

M: Information Systems with Connect Plus



The visual impact of the magazine format will win students over quickly. They'll love the price. And the fascinating, sometimes hard-to-believe real examples will keep them reading. Baltzan and Phillips 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 students level, and applies them using a hands-on approach to reinforce the concepts. 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. The story behind M: We have heard over and over again that the modern learner has a completely new and different set of needs from a learning package. These new digital natives have developed cognitive thinking patterns that are different from those of earlier generations of students. Its important that educators recognize these differences in students, and that they also account for students with differing learning styles. Students today rely on technology as an important tool in their educational and personal lives. M: Information Systems accounts for these differences in students today and appeals more effectively to digital natives. An emphasis is placed on the visual and technology component of the product offering (Connect Interactives), while the text remains a (important) supporting tool for their learning in the

course. Students today are used to active learning experiences which is what M: Information Systems provides. The book in combination with the Interactives in Connect MIS provide students with a rich, interactive experience that enhances the text content, and keeps them actively engaged in the course content. Students today are also used to feedback and payoff - Connect MIS provides these interactive rewards for learning the course content. For instructors opting not to adopt Connect MIS, M: Information Systems will still appeal to this generation of students looking for a quick read and insight that is also entertaining.

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McGraw-Hill Connect is a digital teaching: M: Information Systems with Connect Plus (9780077403546): Paige Baltzan, Amy Phillips: Books. Amy Phillips is a professor in the Department of Information Technology and Electronic Commerce in the Daniels College of Business at the University of Denver Business Driven Information Systems (Loose Leaf) 5th Edition 451 Problems Connect Plus Access Card for M: Information Systems 1st Edition 1 Problems M: Information Systems-Connectplus 4th [Paige Baltzan] on . *FREE* shipping on qualifying offers. COUPON: Rent M: INFORMATION SYSTEMS w/ Connect Plus Access Code Card 2nd edition (9780077630744) and save up to 80% on textbook rentals and M: INFORMATION SYSTEMS w/ Connect Plus Access Code Card: Paige Baltzan: 9780077630744: Books - .by Paige Baltzan (Author) GEN COMBO BUSINESS DRIVEN TECHNOLOGY CONNECT ACCESS CARD. #1314 in Books > Computers & Technology > Business Technology > Management Information Systems.: M: Information Systems (9780073376837): Paige Baltzan, I have used the Baltzan/Phillips M: Information Systems book with Connect Plus for a Editorial Reviews. About the Author. Paige Baltzan teaches in the Department of Information Technology and Electronic Commerce at the Daniels College of M Information Systems + Connect Plus Access Code Card: Paige Baltzan: : Books.