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# M: Information Systems (Irwin Management Information Systems)



## **Synopsis**

Baltzan; M: Information Systems is a visual, magazine format designed to engage your students from the start! Saturated with fascinating, sometimes hard-to-believe real examples will keep them reading throughout the course. Baltzanâ™s approach discusses various business initiatives first and how technology supports those initiatives second. The premise for this unique approach is that business initiatives drive technology choices in a corporation. Therefore, every discussion addresses the business needs first and addresses the technology that supports those needs second. This approach takes the difficult and often intangible MIS concepts, brings them down to the studentâ™s level, and applies them using a hands-on approach to reinforce the concepts. A derivative of the Baltzan; Business Driven Technology version, this M: Information Systems provides the foundation that will enable students to achieve excellence in business, whether they major in operations management, manufacturing, sales, marketing, etc. M: Information Systems is designed to give students the ability to understand how information technology can be a point of strength in an organization.

## **Book Information**

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## **Customer Reviews**

Paige Baltzan teaches in the Department of Information Technology and Electronic Commerce at the Daniels College of Business at the University of Denver. She holds a B.S.B.A. specializing in Accounting/MIS from Bowling Green State University and an M.B.A. specializing in MIS from the

University of Denver. Paige also teaches online at Strayer University. She is the co-author of several books, including *Business Driven Technology*, *Essentials of Business Driven Information Systems*, *I-Series*, and a contributor to *Management Information Systems for the Information Age*. Before joining the Daniels College faculty in 1999, Paige spent several years working for a large telecommunications company and an international consulting firm where she participated in client engagements in the United States, as well as South America and Europe. Paige lives in Lakewood, Colorado, with her husband, Tony, and daughters, Hannah and Sophie.

Unimpressive. I had to use this for a class, or I wouldn't have spent the money. The exterior looks like a magazine or journal, making the casual observer think that the content is similarly up-to-date. For example, the chapter on data spends a couple pages vaguely describing the benefits a business may derive from relational database technology, such as scalability and performance, and gives an example of a website that received, on average, 7 million hits per day in its first year of operation. Admittedly, this is a business-oriented text, so my expectations for technical details were already low. But there was no similar discussion, not even a paragraph, of non-relational database technology, which is by no means new, but is used on sites doing more traffic per hour as the listed example got in a day. Facebook, SalesForce.com, eBay, Google, etc. -- why not spend a page talking about the information technology they find vital. Worse, the listed source for this information was the homepage of a news & commentary website, and a search on that site turned up nothing related to the claims made in the text. Another frustration is that the author's unjustified biases sit alongside actual information with no clear distinction. The discussion of the systems development lifecycle explains the waterfall methodology in depth, closing with "[it] no longer serves as an adequate systems development methodology in most cases" and touts agile methodology as an alternative. But then the text sweeps through RAD, XP, RUP, and scrum with no case studies or examples showing actual improvement, and fails entirely to mention problems that organizations have had either during the transition to agile methods or after some time using them. Clearly this is not an objective presentation, but will the business-oriented students who go on to become MIS managers realize this without having had the chance to experience the pitfalls and triumphs of both sorts of methodologies on their own? It would be great if the textbook for a information technology management course could spare them from having to learn by experience, but this will not be that textbook. In short, plenty of good information is available in this text, but for a balanced perspective, seek elsewhere.

I got an A in the class that required this textbook, but only because I seriously went the extra mile in my studying. This book was a tedious read because every chapter is only 20-25 pages long, but every chapter also introduced 50-80 vocab words. By the end of the book, it had introduced about 700+ vocab words, some of them so briefly that they were explained with one sentence and then never again mentioned. The other issue is that there aren't any vocab lists at the end of the chapter so you have to carefully go through each page if you're trying to make a vocab list to review with. There were also many vocab terms in the book that didn't have a definition in the glossary and several typos throughout the book. I also used McGH connect with this book and that was also tedious. 100-120 review problems for each chapter and this still didn't seem to help you learn the terminology because there was so much vocab that most of the terms were still only reviewed with one question.

Required text for an IS class. Pretty light read for a text book though. Almost like a trade magazine.

It never ceases to amaze me the price for college textbooks. This book only has about 250 pages and it costs over \$50.00! Really! As for the content, it works with my class and was required reading. This book looks like a large magazine. Even the pages are magazine weight and type. At first I thought I ordered the wrong book because it doesn't look like the typical textbook.

The accesss code didn't even work. Never buying a book with access code from again.

Nice book, crammed with useful information, but too expensive for a paperback for which I blame the publisher. I needed it for a class.

Tacky shape many pages crumpled inside but none torn so does th ejob.

This book is limited to 2 devices, about which I didn't find out until my downloads to my ipad were blocked! tech support could see the 2 device settings, but I didn't find it in the product description. grrr

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