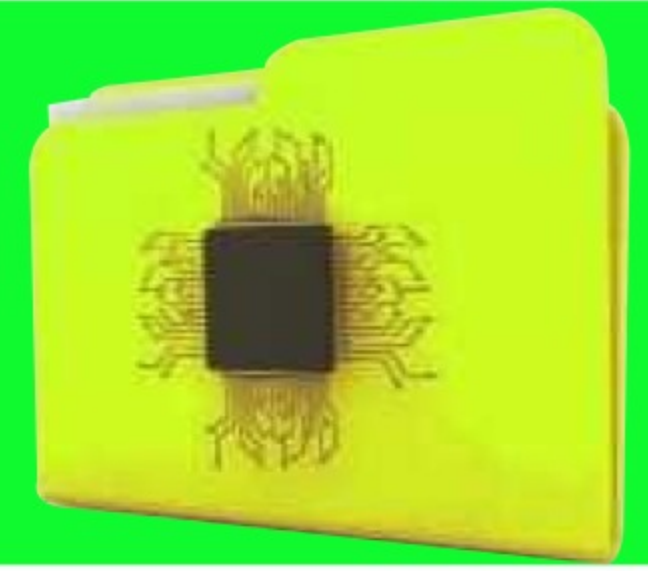
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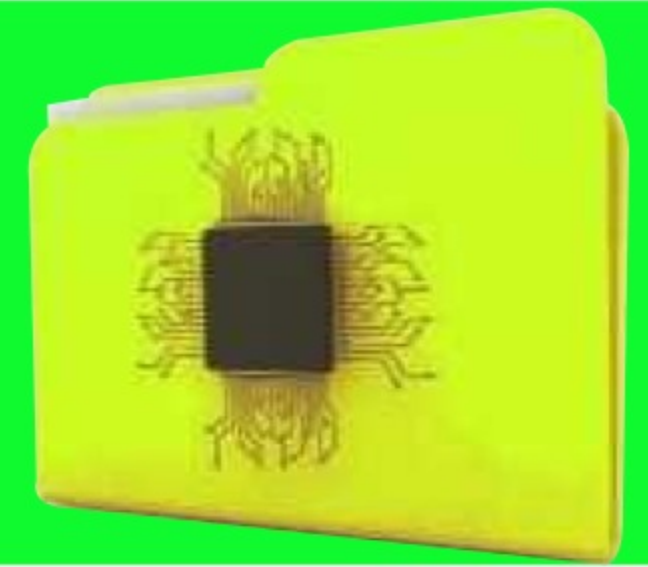
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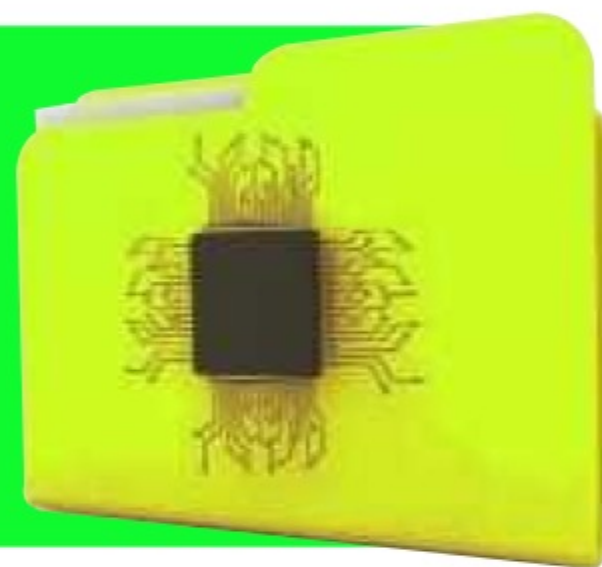
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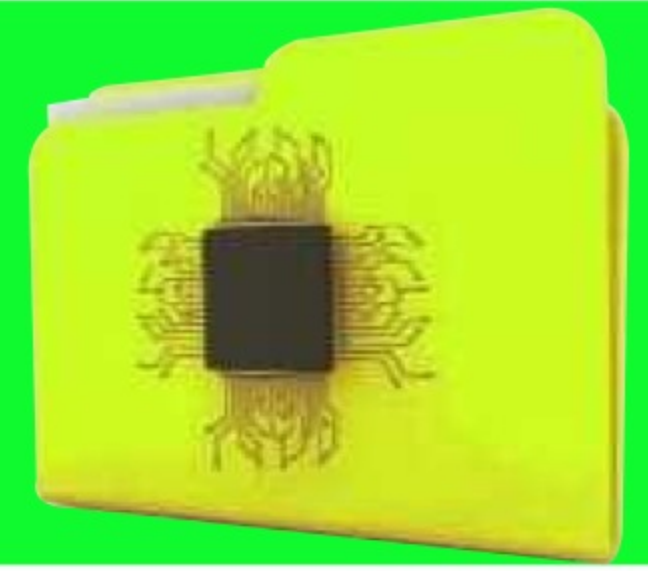
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Preface



