Management Information Systems: Managing the Digital Firm

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Purpose: This class will explore the fundamentals of management information systems. It will cover hardware, software, applications, networking, and the flow of information from one part of the organization to the others. This text takes the unique approach of integrating both the *fundamentals of information systems and technology* with the *essentials of business operation and management*. The importance of information systems to end users is emphasized throughout the book. An early presentation of business concepts provides students with a solid foundation to understand information systems. A broad view of information systems takes a look at individual, workgroup, organizational, inter-organizational, and international perspectives. There will be significant time spent learning how a database and spreadsheet are used to solve information problems.