

PREFACE

Unlike any other MIS text, *Business Driven Technology* discusses 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 the text first addresses the business needs and then addresses the technology that supports those needs.

Business Driven Technology offers you the flexibility to customize courses according to your needs and the needs of your students by covering only essential concepts and topics in the five core units, while providing additional in-depth coverage in the business and technology plug-ins.

Business Driven Technology, 6e, contains 20 chapters (organized into five units), 12 business plug-ins, and 12 technology plug-ins offering you the ultimate flexibility in tailoring content to the exact needs of your MIS or IT course. The unique construction of this text allows you to cover essential concepts and topics in the five core units while providing you with the ability to customize a course and explore certain topics in greater detail with the business and technology plug-ins.

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 realize 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.



LESS MANAGING. MORE TEACHING. GREATER LEARNING.



McGraw-Hill *Connect MIS* is an online assignment and assessment solution that connects students with the tools and resources they'll need to achieve success.

McGraw-Hill *Connect MIS* helps prepare students for their future by enabling faster learning, more efficient studying, and higher retention of knowledge.

MCGRAW-HILL *CONNECT MIS* FEATURES

Connect MIS offers a number of powerful tools and features to make managing assignments easier, so faculty can spend more time teaching. With *Connect MIS*, students can engage with their coursework anytime and anywhere, making the learning process more accessible and efficient. *Connect MIS* offers you the features described next.

Simple assignment management

With *Connect MIS*, creating assignments is easier than ever, so you can spend more time teaching and less time managing. The assignment management function enables you to:

- Create and deliver assignments easily with selectable interactive exercises, scenario-based questions, and test bank items.
- Streamline lesson planning, student progress reporting, and assignment grading to make classroom management more efficient than ever.
- Go paperless with the eBook and online submission and grading of student assignments.

Smart grading

When it comes to studying, time is precious. *Connect MIS* helps students learn more efficiently by providing feedback and practice material when they need it, where they need it. When it comes to teaching, your time also is precious. The grading function enables you to:

- Have assignments scored automatically, giving students immediate feedback on their work and side-by-side comparisons with correct answers.
- Access and review each response; manually change grades or leave comments for students to review.
- Reinforce classroom concepts with practice tests and instant quizzes.

Instructor library

The *Connect MIS* Instructor Library is your repository for additional resources to improve student engagement in and out of class. You can select and use any asset that enhances your lecture. The *Connect MIS* Instructor Library includes:

- Instructor's Manual with
 - Classroom openers and exercises for each chapter
 - Case discussion points and solutions
 - Answers to all chapter questions and cases
 - Video guides—discussion points, questions and answers
- PowerPoint Presentations with detail lecture notes
- Animated step-by-step solutions to the Apply Your Knowledge problems, narrated by the author
- Instructor Course Guide—a topical organization of all the instructor content, material and resources available

Student study center

- The *Connect MIS* Student Study Center is the place for students to access additional data files, student versions of the PowerPoint slides and more.

Student progress tracking

Connect MIS keeps instructors informed about how each student, section, and class is performing, allowing for more productive use of lecture and office hours. The progress-tracking function enables you to:

- View scored work immediately and track individual or group performance with assignment and grade reports.
- Access an instant view of student or class performance relative to learning objectives.
- Collect data and generate reports required by many accreditation organizations, such as AACSB.

Lecture capture

Increase the attention paid to lecture discussion by decreasing the attention paid to note taking. For an additional charge Lecture Capture offers new ways for students to focus on the in-class discussion, knowing they can revisit important topics later. Lecture Capture enables you to:

- Record and distribute your lecture with a click of button.
- Record and index PowerPoint presentations and anything shown on your computer so it is easily searchable, frame by frame.
- Offer access to lectures anytime and anywhere by computer, iPod, or mobile device.
- Increase intent listening and class participation by easing students' concerns about note-taking. Lecture Capture will make it more likely you will see students' faces, not the tops of their heads.

McGraw-Hill *Connect Plus MIS*

McGraw-Hill reinvents the textbook learning experience for the modern student with *Connect Plus MIS*. A seamless integration of an eBook and *Connect MIS*, *Connect Plus MIS* provides all of the *Connect MIS* features plus the following:

- An integrated eBook, allowing for anytime, anywhere access to the textbook.
- A powerful search function to pinpoint and connect key concepts in a snap.

In short, *Connect MIS* offers you and your students powerful tools and features that optimize your time and energies, enabling you to focus on course content, teaching, and student learning. *Connect MIS* also offers a wealth of content resources for both instructors and students. This state-of-the-art, thoroughly tested system supports you in preparing students for the world that awaits.

For more information about Connect, go to www.mcgrawhillconnect.com, or contact your local McGraw-Hill sales representative.

Tegrity Campus: Lectures 24/7



Tegrity Campus is a service that makes class time available 24/7 by automatically capturing every lecture in a searchable format for students to review when they study and complete assignments. With a simple one-click start-and-stop process, you capture all computer screens and corresponding audio. Students can replay any part of any class with easy-to-use browser-based viewing on a PC or Mac.

Educators know that the more students can see, hear, and experience class resources, the better they learn. In fact, studies prove it. With Tegrity Campus, students quickly recall key moments by using Tegrity Campus's unique search feature. This search helps students efficiently find what they need, when they need it, across an entire semester of class recordings. Help turn all your students' study time into learning moments immediately supported by your lecture.

You can learn more about Tegrity by watching a 2-minute Flash demo at <http://tegritycampus.mhhe.com>.

Learn Smart Info TO COME.

Assurance of Learning Ready

Many educational institutions today are focused on the notion of *assurance of learning*, an important element of some accreditation standards. *Business Driven Technology, 6e*, is designed specifically to support your assurance of learning initiatives with a simple, yet powerful solution.

Each test bank question for *Business Driven Technology* maps to a specific chapter learning outcome/objective listed in the text. You can use our test bank software, EZ Test and EZ Test Online, or in *Connect MIS* to easily query for learning outcomes/objectives that directly relate to the learning objectives for your course. You can then use the reporting features of EZ Test to aggregate student results in similar fashion, making the collection and presentation of assurance of learning data simple and easy.

AACSB Statement

The McGraw-Hill Companies is a proud corporate member of AACSB International. Understanding the importance and value of AACSB accreditation, *Business Driven Technology, 6e*, recognizes the curricula guidelines detailed in the AACSB standards for business accreditation by connecting selected questions in the text and/or the test bank to the six general knowledge and skill guidelines in the AACSB standards.

The statements contained in *Business Driven Technology, 6e*, are provided only as a guide for the users of this textbook. The AACSB leaves content coverage and assessment within the purview of individual schools, the mission of the school, and the faculty. While *Business Driven Technology, 6e*, and the teaching package make no claim of any specific AACSB qualification or evaluation, we have within *Business Driven Technology, 6e*, labeled selected questions according to the six general knowledge and skills areas.

McGraw-Hill Customer Care Contact Information

At McGraw-Hill, we understand that getting the most from new technology can be challenging. That's why our services don't stop after you purchase our products. You can email our Product Specialists 24 hours a day to get product-training online. Or you can search our knowledge bank of Frequently Asked Questions on our support website. For Customer Support, you can call **800-331-5094**, email **hmsupport@mcgraw-hill.com**, or visit **www.mhhe.com/support**. One of our Technical Support Analysts will be able to assist you in a timely fashion.