For Discussion :

FIGURE 1.1 THE PERVASIVE NATURE OF DATABASES
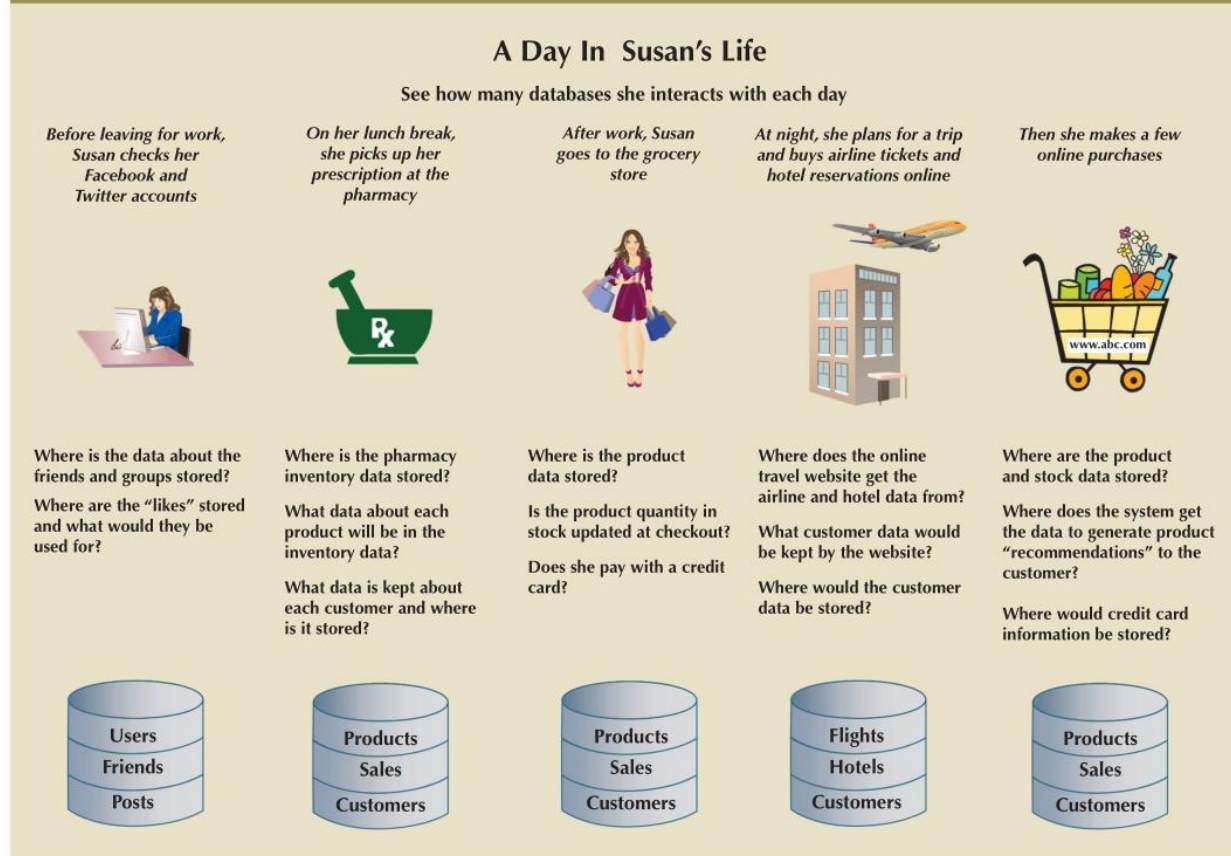
A Day In Susan's Life

See how many databases she interacts with each day

Before leaving for work, Susan checks her Facebook and Twitter accounts	On her lunch break, she picks up her prescription at the pharmacy	After work, Susan goes to the grocery store	At night, she plans for a trip and buys airline tickets and hotel reservations online	Then she makes a few online purchases

Where is the data about the friends and groups stored?

Where are the "likes" stored and what would they be used for?

Where is the pharmacy inventory data stored?

What data about each product will be in the inventory data?

What data is kept about each customer and where is it stored?

Where is the product data stored?

Is the product quantity in stock updated at checkout?

Does she pay with a credit card?

Where does the online travel website get the airline and hotel data from?

What customer data would be kept by the website?

Where would the customer data be stored?

Where are the product and stock data stored?

Where does the system get the data to generate product "recommendations" to the customer?

Where would credit card information be stored?

