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INFORMATION SYSTEMS AND TECHNOLOGY FOR MANAGERS AND ENTREPRENEURS

Delta Publishing Company

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PREFACE

The course covers information systems in all phases of business and in all functional areas to analyze and solve business problems in the "real world." The practical and efficient use of computer technology, both software and hardware, are highlighted. All types of business applications are covered. The importance of data bases, networking, and telecommunications are clearly presented. Popular accounting, tax, finance, management, manufacturing, and marketing software are explained for easy use. Software for decision support systems (DSS), Executive Information Systems (EIS), and Artificial Intelligence (AI) such as financial modeling, budgeting, strategic planning and control, forecasting, data analysis, inventory planning, and optimization software are covered with real-life examples. "What-if" analysis and the effects of changing assumptions are discussed.

The purpose of the course is to provide a wealth of current and essential information to managers in all types of organizations so they may make optimum decisions. It gives the businessperson all he or she needs to know in the computerized financial application and modeling environment. Emerging trends in information technology are anticipated and discussed. In other words, expected developments in computers are presented so as to properly plan ahead. The professional success of a business manager depends on keeping abreast to the latest thinking and applications in information technology. This surely gives a competitive edge.

The course is written for students of information systems and business professionals in a practical, reader-friendly manner including clear illustrations. We have simplified difficult computer terminology and usage. Important topics include management information systems (MIS), selection of the best software and hardware for particular applications, business application software (e.g., accounting, finance, management, tax, marketing, and manufacturing), data bases, telecommunications and on-line services (e.g., Internet, Prodigy, CompuServe, Dow Jones, Westlaw, AICPA), and computer security and auditing. The latest multimedia trends are covered. New developments in artificial intelligence and expert systems, decision support systems, and executive information systems are covered.

The audience for this course includes accountants, tax preparers, financial managers, general managers, marketing executives, production/operations managers, purchasing managers, personnel managers, business analysts, forecasters, budget analysts, chief financial officers (CFOs), chief executive officers (CEOs), chief operating officers (COOs), chief information officers (CIOs), project managers, consultants, systems analysts, and computer support staff. Businesspeople in large, medium, and small companies will benefit. Private and nonprofit entities will find the material of equal value.

In conclusion, the course shows clearly how computers can aid the business manager in efficiently performing his or her functions. His or her success depends on being up-to-date in the computer environment and having all information immediately available to make successful decisions.

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