

PREFACE

We undertook the development of the second Canadian edition of *Experiencing MIS* because we believe that the skills inherent in the study of information systems are important to the innovation and productivity of every Canadian industry. We are not alone in this belief. The Canadian Coalition for Tomorrow's Information and Communication Skills (www.ccict.ca), a collection of companies and educational institutions, has recognized the growing innovation gap and the challenge of developing the skills for tomorrow's workplace in students today. The foundations for these skills are firmly rooted in studies of both information technology and business. We view this course as a gateway to these topics for many students. Our hope in developing this edition is to interest students in furthering their knowledge in the combined study of business and technology.

In the coming years, technologies will radically change how people relate with each other. Organizations will become more virtual and people will work with other people they may never meet face to face. Many jobs that are here today will be eliminated and new jobs will take their place. All of this change will be driven by people who experience MIS. So start your experience today. Turn to page 2 and read about Madison and her decision to sign onto Facebook. And remember to have some fun experiencing MIS now!

Key Updates to This Edition

We have revised this edition of *Experiencing MIS* to include the latest innovations in the field of information systems. We have also added unique new features and application information to help students interact with and apply the material. Key updates to the 2nd Canadian edition include:

- New Collaborative Assignments at the end of each chapter designed to help students work and learn in groups.
- An increased number of Canadian cases focusing on small and medium sized businesses which are relevant employers for many of our students.
- Two new Application Extensions—one focused on Excel and the other on MS Project—to address the growing need to incorporate these tools into everyday work.
- New discussions of Smart Phones, Green IT, Social Networking, Cloud Computing, Business Process Measurement, and Innovation.
- Enhanced theoretical discussions on the Diffusion of Innovation (Chapter 3) and Network Externalities (Chapter 6).
- New coverage of Web 2.0 and E-commerce (Chapter 7), including an increased number of real world examples of companies using the web in effective ways.

Perhaps most importantly, we have done all of this without increasing the number of pages from the first edition.

The features in this book are designed to encourage students to take an active role in developing their own understanding of MIS and how it relates to their business career. We believe that when we experience MIS from our own personal perspective, we realize the important role that information systems play in our lives now and in our future careers.

Features

Experiencing MIS is the theme of this book and student engagement is the ultimate objective. We have designed the book to engage students through a variety of features and to provide opportunities for students to ground their knowledge in practical exercises and real life examples.

Opening Scenarios

Each of the four parts in the book begins with a real life scenario that students can relate to. The scenario runs throughout the three chapters included in each part, providing a story that links the material in the three chapters. The scenario provides an example that can be used in class. Each chapter ends by considering how the knowledge in the chapter helped to answer questions related to the opening scenario.

Chapter Study Questions

We made a choice to organize all of our content around questions. Each chapter focuses on seven or eight questions that guide students through the content. Using questions helps to engage students in a search for relevant knowledge and challenges students to think about the material rather than memorizing sections and lists.

Active Review

The chapter study questions are supported by Active Review questions near the end of each chapter. These questions provide a set of more detailed questions that offer an opportunity for students to see how much they have learned. If students are unable to answer the Active Review questions, they can turn back and review the appropriate section earlier in the chapter. This reinforces learning and provides feedback to students so they can better target their study.

MIS in Use and Case Studies

Each chapter includes an MIS in Use mini-case that provides a real-life example of the questions discussed in the chapter. Each MIS in Use mini-case also comes with a set of questions that can be used in the lecture or as hand-in assignments. The mini-case and questions provide further opportunity to highlight important issues and create student engagement with the material. A second case study is also provided at the end of each chapter for additional real world examples. We have worked to provide a wide range of case studies so that students are aware of the differences in MIS across organizations.

Using Your Knowledge

At the end of each chapter we have included a number of Using Your Knowledge questions. These questions provide opportunities for written assignments or discussion questions that often integrate the various issues raised in the chapter. The Using Your Knowledge questions provide another mechanism for engaging students in developing their own ideas about what MIS means to them.

What Do YOU Think?