Users	Products	Products	Flights	Products
Friends	Sales	Sales	Hotels	Sales
Posts	Customers	Customers	Customers	Customers

FIGURE 1.2   TRANSFORMING RAW DATA INTO INFORMATION

a) Data entry screen

b) Raw data

c) Information in summary format

Rank	COUNT	%/INFS	TOT/COL	%/COL. TOT.	%/COL. FAC.
Adjunct	5	20.00%	23	21.74%	3.27%
Assistant Professor	2	8.00%	28	7.14%	1.31%
Associate Professor	9	36.00%	37	24.32%	5.88%
Instructor	2	8.00%	18	11.11%	1.31%
Professor	7	28.00%	47	14.89%	4.58%

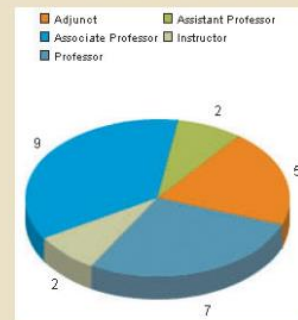### d) Information in graphical format

FIGURE 1.3   THE DBMS MANAGES THE INTERACTION BETWEEN THE END USER AND THE DATABASE
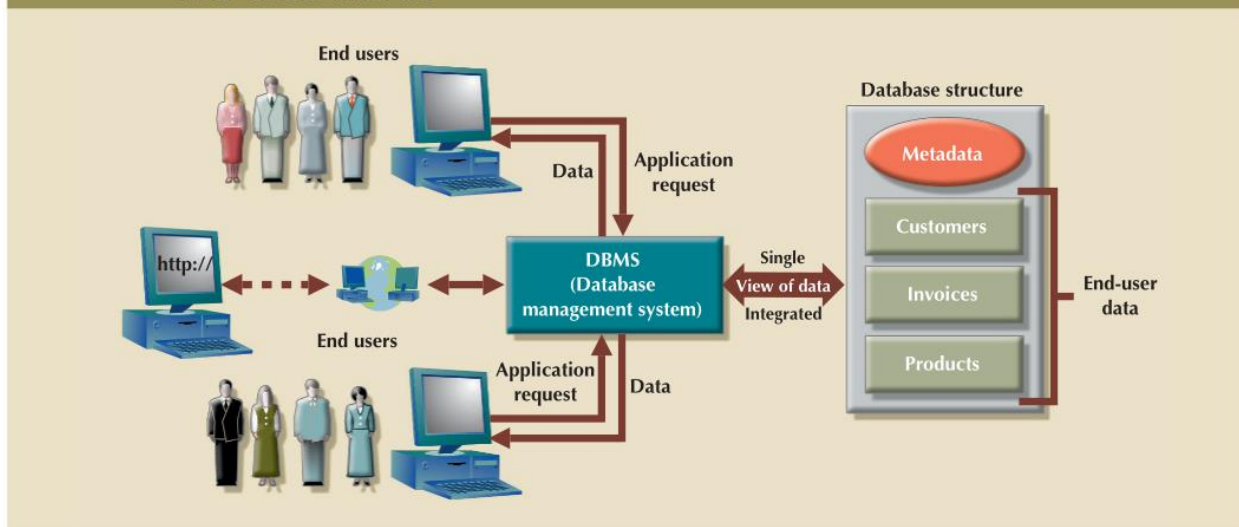
FIGURE 1.4 EMPLOYEE SKILLS CERTIFICATION IN A POOR DESIGN

Why are there blanks in rows 9 and 10?

How to produce an alphabetical listing of employees?

How to count how many employees are certified in Basic Database Manipulation?

Is Basic Database Manipulation the same as Basic DB Manipulation?

What if an employee acquires a fourth certification?

Do we add another column?

ID	ENum	Name	Title	HireDate	Skill1	Skill1Date	Skill2	Skill2Date	Skill3	Skill3Date
1	02345	Brian Oates	DBA	2/14/1995	Basic Database Management	2/14/2002	Advanced Database Management	2/14/2005	Basic Web Design	8/9/2003
2	08273	Marco Bienz	Analyst	7/28/2006	Basic Web Design	3/8/2009	Advance Process Modeling	8/19/2012		
3	06234	Jasmine Patel	Programmer	8/10/2005	Basic Web Design	8/10/2007	Advanced C# programming	8/10/2007	Basic DB manipulation	1/29/2012
4	03373	Franklin Johnson, Jr.	Purchasing Agent	3/15/2002	Advanced Spreadsheets	6/20/2011				
5	13567	Almond, Robert	Analyst	9/30/2012	Basic Process Modeling	9/30/2014	Basic Database Design	5/23/2015		
6	10282	Richardson, Amanda	Clerk	4/11/2011						
7	09382	Susan Mathis	Database Programmer	8/2/2010	Basic DB Design	8/2/2012	Basic Database Manipulation	8/2/2012	Advanced DB Manipulation	5/1/2013
8	14311	Duong, Lee	Programmer	9/1/2014	Basic Web Design	9/1/2016				
9					Master Database Programming					
10					Basic Spreadsheets					
11	09002	Wade Gaither	Clerk	5/20/2010	Advanced Spreadsheets	5/16/2013	Basic Web Design	5/16/2013		
12	13383	Raymond F. Matthews	Programmer	3/12/2012	Basic C# Programming	3/12/2014				
13	09283	Chavez, Juan	Clerk	7/4/2010						
14	04893	Patricia Richards	DBA	6/11/2004	Advanced Database Management	6/11/2006	Advanced Database Manipulation	9/20/2012		
15	13932	Lee, Megan	Programmer	9/29/2013						

