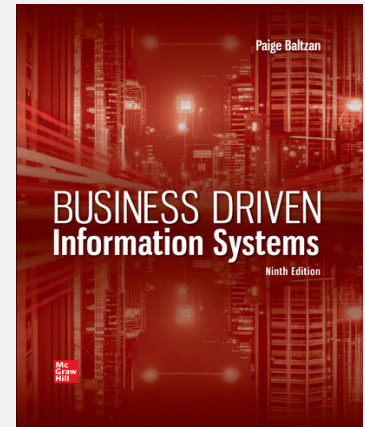# McGraw Hill

Business Driven Information Systems, 9e

Paige Baltzan
© 2025

Overview

This title discusses various business initiatives first and how technology supports those initiatives second. The premise for this unique approach is that business initiatives should drive technology choices and provide the foundation that will enable students to achieve excellence in business, regardless of their major. The text is available with Connect, McGraw Hill's course management and adaptive learning system, helping millions of students reach their potential every year. The new 9th edition is state of the art in its discussions, presents concepts in an easy-to-understand format, and allows students to be active participants in learning. By engaging students with numerous case studies, exercises, projects, and questions that enforce concepts, this text creates a unique learning experience for both faculty and students.

Depth of Topic Coverage

Low ▢ ▢ ▢ ■ ▢ High

Writing Style
Conversational and Approachable

Course Level
Management Information Systems, Introduction to Information Systems

Duration of Course
1 Semester

What You Need to Know

Unique Approach
Baltzan's approach discusses various business initiatives first, and how technology supports those initiatives second. The premise for this unique writing approach is that business initiatives drive technology choices in a corporation. Each chapter opens with a case study and ends with 2 more case studies, to capture students' interest and demonstrate the application of IT to the business world. Instructors can assign the Apply Your Knowledge activities and projects at the end of every chapter within Excel and Access.

Table of Contents

Business Driven Information Systems, 9e

Paige Baltzan
© 2025

Big Picture Changes in This Release

MIS Business Driven Feature Boxes
New thematic boxes which highlight the relevance and impact of management information systems on various aspects of business and society. These boxes explore how MIS can help with important issues such as analyzing data, enhancing diversity, mitigating climate change, and promoting ethical practices.

Coverage of new and emerging technologies that are transforming the world of business and beyond.
These include social media platforms, augmented and virtual reality applications, smart products and devices, and digital ecosystems that connect people, processes, and things.

Updated case studies that illustrate the real-world applications and implications of MIS concepts and tools.
These case studies cover a wide range of topics and industries, such as privacy and security, smart cities and infrastructure, wireless networks, blockchain and supply chain management, and more. These case studies help students to develop critical thinking and problem-solving skills, and to relate theory to practice.

Equitable Education

Partnering to achieve success for all in Higher Education.

We know each instructor, institution and learner is on a unique path. At McGraw Hill, we're committed to helping achieve Equitable Education by removing barriers to entry, building a sense of community and offering resources needed to prepare students for the workforce.