

Grundzüge der Wirtschaftsinformatik *Introduction to Business Information Systems*

Unit 6

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<http://www.heppnetz.de/teaching/gwi/>

Logistics

- **Lecture**
 - Tuesdays, 13:15 - 14:45, Auditorium Maximum (Building 33)
- **Tutorial and Exercises**
 - Wednesdays, 11:30 – 13:00, Building 33 Room 2401 (in German)
 - Thursdays, 09:45 - 11:15, Building 43 Room 4/126 (in German)
 - Thursdays, 15:00 - 16:30, Building 33 Room 2216 (in German)
 - ~~Thursdays, 16:45 - 18:15, Building 33 Room 2116 (in German)~~
- **Exam**
 - In conjunction with the exam in „Accounting“
 - Date: January 18, 2008
 - Time: 13:00 – 15:00 (**120 minutes – 60/60**)
 - Classroom: Building 35 R, rooms 1210 A und 1210 B

<http://www.heppnetz.de/teaching/gwi/>

2

Structure of the Lecture

- Unit 1:** Introduction
- Unit 2:** Central Processing Units
- Unit 3:** Storage and Data Structures
- Unit 4:** Input and Output Devices
- Unit 5:** Software
- Unit 6:** [Networks, Data Interchange, and the Internet](#)
- Unit 7:** Design, Development, Deployment, and Operations of Information Systems
- Unit 8:** Office Applications
- Unit 9:** Enterprise Applications
- Unit 10:** Supply Chain Applications and E-Business
- Unit 11:** Management Support Systems
- Unit 12:** Exam Review

<http://www.heppnetz.de/teaching/gwi/>

3

Assignment from last week

- WI2, pp. 517-749; IBIS, pp. 34-51
- Review the slides

WI1 = Hansen/Neumann: Wirtschaftsinformatik 1; WI2 = Hansen/Neumann: Wirtschaftsinformatik 2; IBIS = Wigand et al: Introduction to Business Information Systems.

<http://www.heppnetz.de/teaching/gwi/>

4

Link to the Previous Unit

- **Last Unit:**
 - How can we tell a computer what to do?
 - What is a program? What is an operating system? How do they interact?
 - What languages and tools exist for developing software?
- **Today:**
 - How can one computer send data and instructions to another computer?
 - How can data be transmitted over wires, radio communication, or fiber optic cables?
 - How do the Internet and its services work?
 - What security problems exist in networks, and what can we do to mitigate them?

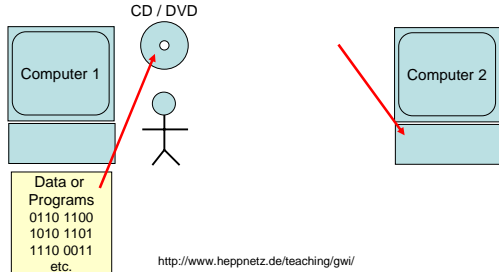
<http://www.heppnetz.de/teaching/gwi/>

5

Data Communication

From Isolated Computers to Computer Networks

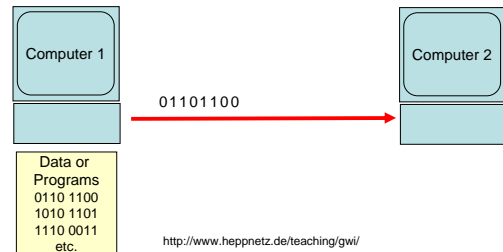
- Exchange of data via a portable storage media



7

From Isolated Computers to Computer Networks (2)

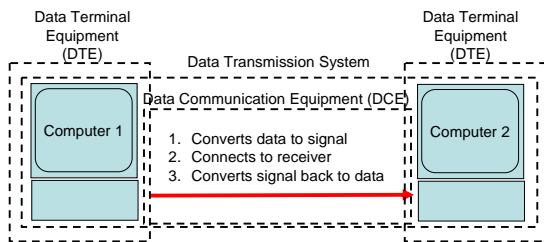
- Exchange of data via a direct technical link