FIGURE 1.5 EMPLOYEE SKILL CERTIFICATIONS IN A GOOD DESIGN

Database name: Ch01_Text

Table name: EMPLOYEE

Employee_ID	Employee_FName	Employee_LName	Employee_HireDate	Employee_Title
02345	Johnny	Jones	2/14/1995	DBA
03373	Franklin	Johnson	3/15/2002	Purchasing Agent
04893	Patricia	Richards	6/11/2004	DBA
06234	Jasmine	Patel	8/10/2005	Programmer
08273	Marco	Bienz	7/28/2006	Analyst
09002	Ben	Joiner	5/20/2010	Clerk
09283	Juan	Chavez	7/4/2010	Clerk
09382	Jessica	Johnson	8/2/2010	Database Programmer
10282	Amanda	Richardson	4/11/2011	Clerk
13383	Raymond	Matthews	3/12/2012	Programmer
13567	Robert	Almond	9/30/2012	Analyst
13932	Megan	Lee	9/29/2013	Programmer
14311	Lee	Duong	9/1/2014	Programmer

Table name: CERTIFIED

Employee_ID	Skill_ID	Certified_Date
02345	100	2/14/2002
02345	110	8/9/2003
02345	180	2/14/2005
03373	120	6/20/2011
04893	180	6/11/2006
04893	220	9/20/2012
06234	110	8/10/2007
06234	200	8/10/2007
06234	210	1/29/2012
08273	110	3/8/2009
08273	190	8/19/2012
09002	110	5/16/2013
09002	120	5/16/2013
09382	140	8/2/2012
09382	210	8/2/2012
09382	220	5/1/2013
13383	170	3/12/2014
13567	130	9/30/2014
13567	140	5/23/2015
14311	110	9/1/2016

Table name: SKILL

| Skill_ID	Skill_Name	Skill_Description
100	Basic Database Management	Create and manage database user accounts.
110	Basic Web Design	Create and maintain HTML and CSS documents.
120	Advanced Spreadsheets	Use of advanced functions, user-defined functions, and macroing.
130	Basic Process Modeling	Create core business process models using standard libraries.
140	Basic Database Design	Create simple data models.
150	Master Database Programming	Create integrated trigger and procedure packages for a distributed environment.
160	Basic Spreadsheets	Create single tab worksheets with basic formulas
170	Basic C# Programming	Create single-tier data aware modules.
180	Advanced Database Management	Manage Database Server Clusters.
190	Advance Process Modeling	Evaluate and Redesign cross-functional internal and external business processes.
200	Advanced C# Programming	Create multi-tier applications using multi-threading
210	Basic Database Manipulation	Create simple data retrieval and manipulation statements in SQL.
220	Advanced Database Manipulation	Use of advanced data manipulation methods for multi-table inserts, set operations, and correlated subqueries.

