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FIU COLLEGE OF BUSINESS ADMINISTRATION PROFESSOR’S TEXTBOOK ON OBJECT-ORIENTED SYSTEMS ANALYSIS AND DESIGN TO BE PUBLISHED IN DECEMBER
New Teaching Method is Specifically Geared Toward Management Information Systems Market

MIAMI, Fla. – (Nov. 21, 2003) – Dinesh Batra Ph.D., Associate Professor of Decision Sciences and Information Systems at Florida International University’s (FIU) College of Business Administration (CBA) has announced that his textbook entitled, Object-Oriented System Analysis and Design, will be published on Dec. 20.

The textbook is a “how-to” guide for business students who are studying systems analysis and is designed to help them become Management Information Systems (MIS) professionals. It will revamp the College’s Systems Analysis and Design (SAD) course, in the Master of Science program in MIS, by using an Object-Oriented (OO) approach, which traditionally has been applied mainly to technical functions and is now becoming well established in the business domain.

Dr. Batra and the co-authors have employed the OO approach throughout the text by dealing with technology-related issues in business. Additionally, the new text provides instruction for the increasingly popular Unified Modeling Language (UML), which is a planning tool that simplifies the complex process of software design by making a “blueprint” for construction of a software system prior to its development to ensure it is built properly.

“One of the challenges we encounter in MIS is incorporating the three areas of management, design and technology into one course,” said Dr. Batra. “The goal of this book is to effectively communicate the transition from a technical approach to the business applications.”

According to Dr. Batra, what’s unique about the textbook is that it is geared toward the MIS market. By introducing students to the OO approach from the first chapters and thoroughly describing the evolution of technology situations from design through the
implementation and management, it makes the OO process more pertinent to day-to-day business uses.

“This book takes the current textbook approach to System Analysis & Design and adapts it to systems development practices currently in use in many organizations,” said CBA Executive Dean Joyce J. Elam. “Essentially, Dr. Batra is implementing a more real-world approach to teaching the course and we’re proud that the CBA is at the forefront of revolutionizing the teaching technical of courses like this one.”

Dr. Batra’s areas of expertise include database design, human/computer interaction and systems analysis and design. He earned his doctorate in Management Information Systems from Indiana University and a Master in Business Administration from Southern Illinois University. He has been published in Management Science, Journal of MIS Communications of the ACM, European Journal of Information Systems, International Journal of Human Computer Studies, Data Base and others.

The book’s co-authors include Dr. Joey F. George, Professor and Thomas L. Williams Jr. Eminent Scholar at Florida State University; Dr. Jeffrey A. Hoffer, Standard Register Professor of Data Management at the University of Dayton and Dr. Joseph S. Valacich, The George and Carolyn Hubman Distinguished Professor of Information Systems in the College of Business and Economics at Washington State University. These three also collaborated on Essentials of Systems Analysis and Design, Second Edition and Modern Systems Analysis and Design 7.3.4. In addition, Dr. George and Dr. Valacich co-published Modern Systems Analysis and Design, Second Edition.

In addition to its role in implementing changes in the College’s SAD course, Dr. Batra and his co-authors will market the textbook to other colleges that offer MIS courses. It will be available for $106.67 through several online vendors. The textbook will be published by Prentice Hall, which is owned by Pearson Education the global leader in educational publishing.

Florida International University’s College of Business Administration (CBA), South Florida’s business education leader with unique expertise in international business, entrepreneurship, and information technology (IT), is the largest of FIU’s professional schools. It enrolls approximately 3,400 students in its undergraduate program and more than 1,100 graduate students in its Chapman Graduate School of Business each year. It also is South Florida’s top-rated business research school and one of only 454 business schools in the world accredited by the AACSB International—The Association to Advance Collegiate Schools of Business. The College ranks in the top 10 among these schools in the number of students it graduates annually, and the College’s Chapman School offers the 6th-largest part-time MBA program among them. U.S. News & World Report ranked the College’s undergraduate international business program 14th in the nation. Business Week (October 21, 2002) ranked it among the best in the U.S., placing it in the group with American, Fordham, George Washington, South Carolina, Syracuse, Rutgers, Tulane, and others. The August 15, 2003 issue of America Economia, a premier pan-regional business journal, rated it among the top 50 international
MBA schools for Latin American students. *Hispanic Business* (March 2002) ranked the CBA among the top five business schools for Hispanics. The College also is one of only 30 business schools to have received a Department of Education grant to establish and support an international business center.

For additional information about the CBA and its Chapman School, please call Assistant Dean Sally Gallion at (305) 348-6631 email gallions@fiu.edu or visit the College’s website at http://cba.fiu.edu

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