8

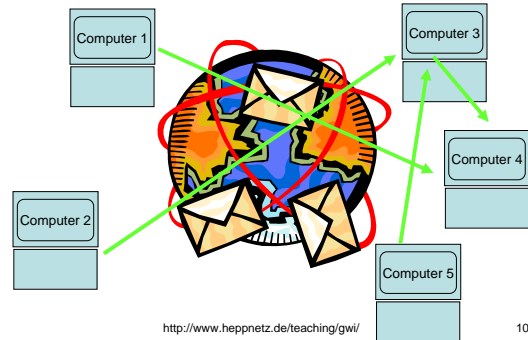
From Isolated Computers to Computer Networks (3)

- Exchange of data via a direct technical link



9

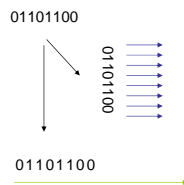
From Isolated Computers to Computer Networks (4)



10

Serial vs. Parallel Data Transfer

- **Parallel:** Multiple bits at a time
- **Serial:** One bit at a time
- Parallel data transfer is **unsuitable for long distances**
- Serial data transfer must be synchronized
 - Start / Stop bits

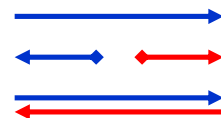


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11

Basic Communications Channel Characteristics

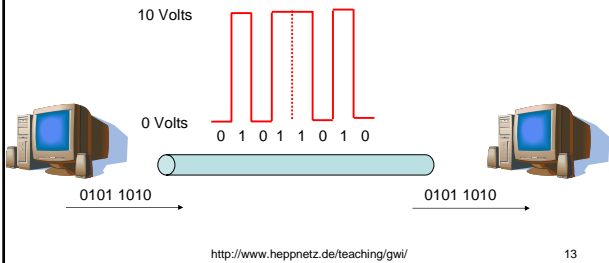
- Simplex channel
- Half-duplex
- Full-duplex channel



<http://www.heppnetz.de/teaching/gwi/>

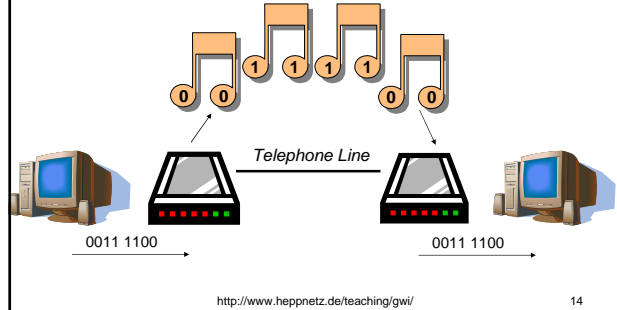
12

Direct Link via a Dedicated Digital Line



13

Exchanging Data over Telephone Lines: Modems and Acoustic Coupler



14

Modems and Acoustic Couplers



<http://commons.wikimedia.org/wiki/Image:InternalModem0863.JPG>



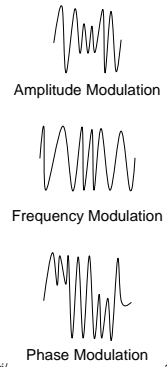
http://commons.wikimedia.org/wiki/Image:Acoustic_coupler_20041015_175456_1.jpg

<http://www.heppnetz.de/teaching/gwi/>

15

Modulation

- Varying a periodic waveform („carrier“) in order to convey a signal
- Three popular approaches:
 - **Amplitude Modulation:** „Varying the *volume*“
 - **Frequency Modulation:** „Varying the *frequency*“
 - **Phase Modulation:** „Varying the *timing* of the original signal“



