

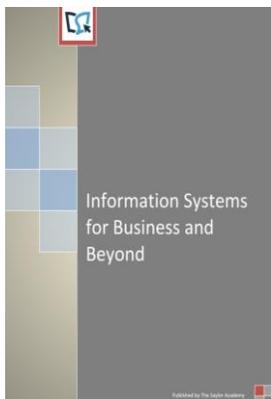


Faculty Review of Open eTextbooks

The [California Open Educational Resources Council](http://www.cool4ed.org) has designed and implemented a faculty review process of the free and open etextbooks showcased within the California Open Online Library for Education (www.cool4ed.org). Faculty from the California Community Colleges, the California State University, and the University of California were invited to review the selected free and open etextbooks using a rubric. Faculty received a stipend for their efforts and funding was provided by the State of California, the William and Flora Hewlett Foundation, and the Bill and Melinda Gates Foundation.

Textbook Name:

Information Systems for Business and Beyond



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Textbook Authors:

Dr. David T. Bourgeois

Reviewed by:

Indira Guzman-Galvez

Institution:

California State University, Pomona

Title/Position:

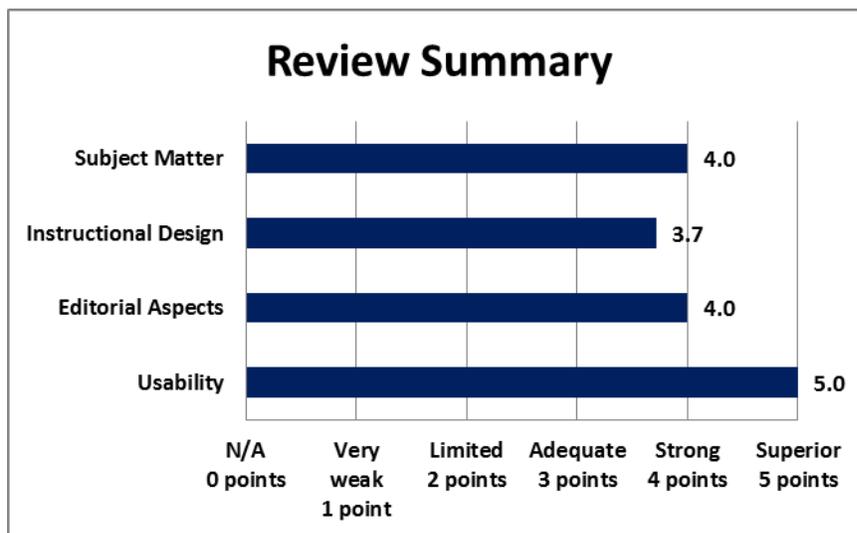
Professor

Format

Reviewed:

[Online](#)

A small fee may be associated with various formats.



Date Reviewed:

December 2015

California OER Council eTextbook Evaluation Rubric

CA Course ID: [BUS 140](#)

Subject Matter (30 possible points)	N/A (0 pts)	Very Weak (1pt)	Limited (2 pts)	Adequate (3pts)	Strong (4 pts)	Superior (5 pts)
Is the content accurate, error-free, and unbiased?						X
Does the text adequately cover the designated course with a sufficient degree of depth and scope?				X		

Does the textbook use sufficient and relevant examples to present its subject matter?					X	
Does the textbook use a clear, consistent terminology to present its subject matter?						X
Does the textbook reflect current knowledge of the subject matter?				X		
Does the textbook present its subject matter in a culturally sensitive manner? (e.g. Is the textbook free of offensive and insensitive examples? Does it include examples that are inclusive of a variety of races, ethnicities, and backgrounds?)					X	

Total Points: 24 out of 30

Please provide comments on any aspect of the subject matter of this textbook:

- The textbook provides a very good background of the most relevant concepts in information systems and their evolution. It serves as a very good foundation for other more modern topics. Some concepts about technology could be outdated but that is intrinsic to the technology world.
- Because the book covers the most relevant concepts, it could be used not only for a lower division course but also for an upper division undergraduate courses.
- The book covers topics related to information systems and their role in business and defines topics such as database management systems, networking, ethics and security, computer systems hardware and software components. There is little about e-commerce and there are no hands-on projects developing computer-based solutions to business problems. Those will have to be added by the instructor.
- The book does not provide practical exercises in electronic spreadsheet development, the use of database software or Internet technologies.
- Some chapters have industry cases for discussion like the case of Walmart but that is not available in all chapters.