As organizations continue to operate in an increasingly competitive and global marketplace, workers in all areas of business including accounting, finance, human resources, marketing, operations management and production must be well prepared to make the significant contributions required for success. Regardless of your future role, you will need to understand what information systems can and cannot do and be able to use them to help you accomplish your work. You will be expected to discover opportunities to use information systems and to participate in the design of solutions to business problems employing information systems. You will be challenged to identify and evaluate information systems options. To be successful, you must be able to view information systems from the perspective of business and organizational needs. For your solutions to be accepted, you must recognize and address their impact on fellow workers, customers, suppliers and other key business partners. For these reasons, a course in information systems is essential for students in today's high-tech world.

The primary objective of *Principles of Business Information Systems third edition* is to provide the best information systems text and accompanying materials for the first information technology course required of all business students. We want you to learn to use information technology to ensure your personal success in your current or future job and to improve the success of your organization. *Principles of Business Information Systems* stands proudly at the beginning of the information systems (IS) curriculum and remains unchallenged in its position as the only IS principles text offering the basic IS concepts that every business student must learn to be successful.

This text has been written specifically for the introductory course in the IS curriculum. *Principles of Business Information Systems* treats the appropriate computer and IS concepts together with a strong managerial emphasis on meeting business and organizational needs.

Approach of the Text

Principles of Business Information Systems offers the traditional coverage of computer concepts, but it places the material within the context of meeting business and organizational needs. Placing IS concepts in this context and taking a general management perspective sets the text apart from general computer books thus making it appealing not only to those studying for IS degrees but also to students from other fields of study. The text isn't overly technical, but rather deals with the role that information systems play in an organization and the key principles a manager needs to grasp to be successful. These principles of IS are brought together and presented in a way that is both understandable and relevant. In addition, this book offers an overview of the entire IS discipline, while giving students a solid foundation for further study in advanced IS courses such as programming, systems analysis and design, project management, database management, data communications, website and systems development, electronic commerce and mobile commerce applications, and decision support. As such, it serves the needs of both general business students and those who will become IS professionals.

IS Principles First, Where They Belong

Exposing students to fundamental IS principles is an advantage for students who do not later return to the discipline for advanced courses. Since most functional areas in business rely on information systems, an understanding of IS principles helps students in other course work. In addition, introducing students to the principles of IS helps future business function managers employ information systems successfully and avoid mishaps that often result in unfortunate consequences. Furthermore, presenting IS concepts at the introductory level creates interest among general business students who may later choose IS as a field of concentration.

Goals of this Text

Principles of Business Information Systems has four main goals:

- 1** To provide a core of IS principles with which every business student should be familiar.
- 2** To offer a survey of the IS discipline that will enable all business students to understand the relationship of IS courses to their curriculum as a whole.
- 3** To present the changing role of the IS professional.
- 4** To show the value of the discipline as an attractive field of specialization.

By achieving these goals, *Principles of Business Information Systems* will enable students to understand and use fundamental IS principles so that they can function more efficiently and effectively as workers, managers, decision makers and organizational leaders.

IS Principles

Principles of Business Information Systems, although comprehensive, cannot cover every aspect of the rapidly changing IS discipline. The authors, having recognized this, provide students with an essential core of guiding IS principles to use as they face career challenges ahead. Think of principles as basic truths or rules that remain constant regardless of the situation. As such, they provide strong guidance in the face of tough decisions. A set of IS principles is highlighted at the beginning of each chapter. The ultimate goal of *Principles of Business Information Systems* is to develop effective, thinking, action-oriented employees by instilling them with principles to help guide their decision making and actions.

Survey of the IS Discipline

This text not only offers the traditional coverage of computer concepts but also provides a broad framework to impart students with a solid grounding in the business uses of technology. In addition to serving general business students, this book offers an overview of the entire IS discipline and solidly prepares future IS professionals for advanced IS courses and their careers in the rapidly changing IS discipline.

Changing Role of the IS Professional

As business and the IS discipline have changed, so too has the role of the IS professional. Once considered a technical specialist, today the IS professional operates as an internal consultant to all functional areas of the organization, being knowledgeable about their needs and competent in bringing the power of IS to bear throughout the organization. The IS