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16

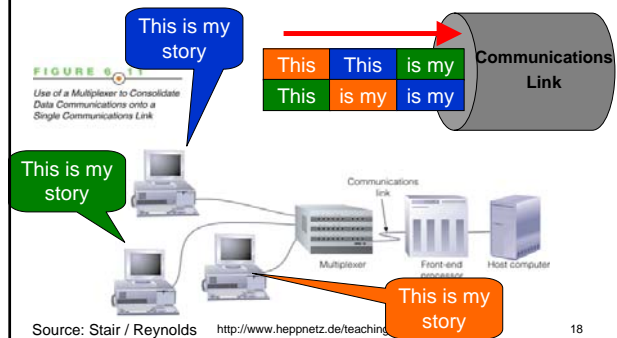
ISDN, DSL, Powerline Communication

- ISDN: Integrated Services Digital Network
- DSL / ADSL
 - Principle: More download than upload
- Powerline Communication

<http://www.heppnetz.de/teaching/gwi/>

17

Multiplexing



18

Computer Networks

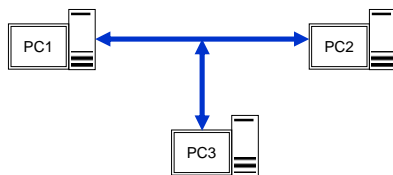
Network Concepts and Considerations

- Network topology
 - Ring network
 - Bus network
 - Hierarchical
 - Star network
 - Hybrid network
- Network types
 - Local Area Networks
 - Wide Area Networks
 - International networks
 - Home and small business networks

