

Panel:
The Value of Geographic Information Systems
(GIS) in the Business Curriculum

Steve Reames
sreames@angelo.edu
Department of Management and Marketing
Angelo State University
2601 W. Avenue N.
San Angelo, TX 76909 USA

ABSTRACT

We will address questions like: What is a business Geographic Information Systems?

Geographic Information Systems (GIS) are designed to assist business decision making by using data that is spatially referenced to the Earth. Modern computer software and related technology make it possible to use this spatial data to solve complex planning and management problems. Students can learn to understand various kinds of spatial data, computer tools and data quality considerations that are important to effectively use this technology in making good decisions.