Bidgoli’s New MIS 2010 Textbook a Gold Mine

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Professor Hossein Bidgoli< http://www.csub.edu/~hbidgoli/ > is a superstar of the information sciences. Not content with editing an outstanding series of handbooks and encyclopedias< http://www.csub.edu/~hbidgoli/vitae.html >, he has now written a superb new contribution to management information systems. My friend and colleague Eddie Rabinovitch has a review of the work; everything below is Eddie’s own text with minor edits.

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In my opinion, Hossein Bidgoli’s MIS 2010 < http://www.amazon.com/2010-Review-Cards-Printed-Access/dp/0324830084 > college textbook (ISBN 978-0-324-83008-8) is going to be the missing link in college education for our students by preparing them for real life applications of the computer science and systems engineering they have been studying for years.

This book should make management information systems (MIS) a fun subject because it is import in modern society and thanks to the wide variety of the auxiliary teaching aids, case studies, and interactive online study tools provided < http://4ltrpress.cengage.com/MIS >. And the author encourages his readers to provide instant feedback by using this Web site to reach him directly!

The first chapter provides an excellent overview of information systems, their usage in our daily life and implementation by different industries. However, this chapter is not all about the positive aspects of MIS: it also emphasizes the need of modern information systems for cybercrime protection. A special section here describes the infamous 2007 identity theft case in T.J. Maxx and Marshall stores.< http://www.networkworld.com/community/node/16134 >

- Each chapter in this book has an industry connection, referring to one of the most significant companies that contributed to development of information industry. The industry connection in Chapter 1 is to Microsoft and its case study is about utilization of information technology at FedEx.

- Chapter 2 focuses on the computer, its different components, peripheral devices and performance characteristics. Case study in this chapter is about Linux, which the author titled “An operating system on the rise”. The industry connection in Chapter 2 is to IBM.

- Chapter 3 is dedicated to database management systems and the recent trends in data warehousing and data marts. There is a very interesting case study in this chapter discussing business intelligence. And the industry connection in this chapter is to Oracle.

- Chapter 4 focuses on some of the key characteristics of information systems: i.e. privacy, ethical as well as unethical and even criminal aspects. This chapter also deals with issues of privacy, censorship, data gathering by different Internet tools and techniques, as well as intellectual property and copyright laws. Industry connection in this chapter is with Anonymizer, Inc. allowing anonymous web browsing. Case study is about privacy and security breaches at Acxiom Corporation – the world’s largest processor of consumer
• Chapter 5 is dedicated to security and protection of computer and network resources. It describes different types of cyber-threats and cyber-attacks as well as counter measures for protection. The case study in this chapter describes the infamous “Love Bug Virus” and its industry connection is to McAfee.

• Chapter 6 is all about data communication: delivering information anywhere and anytime. This is a concise but comprehensive overview of data communication technologies. For people looking for much more detailed and complete overview of data communication technologies I would recommend the three-volume set edited by Professor Bidgoli, *The Handbook of Computer Networks* <http://www.amazon.com/Handbook-Computer-Networks-Hossein-Bidgoli/dp/0471784613> (ISBN 978-0-471-78461-6). The industry connection in this chapter is to Cisco and its case study describes data communication at Wal-Mart.

• Chapter 7 is dedicated to the Internet, intranets and extranets. It describes the major milestones in Internet development, starting with the ARPANET in 1969. As throughout this book, this chapter is focused on real-life implementations and the importance of Internet applications in modern society. The industry connection in this chapter is to Google and its case study is about IBM’s intranet.

• Chapter 8 is all about one of the more important by-products of Internet technologies, which I would guess was never envisioned by ARPANET designers – e-commerce. Industry connection in this chapter is to Amazon.com and its case study is about the online travel industry.

• Chapter 9 is dedicated to globalization of information systems. Contributions of MIS globalization to the bottom line of multi-national corporations as well as challenges in its implementation are described. The industry connection in this chapter is to SAP and its case study describes global information systems at IBM.

• Chapter 10 describes the System Development Life Cycle (SDLC) for successful information systems. Its industry connection is to CA, Inc. (originally Computer Associates International, Inc.) and its case study describes systems development at one northern Europe’s largest banking groups in Latvia.

• Chapter 11 is dedicated to enterprise systems. It gives an excellent overview of Supply Chain Management (SCM), Electronic Data Interchange (EDI), Customer Relationship Management (CRM) and Enterprise Resource Planning (ERP). Its industry connection is to Salesforce.com and case study describes ERP at Johns Hopkins Institutions.

• Chapter 12 describes management support systems. Its industry connection is to SAS, Inc. and case study describes collaboration systems at Isuzu in Australia.

• Chapter 13 is dedicated to intelligent information systems. It gives a concise, excellent overview of Artificial Intelligence (AI), robots, expert systems, case-based reasoning, fuzzy logic, neural networks, genetic algorithms and natural language processing systems. The industry connection in this chapter is to Alyuda Research Company. Its case study is about Intelligent Agents: specifically Siri, Inc. plans to introduce a Personal Assistant that Learns (PAL).
Chapter 14 is about the future. It discusses the emerging trends in software and service distribution, including pull and push technologies and Software as a Service (SaaS). This chapter also describes virtual reality, RFID, grid, utility cloud computing and nanotechnology - to mention just a few new concepts and trends. The industry connection in this chapter is to Mechdyne Corporation and its case study deals with biometrics for secure border management.

In my opinion, this book is a valuable teaching tool for any school of business, science or engineering: it will encourage students to relate the theoretical aspects of different subjects in computer science and systems engineering to real life implementations of these topics. I also believe, because of the way it’s written with a variety of cool auxiliary tools and online references, that this book can be used as a reference guide for popularization and demystification of MIS in any modern business and even at home.

Congratulations to Professor Bidgoli – again!

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