Instructional Design (35 possible points)	N/A (0 pts)	Very Weak (1pt)	Limited (2 pts)	Adequate (3pts)	Strong (4 pts)	Superior (5 pts)
Does the textbook present its subject materials at appropriate reading levels for undergrad use?					X	
Does the textbook reflect a consideration of different learning styles? (e.g. visual, textual?)				X		
Does the textbook present explicit learning outcomes aligned with the course and curriculum?						X
Is a coherent organization of the textbook evident to the reader/student?						X
Does the textbook reflect best practices in the instruction of the designated course?			X			
Does the textbook contain sufficient effective ancillary materials? (e.g. test banks, individual and/or group activities or exercises, pedagogical apparatus, etc.)			X			
Is the textbook searchable?						X

Total Points: 26 out of 35

Please provide comments on any aspect of the instructional design of this textbook:

- The book is well organized and straight to the point. Each chapter has learning objectives, a brief summary of the chapter at the end and study questions for every chapter. Only some chapters offer additional exercises. In addition, the answer to the study questions are available at the end of the book.
- Ancillary materials such as test banks, activities and exercises and pedagogical apparatus should be developed by the instructors. The book only has study questions with answers for each chapter.
- There are no instructions or specific help for the instructor as such. However, this can be seen as an opportunity for instructors to be develop their own teaching styles using this book as the foundation.
- The textbook provides only text and few images to the topics covered.

Editorial Aspects (25 possible points)	N/A (0 pts)	Very Weak (1pt)	Limited (2 pts)	Adequate (3pts)	Strong (4 pts)	Superior (5 pts)
Is the language of the textbook free of grammatical, spelling, usage, and typographical errors?						X
Is the textbook written in a clear, engaging style?					X	

Does the textbook adhere to effective principles of design? (e.g. are pages laid out and organized to be clear and visually engaging and effective? Are colors, font, and typography consistent and unified?)						X	
Does the textbook include conventional editorial features? (e.g. a table of contents, glossary, citations and further references)						X	
How effective are multimedia elements of the textbook? (e.g. graphics, animations, audio)				X			

Total Points: 20 out of 25

Please provide comments on any editorial aspect of this textbook:

- The language of the textbook is free of grammatical, spelling and typographical errors. It is written in a clear style for the most part but there is some variation depending on the style.
- The book looks professional and easy to follow. However, there are no multimedia elements

Usability (25 possible points)	N/A (0 pts)	Very Weak (1pt)	Limited (2 pts)	Adequate (3pts)	Strong (4 pts)	Superior (5 pts)
Is the textbook compatible with standard and commonly available hardware/software in college/university campus student computer labs?						X
Is the textbook accessible in a variety of different electronic formats? (e.g. .txt, .pdf, .epub, etc.)						X
Can the textbook be printed easily?						X
Does the user interface implicitly inform the reader how to interact with and navigate the textbook?						X
How easily can the textbook be annotated by students and instructors?						X

Total Points: 25 out of 25

Please provide comments on any aspect of access concerning this textbook:

- The textbook can be downloaded into MS Word or PDF.
- The textbook is easily accessible, printed in part or as a whole.
- It can be easily annotated by students and instructors.
- The instructor can also add new sections if desired to the MS Word file.

Overall Ratings	Not at all (0 pts)	Very Weak (1 pt)	Limited (2 pts)	Adequate (3 pts)	Strong (4 pts)	Superior (5 pts)
What is your overall impression of the textbook?					X	
How willing would you be to adopt this book?	Not at all (0 pts)	Strong reservations (1 pt)	Limited willingness (2 pts)	Willing (3 pts)	Strongly willing (4 pts)	Enthusiastically willing (5 pts)
						X

Total Points: 9 out of 10

Overall Comments

If you were to recommend this textbook to colleagues, what merits of the textbook would you highlight?

- Very easy to download, browse, search and annotate.
- Covers the main information systems concepts.
- It could serve as a good foundation to further elaborate on each topic given the constant changes in technology.

What areas of this textbook require improvement in order for it to be used in your courses?

- The area of business intelligence needs to be expanded.
- It needs more business cases to better illustrate the use of information systems in businesses.
- Hands on projects should use rely on other material.

We invite you to add your feedback on the textbook or the review to [the textbook site in MERLOT](#)
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