<http://www.heppnetz.de/teaching/gwi/>

20

A Simple Network



<http://www.heppnetz.de/teaching/gwi/>

21

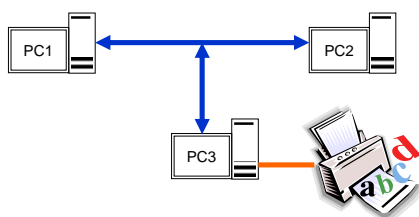
Advantages of a Network

- Share Peripherals
- Exchange Files and Messages

<http://www.heppnetz.de/teaching/gwi/>

22

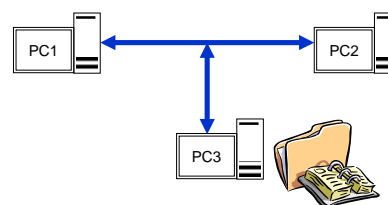
Sharing Access to Peripherals



<http://www.heppnetz.de/teaching/gwi/>

23

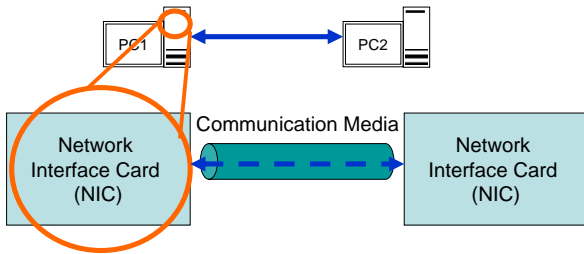
Exchange Files and Messages



<http://www.heppnetz.de/teaching/gwi/>

24

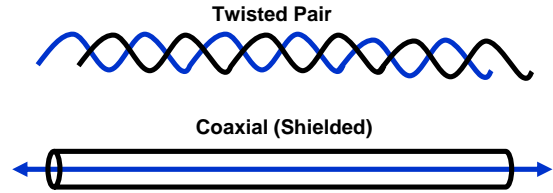
Network Components



<http://www.heppnetz.de/teaching/gwi/>

25

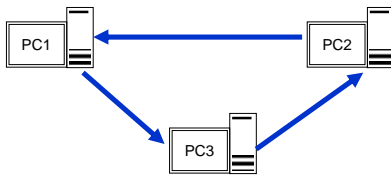
Network Cabling



<http://www.heppnetz.de/teaching/gwi/>

26

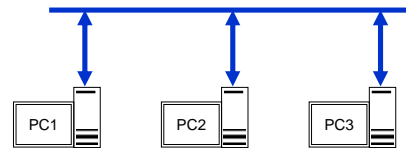
Topology: Ring



<http://www.heppnetz.de/teaching/gwi/>

27

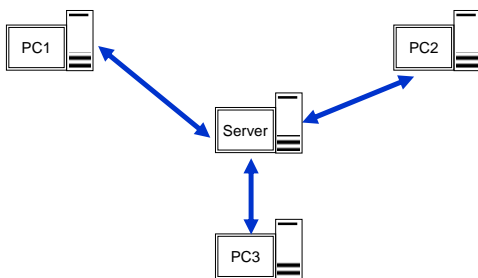
Topology: Bus



<http://www.heppnetz.de/teaching/gwi/>

28

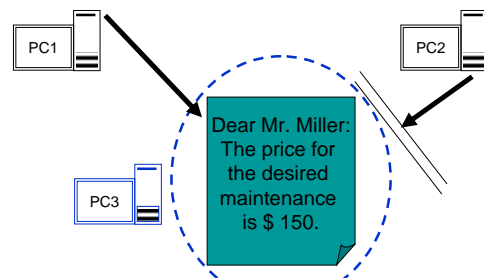
Topology: Star



<http://www.heppnetz.de/teaching/gwi/>

29

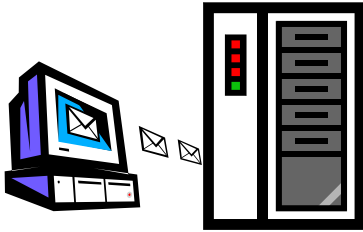
File Locking Mechanism



<http://www.heppnetz.de/teaching/gwi/>

30

Server



A server is a computer that offers services. Those services can be accessed remotely by other computers, which are called clients.

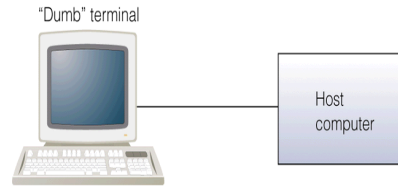
<http://www.heppnetz.de/teaching/gwi/>

31

Terminal-to-Host / "Thin Clients"