FIGURE 1.9 CONTRASTING DATABASE AND FILE SYSTEMS
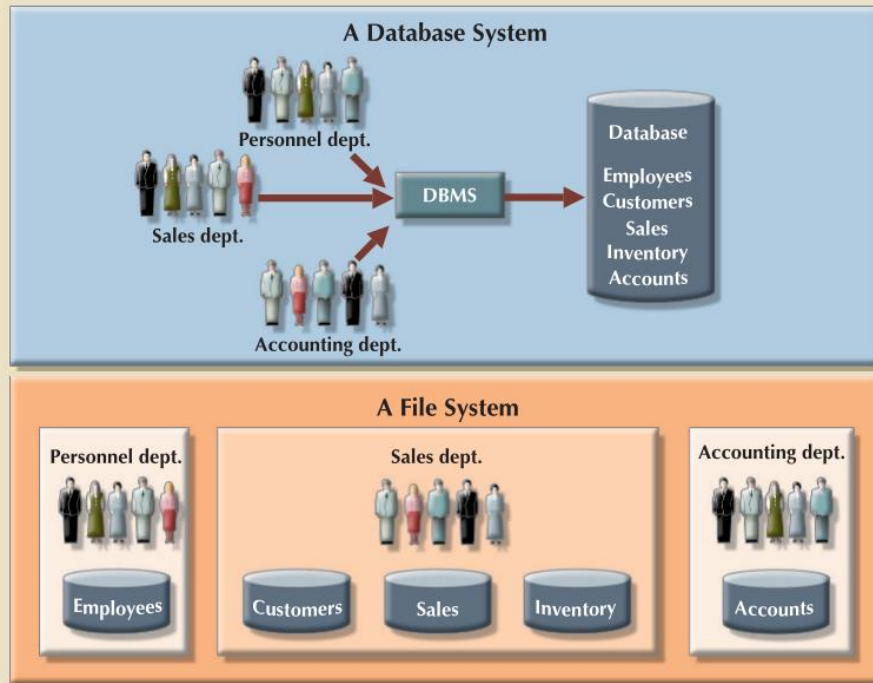
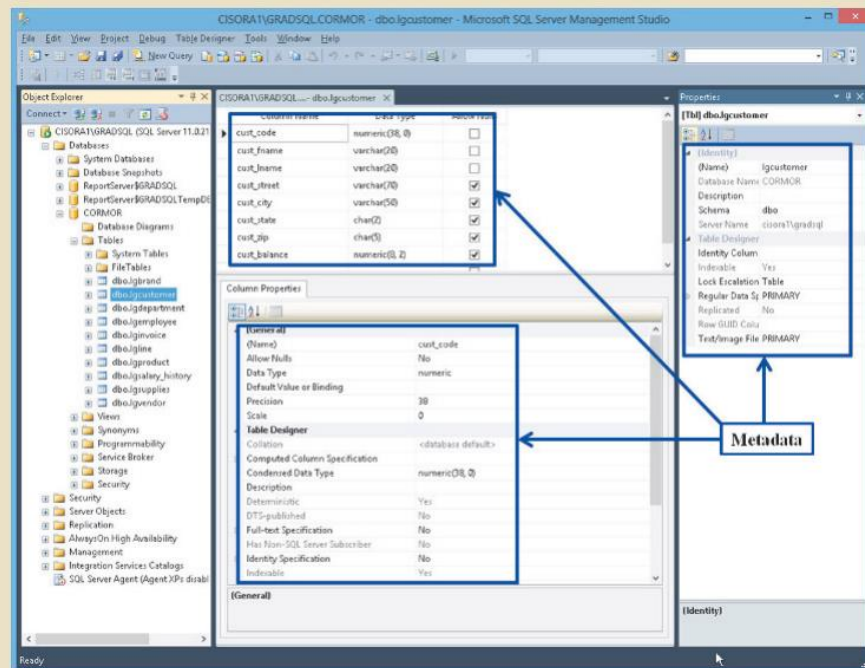FIGURE 1.11 ILLUSTRATING METADATA WITH MICROSOFT SQL SERVER EXPRESS

TABLE 1.3

DATABASE CAREER OPPORTUNITIES

JOB TITLE	DESCRIPTION	SAMPLE SKILLS REQUIRED
Database Developer	Create and maintain database-based applications	Programming, database fundamentals, SQL
Database Designer	Design and maintain databases	Systems design, database design, SQL
Database Administrator	Manage and maintain DBMS and databases	Database fundamentals, SQL, vendor courses
Database Analyst	Develop databases for decision support reporting	SQL, query optimization, data warehouses
Database Architect	Design and implementation of database environments (conceptual, logical, and physical)	DBMS fundamentals, data modeling, SQL, hardware knowledge, etc.
Database Consultant	Help companies leverage database technologies to improve business processes and achieve specific goals	Database fundamentals, data modeling, database design, SQL, DBMS, hardware, vendor-specific technologies, etc.
Database Security Officer	Implement security policies for data administration	DBMS fundamentals, database administration, SQL, data security technologies, etc.
Cloud Computing Data Architect	Design and implement the infrastructure for next-generation cloud database systems	Internet technologies, cloud storage technologies, data security, performance tuning, large databases, etc.

1. Define each of the following terms:
    a. data
    b. field
    c. record
    d. file

2. What is data redundancy, and which characteristics of the file system can lead to it?

3. What is data independence, and why is it lacking in file systems?

4. What is a DBMS, and what are its functions?

5. What is structural independence, and why is it important?

6. Explain the differences among data, information, and a database.

7. What is the role of a DBMS, and what are its advantages? What are its disadvantages?

8. List and describe the different types of databases.

9. What are the main components of a database system?

10. What is metadata?

11. Explain why database design is important.

12. What are the potential costs of implementing a database system?

13. Use examples to compare and contrast unstructured and structured data. Which type is more prevalent in a typical business environment?

14. What are some basic database functions that a spreadsheet cannot perform?

15. What common problems does a collection of spreadsheets created by end users share with the typical file system?

16. Explain the significance of the loss of direct, hands-on access to business data that end users experienced with the advent of computerized data repositories.