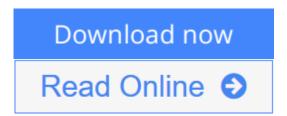# Data Modeling and Database Design

By Richard W. Scamell, Narayan S. Umanath

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Data Modeling and Database Design presents a conceptually complete coverage of indispensable topics that each MIS student should learn if that student takes only one database course. Database design and data modeling encompass the minimal set of topics addressing the core competency of knowledge students should acquire in the database area. The text, rich examples, and figures work together to cover material with a depth and precision that is not available in more introductory database books.

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Review
"The writing style is very good compared to other books. Discussion of the content is accompanied by detailed explanation and adequate examples which make these concepts easy to understand." - Jaymeen Shah, Texas State University

About the Author
Richard W. Scamell serves as Associate Dean for Student Affairs and Professor of Decision and Information Sciences in the C. T. Bauer College of Business at the University of Houston. He received his Ph.D. degree from The University of Texas at Austin. Since joining the faculty at Houston in 1972, he has taught more than two dozen different courses at the undergraduate, masters, and doctoral levels, three of which have been focused in the database area. His publications have appeared in journals such as Management Science, MIS Quarterly, Academy of Management Journal, Decision Sciences, IEEE Transactions on Software Engineering, Communications of the ACM, Omega, and Information and Management.

Narayan S. Umanath is Professor [Emeritus] of Information Systems at the University of Cincinnati (UC) in Cincinnati, Ohio, USA. He has been at UC since 1996 and served as the department head of Information Systems (IS) for 7 years. Before that, he has been a faculty member at the Pennsylvania State University at the main (University Park) campus and the University of Tulsa. Umanath also serves as a member of the faculty in the Department of Mathematics & Computer Science (DMACS) at the Sri Sathya Sai Institute of Higher Learning (SSSIHL) in Prashanti Nilayam, India in the capacity of Visiting Professor since 2003. Entering academia after 17 years of technical and managerial experience in software development, he received his Ph.D. in Business Administration from the University of Houston in 1987. His undergraduate and graduate educations are in mechanical engineering and industrial engineering, respectively. Umanath has research publications in the domains of data visualization for decision support, agency theory applications in the design of compensation contracts, organizational computing, and electronic integration in supply channels; his current research interests are in the domains of knowledge exchange in supply-chain relationships, and data modeling & data warehousing. His research publications have appeared in Management Science, Decision Sciences, Journal of MIS, Communications of the ACM, International Journal of Information Management, Information & Management, Information Resources Management Journal, Journal of Managerial Issues and National Academy Science Letters. Umanath has also co-authored a text book titled "Data Modeling & Database Design".

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