FIGURE 6.18

Terminal-to-Host Connection

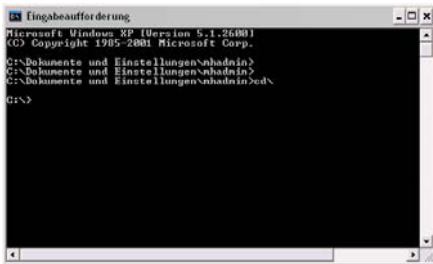


Source: Stair/Reynolds

<http://www.heppnetz.de/teaching/gwi/>

32

Terminal-to-Host

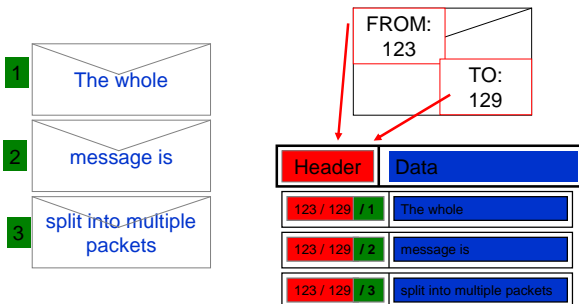


<http://www.heppnetz.de/teaching/gwi/>

33

The Internet

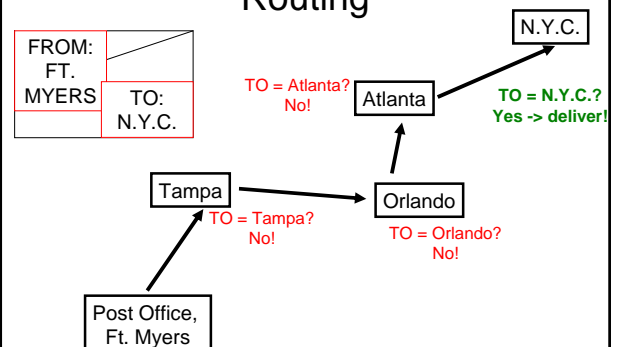
Packet-based Transmission



<http://www.heppnetz.de/teaching/gwi/>

35

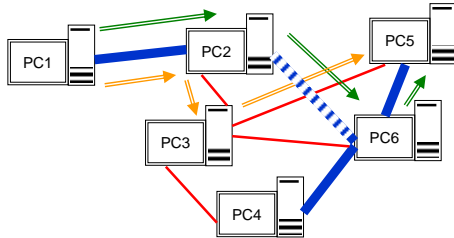
Routing



<http://www.heppnetz.de/teaching/gwi/>

36

Internet: The Basic Idea



<http://www.heppnetz.de/teaching/gwi/>

37

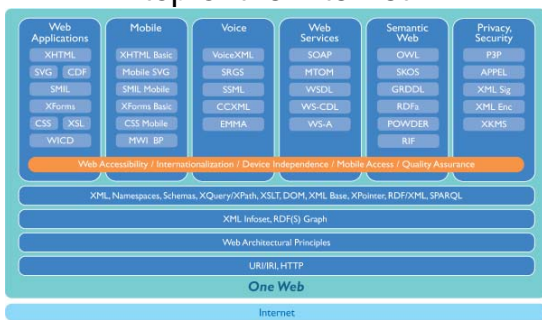
IP Address

- Unique, numerical address for a computer (a connection) in a network.
- Example:
 - 170.124.233.14
- IP represents position in the network
 - changes, when a service moves or the structure of the grid is being modified.

<http://www.heppnetz.de/teaching/gwi/>

38

The Web is an application built on top of the Internet

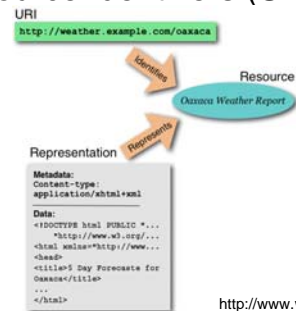


Source: W3C

<http://www.heppnetz.de/teaching/gwi/>

39

A Cornerstone of the Web: Unique Resource Identifiers (URIs)



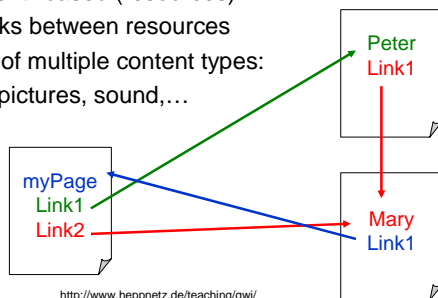
Source: W3C
<http://www.w3.org/TR/webarch/>

<http://www.heppnetz.de/teaching/gwi/>

40

Key Features of the Web

- "Document"-based (resources)
- Hyperlinks between resources
- Support of multiple content types:
 - Text, pictures, sound,...



<http://www.heppnetz.de/teaching/gwi/>

Domain

- Name for a host or service
 - e.g. www.unibw.de
- Is being translated by a *Domain Name Server* into an IP address
- www.unibw.de -> 207.203.214.28

<http://www.heppnetz.de/teaching/gwi/>

42

Domain Names

www.unibw.de

- **Top Level Domain**
 - de, com, gov, mil, de, it, ca etc.
- **Subdomains**
 - Name of the organization (e.g. “unibw”)
 - *Host name*
 - others

