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Sommario/riassunto

For undergraduate Introductory Management Information Systems courses. Exploring how people use IS to solve business problems, this engaging introduction explains why MIS is the most important course in the business school-showing students how businesses use information systems and technology to accomplish their goals, objectives, and competitive strategy. Three unique Guides per chapter focus on the themes of ethics, security, and other timely topics; a number of illustrative cases, exercises, projects, and other aids ensure that students connect the knowledge in the text to everyday life. With a new edition now publishing each year, MIS Essentials, Fourth Edition contains fresh, new, and current material to help keep your students up to date. Teaching and Learning Experience This program will provide a better teaching and learning experience-for you and your students. Here's how: Focus on important themes of ethics, security, and other timely topics through text's Guides, designed to help students improve their skills as future business professionals. Connect classroom knowledge to everyday life with illustrative cases and a number of exercises and other interactive features. Keep content current to help keep your students up to date with the most recent events. This title is available with MyMISLab™, an online homework, tutorial, and assessment product designed to work with your Pearson text to personalize learning and improve results. With a wide range of interactive, engaging, and assignable activities, students are encouraged to actively learn and retain tough course concepts. Students, if interested in purchasing this title with MyMISLab, ask your instructor for the correct package ISBN. Instructors, contact your Pearson representative for more information.