Essential of Systems Analysis & Design

Joey F. George, Jeffrey A. Hoffer Joseph S. Valacich

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Essential of Systems Analysis & Design Joey F. George, Jeffrey A. Hoffer Joseph S. Valacich Product Description Written Primarily for undergraduates in CIS and MIS programs. This briefer text is particularly appropriate for SAD courses where a streamlined approach is necessary due to lab assignments, projects, contact time, and/or outside reading requirements. From the Inside Flap Preface Our Approach In today's information and technology-driven business world, students need to be aware of three key factors. First, it is more crucial than ever to know how to organize and access information strategically. Second, success often depends on the ability to work as part of a team. Third, the Internet will play an important part in their work lives. We developed Essentials of Systems Analysis and Design to address these key factors. We have over 40 years' combined teaching experience in systems analysis and design and have used that experience to create Essentials of Systems Analysis and Design, a text that emphasizes hands-on, experimental learning. We provide a clear presentation of the concepts, skills, and techniques students need to become effective systems analysts who work with others to create information systems for businesses. We use the systems development life cycle model as an organizing tool throughout the book to provide students with a strong conceptual and systematic framework. Internet coverage is provided in each chapter via an integrated, extended illustrative case (Pine Valley WebStore), an end-of-chapter case (Broadway Entertainment Company, Inc.), and a margin feature (Net Search).

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