<http://www.heppnetz.de/teaching/gwi/>

43

Protocols

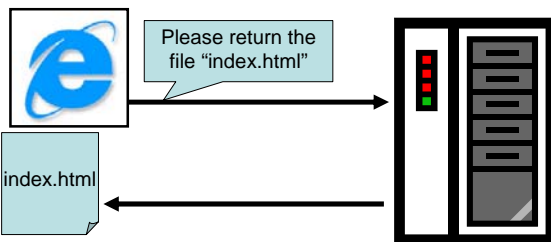
<http://www.unibw.de>

- Defines the type and content of the transmission
 - HTTP: Hypertext Transfer Protocol
 - FTP: File Transfer Protocol
 - SMTP: Send Mail
 - POP3: Retrieve Mail
 - TELNET: Terminal protocol

<http://www.heppnetz.de/teaching/gwi/>

44

Web Server

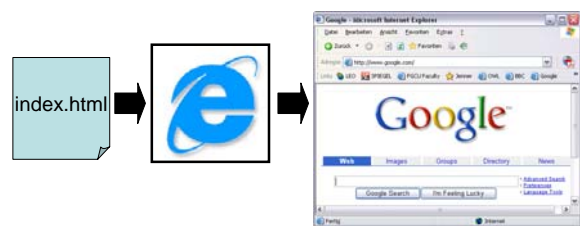


A web server stores web pages.
Those pages can be requested by any remote computer.

<http://www.heppnetz.de/teaching/gwi/>

45

Web Browser

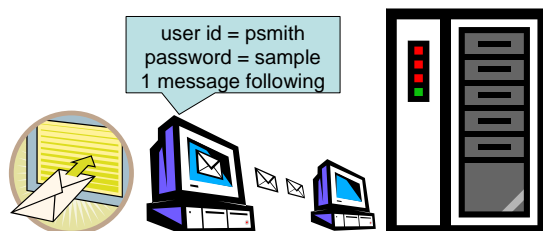


The web browser is the program that requests and displays a web page.

<http://www.heppnetz.de/teaching/gwi/>

46

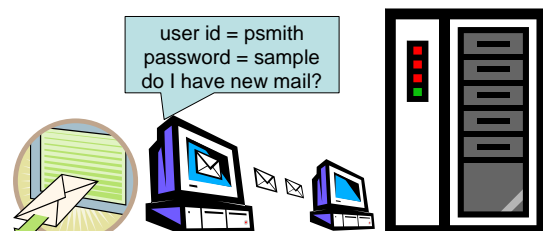
Sending eMail: SMTP



<http://www.heppnetz.de/teaching/gwi/>

47

Receiving eMail: POP3

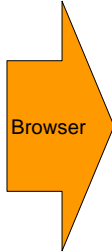


<http://www.heppnetz.de/teaching/gwi/>

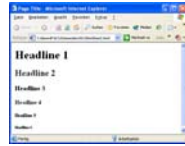
48

Hypertext Markup Language

```
<html>
<head>
<title>Page
Title</title>
</head>
<body>
This is my FIRST HTML
page...
</body>
</html>
```



Browser



<http://www.heppnetz.de/teaching/gwi/>

49

A Simple HTML Document

```
<html>
<head>
<title>Page Title</title>
</head>
<body>
This is my FIRST HTML page...
</body>
</html>
```

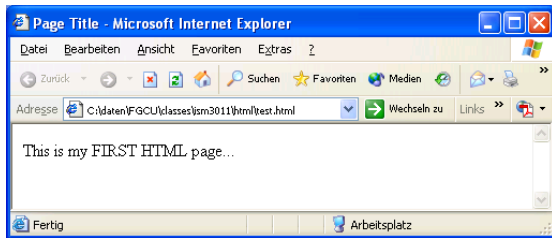
Tags

Content

<http://www.heppnetz.de/teaching/gwi/>

50

Browser View

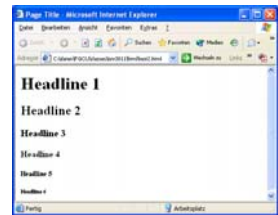


<http://www.heppnetz.de/teaching/gwi/>

51

Important HTML Tags

```
<h1>Headline 1</h1>
<h2>Headline 2</h2>
<h3>Headline 3</h3>
<h4>Headline 4</h4>
<h5>Headline 5</h5>
<h6>Headline 6</h6>
```



