



CASE BOOK

MANAGEMENT INFORMATION SYSTEMS

Raymond McLeod, Jr.

SECOND EDITION

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Department of Computer Science
UNIVERSITY OF KARACHI

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PREFACE

Ability to view a situation as a system, to gather information systematically, and to communicate both verbally and in writing are important business skills. A 1979 survey of the top U. S. business organizations found that managers and executives rank these skills as the five most important (of a list of thirty-three) for college graduates of information systems programs (1).

There are several ways to develop these skills while in college. One is the case study method. A business problem can be brought into the classroom in written form, and you, the student, can assume the responsibilities of a manager in solving that problem. Your findings can be presented in writing to your instructor, or presented orally to your instructor and to your classmates.

Both my interest in the case study method and my approach to solution have been influenced substantially by William J. Stanton, professor of marketing at the University of Colorado in Boulder. Professor Stanton developed an approach to case solution that serves as the basis for the five chapters of this book. Professor Stanton deserves the credit for the originality of this approach. I, as author, take full responsibility for the manner in which it is presented.

While the names of the companies and the people in the cases are fictional, the majority of the situations are those that I have experienced first-hand as a systems analyst and consultant. Two of the cases were contributed by students, and were based on their work experiences. The Lipson Company case situation was contributed by Wendolyn Williams Botham, while a student at Texas Christian University. The Citizens National Bank case situation was contributed by Richard Hartsell, while a student at Metropolitan State College in Denver.

Three of the cases appear for the first time in this Second Edition. The other nine cases have been extensively changed from their earlier form. The net result is a dozen fresh problem situations relating to management and information systems.

The cases are designed for solution using the systems approach. That technique is explained in Chapter 1 of the Case Book, and also in Chapter 4 of the accompanying textbook, Management Information Systems, Second Edition. The problem solutions can be reported in three ways. You may use the format explained in Chapter 2 of the Case Book or you may simply answer the questions that appear at the end of each case. Or, your instructor may specify a different method. Your instructor will tell you which method to use.

I am indebted to the many people who have contributed a valuable insight into solving business problems. These people are too many to recognize individually. I do, however, express my appreciation to my secretaries who transformed my handwriting into readable copy. To Cathy Smith, Mary Kay LaMar and Judy Pevehouse, I give my thanks.

Raymond McLeod, Jr.
College Station, Texas
January, 1983

(1) David A. Lipp, Robert S. Bussom, and Gary R. Reeves, "Managers' Perceptions of Business School MIS and Computer Curricula", a paper presented at the 1979 American Institute for Decision Sciences Conference, New Orleans, November 19-21, 1979.