LAB 3. Management Information Systems

3.1 Achieving Competitive Advantage with Information Systems Foundations of Business Intelligence: Databases and Information Management

- **Watch the video clip:**
  - Stitch Fix CEO Sees Business of Personalization as Key to Success;
  - Go to: **https://www.youtube.com/watch?v=O8Dde8JBCtM**

  - Stitch Fix President on Booming Growth amid Pandemic Go to: **https://www.youtube.com/watch?v=daNJYsCalTo**

- **Hands-on MIS projects:**
  - Read and complete the project 6-8 in the textbook (page 254)
  - Read and complete the project 6-9 in the textbook (page 254-255)
  - Read and complete the project 6-10 in the textbook (page 255)
  - Read and complete the project 6-11 in the textbook (page 255)

3.2 Telecommunications, the Internet, and Wireless Technology

- **Watch the video clip:**
  Nokia CEO Suri Sees 5G Market Maturity in 2021
  Go to: https://www.youtube.com/watch?v=uelUgqZy5J8

- **Hands-on MIS projects:**
  - Read and complete the project 7-8 in the textbook (page 296)
  - Read and complete the project 7-9 in the textbook (page 297)
  - Read and complete the project 7-10 in the textbook (page 297)
  - Read and complete the project 7-11 in the textbook (page 297)

Textbook:
- Kenneth C. Laudon, Jane P. Laudon, Carol Guercio Traver **- Essentials of Management Information Systems,** 15th Edition, Pearson, 2024.