Browser view

<http://www.heppnetz.de/teaching/gwi/>

52

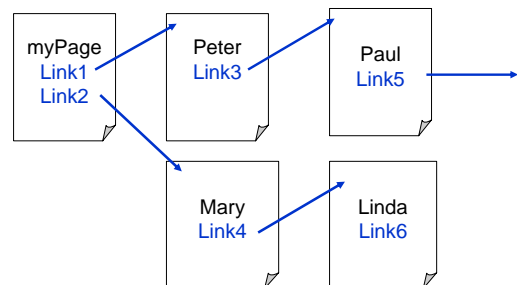
How does Google work?



<http://www.heppnetz.de/teaching/gwi/>

53

Search Engines / Spiders



<http://www.heppnetz.de/teaching/gwi/>

54

Network Security Threats and Protection

Your Data is at Risk

- Loss
- Manipulation and Corruption
- Unauthorized Access and Usage
- Abuse of your computer for attacking others

<http://www.heppnetz.de/teaching/gwi/>

56

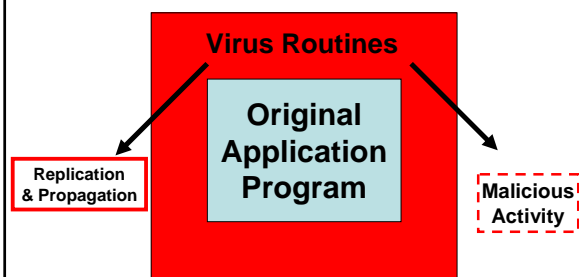
Malware (Malicious Software)

- Computer Viruses
- Trojan Horses
 - Password sniffer, Keyboard logger
 - FTP clients
- Worms
- (Advertising) Spyware

<http://www.heppnetz.de/teaching/gwi/>

57

Computer Virus



<http://www.heppnetz.de/teaching/gwi/>

58

Trojan Horses

Program that appears to be a useful tool but secretly performs malicious activities



<http://www.heppnetz.de/teaching/gwi/>

59

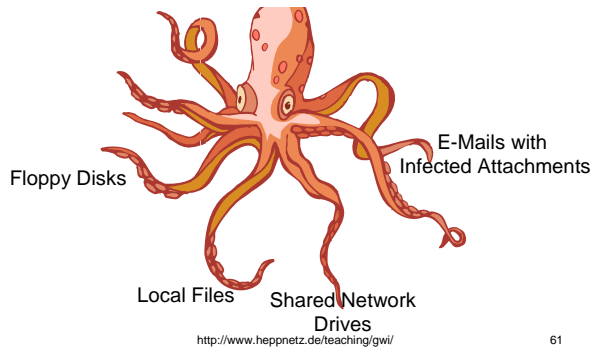
How Malware Propagates

- Media exchange (floppy disk, ZIP, CDR, memory stick,...)
- E-mail attachments
- Infected documents
- Network drives
- Security leaks in the Operating System or Application software