These exercises are a unique feature of *Experiencing MIS* because they are designed to encourage students to develop their personal perspectives about

issues in MIS. Several of the exercises (Chapters 3, 8, 9, and 10) focus on ethical issues, but a variety of issues is covered. These exercises can be used in-class for discussion or outside the classroom as personal assignments. The answers to these exercises aren't "hard and fast"—they require students to develop their own opinions. This forging of opinions creates further engagement with the material. We encourage instructors to find ways to incorporate these exercises into their classes so that students can experience MIS in a personal way.

Collaborative Assignments

Students often comment that they learn from group experiences. The Collaborative Assignments at the end of each chapter provide opportunities for students to interact and discuss topics related to chapter content. These assignments allow students to engage with the material in a group format designed to stimulate discussion and feedback that supports individual learning.

Application Extensions

We have included four Application Extensions that focus on practical introductory skills for MS Excel, Database Design, MS Access, and MS Project. The Introduction to Excel and Introduction to MS Project are completely new additions for the 2nd edition and reflect the changing personal productivity skills that are expected for graduating students in any business career.

We believe that the key to creating an effective experience for students in this course is to provide opportunities for students to engage with the material and to develop their own personal perspective on MIS. The features provided in this book are designed to support this development while at the same time providing a stimulating introduction to the world of Management Information Systems. We believe this book effectively presents information that students will need to be successful in their careers. We trust that this book demonstrates that the field of MIS remains as important in the coming decade as it was in the past and that our success in developing students with knowledge of MIS will play a critical role in our future economic development.

Supplements

The second Canadian edition of *Experiencing MIS* is accompanied by a range of supplementary material available to both instructors and students.

Teaching Tools for Instructors

Instructor's Resource CD-ROM

This supplement includes the complete Instructor's Resource Manual, the TestGen testbank, PowerPoint® Presentations, and an Image Library. Instructors can also download some of these supplements from Pearson Education Canada's online catalogue at <http://vig.pearsoned.ca>.

Instructor's Resource Manual

This valuable resource features numerous teaching tools to help instructors make the most of the textbook in the classroom. Chapter objectives, chapter outlines, and answers to the questions are provided for each chapter.

TestGen

This computerized testbank contains over 1000 questions including multiple choice, true/false, fill-in-the-blanks, and essay questions. Questions can be searched and sorted by question type, level of difficulty, and chapter study question. This software package allows instructors to custom design, generate, and save classroom tests. The test program permits instructors to edit, add, or delete questions from the testbank, and to organize a database of tests and student results.

MyTest

The MyTest is a powerful assessment generation program that helps instructors easily create and print quizzes, tests, and exams, as well as homework or practice handouts. Questions and tests can all be authored online, allowing instructors ultimate flexibility and the ability to efficiently manage assessments anytime, anywhere.

PowerPoint® Presentations

These presentations combine lecture notes with images from the textbook. The lecture presentations for each chapter can be viewed electronically in the classroom or printed as black-and-white transparency masters.

Image Library

This library contains .gif or .jpg versions of figures from the textbook.

Technology Specialists

Pearson's Technology Specialists work with faculty and campus course designers to ensure that Pearson technology products, assessment tools, and online course materials are tailored to meet your specific needs. This highly qualified team is dedicated to helping schools take full advantage of a wide range of educational resources by assisting in the integration of a variety of instructional materials and media formats. Your local Pearson Education sales representative can provide you with more details on this service program.

CourseSmart

CourseSmart is a new way for instructors and students to access textbooks online anytime from anywhere. With thousands of titles across hundreds of courses, CourseSmart helps instructors choose the best textbook for their class and give their students a new option for buying the assigned textbook as a lower cost eTextbook. For more information, visit www.coursesmart.com.

MyMISLab

MyMISLab for Kroenke/Gemino/Tingling's *Experiencing MIS*, Second Canadian Edition, is a state-of-the-art learning management system complete with diagnostic tests with customized study plans, student remediation, and media resources such as case studies, PowerPoints, animated figures, simulations, videos, and an eText. MyMISLab is the most effective way to manage and deliver your course and help your students master the material. The Pearson MyTest assessment generator accompanies *Experiencing MIS*, Second Canadian Edition. Draw from a rich library of questions that complement your textbook to easily create multiple assessments that can be stored, saved in Word or PDF, and printed.

