GLOBAL EDITION

Essentials of MIS

FIFTEENTH EDITION

Kenneth C. Laudon
Jane P. Laudon
Carol G. Traver

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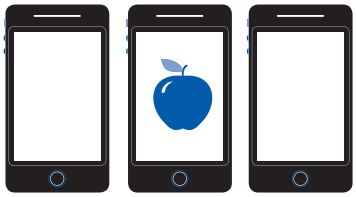

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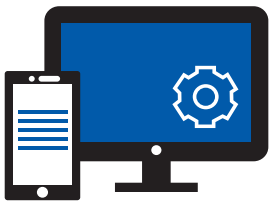

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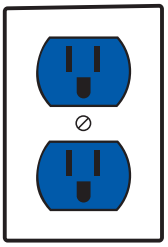

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Integrating Business with Technology

By completing the projects in this text, students will be able to demonstrate business knowledge, application software proficiency, and Internet skills. These projects can be used by instructors as learning assessment tools and by students as demonstrations of business, software, and problem-solving skills to future employers. Here are some of the skills and competencies students using this text will be able to demonstrate:

Business Application skills: Use of both business and software skills in real-world business applications. Demonstrates both business knowledge and proficiency in spreadsheet, database, and web page/blog creation tools.

Internet skills: Ability to use Internet tools to access information, conduct research, or perform online calculations and analysis.

Analytical, writing and presentation skills: Ability to research a specific topic, analyze a problem, think creatively, suggest a solution, and prepare a clear written or oral presentation of the solution, working either individually or with others in a group.

*** Dirt Bikes Running Case in MyLab MIS**

Business Application Skills

Business Skills	Software Skills	Chapter
Finance and Accounting		
Payroll accounting	Spreadsheet formulas	Chapter 1
	SUM, AVERAGE functions	
	Absolute and relative addressing	
Financial statement analysis	Spreadsheet formulas	Chapter 2*
	Spreadsheet charts	
Budgeting	Spreadsheet formulas	Chapter 2
	Spreadsheet charts	
Pricing hardware and software	Spreadsheet formulas	Chapter 5
Technology Rent vs. Buy Decision	Spreadsheet formulas	Chapter 5*
Total Cost of Ownership (TCO) analysis	SUM, VLOOKUP	
Analyzing wireless services and costs	Spreadsheet formulas	Chapter 7
Financial statement analysis	Spreadsheet formulas	Chapter 10
	Spreadsheet downloading and formatting	
Human Resources		
Analyzing security events	Spreadsheet sorting, data filtering	Chapter 8
Employee training and skills tracking	Database design	Chapter 12*
	Database querying and reporting	
Manufacturing and Production		
Inventory management	Database design, querying, and reporting	Chapter 6
Analyzing supplier performance and pricing	Spreadsheet date functions	Chapter 9
	Data filtering, AVERAGE function	
Bill of materials cost sensitivity analysis	Spreadsheet data tables	Chapter 11*
	Spreadsheet formulas	
Sales and Marketing		
Sales trend analysis	Database querying and reporting	Chapter 3
Blog creation and design	Blog creation tool	Chapter 4
Marketing decisions	Spreadsheet pivot tables	Chapter 11

Customer reservation system	Database querying and reporting	Chapter 12
Customer profiling	Database design	Chapter 6*
	Database querying and reporting	

Internet Skills

Using online software tools for job hunting and career development	Chapter 1
Using online interactive mapping software to plan efficient transportation routes	Chapter 2
Researching product information Evaluating websites for auto sales	Chapter 3
Analyzing web browser privacy protection	Chapter 4
Researching travel costs using online travel sites	Chapter 5
Searching online databases for products and services	Chapter 6
Using web search engines for business research	Chapter 7
Researching and evaluating business outsourcing services	Chapter 8
Researching and evaluating supply chain management services	Chapter 9
Evaluating e-commerce hosting services	Chapter 10
Using shopping bots to compare product price, features, and availability	Chapter 11
Analyzing websites design	Chapter 12

Analytical, Writing, and Presentation Skills*

Business Problem	Chapter
Management analysis of a business	Chapter 1
Value chain and competitive forces analysis Business strategy formulation	Chapter 3
Formulating a corporate privacy policy	Chapter 4
Employee productivity analysis	Chapter 7
Disaster recovery planning	Chapter 8
Locating and evaluating suppliers	Chapter 9
Developing an e-commerce strategy	Chapter 10

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Fifteenth Edition *Global Edition*

Essentials of Management Information Systems

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Product Management: Steven Jackson, Daniel J.N. Luiz, Kajori Chattopadhyay, and Amrita Roy
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Authorized adaptation from the United States edition, entitled Essentials of Management Information Systems, *15th Edition, ISBN 978-0-13-794679-2 by Kenneth C. Laudon, Jane P. Laudon, and Carol Guercio Traver, published by Pearson Education © 2024.*

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ISBN 10: 1-292-45036-3
ISBN 13: 978-1-292-45036-0
eBook ISBN: 978-1-292-45045-2

British Library Cataloguing-in-Publication Data
A catalogue record for this book is available from the British Library

Typeset in Times New Roman by Azimuth Interactive, Inc.
eBook formatted by B2R Technologies Pvt. Ltd.

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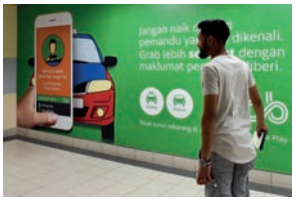

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