<http://www.heppnetz.de/teaching/gwi/>

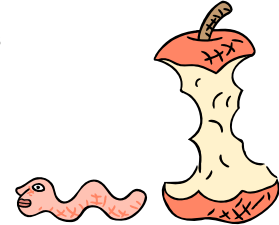
60

Propagation

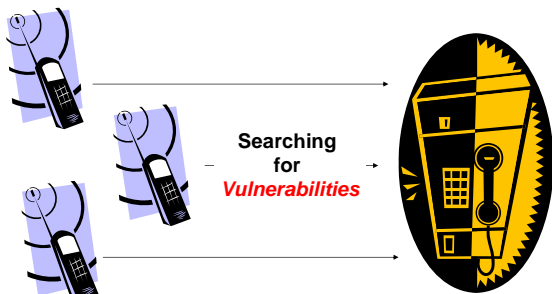


Computer Worm

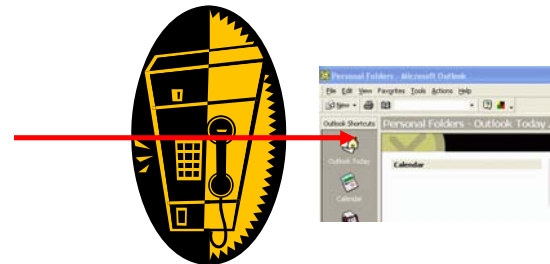
A self-replicating computer program. Computer viruses attach themselves to, and becomes part of, another executable program; a worm is self-contained and does not need to be part of another program to propagate itself.



Malicious Internet Traffic



Security Leaks in Commercial Software



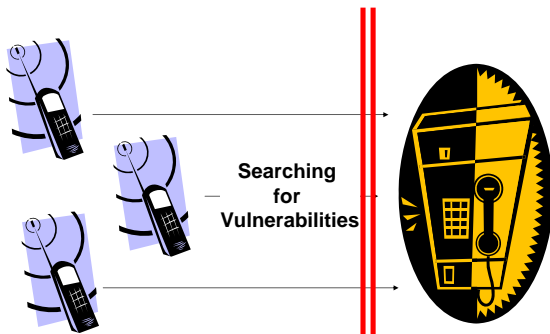
Spyware

- Collect information from your computer and transmit it without telling you to a remote computer
 - Usage patterns, credit card details, passwords, ...
- <http://www.heppnetz.de/teaching/gwi/>
- 65

Protect Yourself!

- Backups
 - Firewall
 - Anti-Virus Software
 - Software Updates
 - Behavior
- <http://www.heppnetz.de/teaching/gwi/>
- 66

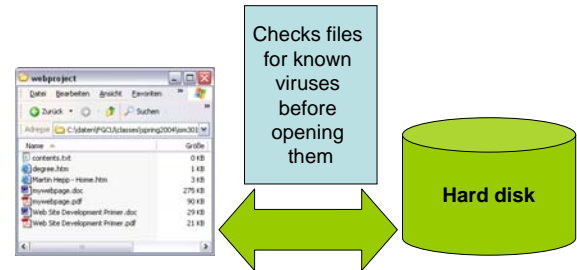
Firewall



<http://www.heppnetz.de/teaching/gwi/>

67

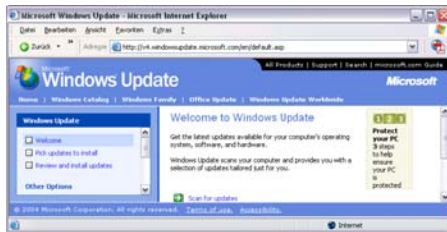
Virus Scanner



<http://www.heppnetz.de/teaching/gwi/>

68

Updates for Windows and MS Office



<http://windowsupdate.microsoft.com>
<http://office.microsoft.com/productupdates>

<http://www.heppnetz.de/teaching/gwi/>

69

Hoaxes

- Malicious Code (Virus and Trojan) Warnings
- Urban Myths
- Sympathy Letters and Requests to Help Someone
- Traditional Chain Letters
- Threat Chains

Information about hoaxes:
<http://hoaxbusters.ciac.org>

<http://www.heppnetz.de/teaching/gwi/>

70

Assignment for Next Week

- **W11**, pp. 151-322; IBIS, pp. 169-194
- Review the slides

W11 = Hansen/Neumann: Wirtschaftsinformatik 1; W12 = Hansen/Neumann: Wirtschaftsinformatik 2; IBIS = Wigand et al: Introduction to Business Information Systems.

<http://www.heppnetz.de/teaching/gwi/>

71

Thank you!

The slides and additional materials will be available at

<http://www.heppnetz.de/teaching/gwi/>