

# CIS 4360-110, 81084, STRATEGIC INFORMATION SYSTEMS

FALL 2021

## TEXAS A&M UNIVERSITY-CENTRAL TEXAS

### **COURSE DATES, MODALITY, AND LOCATION**

Strategic Information Systems is a 16-week 100% online course beginning on August 23, 2021, and ending on December 10, 2021.

This course uses the A&M-Central Texas Canvas Learning Management System found here: <https://tamuct.instructure.com/>.

### **INSTRUCTOR AND CONTACT INFORMATION**

Instructor: Alex Burnett-Hayes

Phone: 737-444-7333 (Please use for emergencies only.)

Email: [alex.burnett-hayes@tamuct.edu](mailto:alex.burnett-hayes@tamuct.edu) (Preferred method of communication.)

### **Office Hours**

I am available to all students on an appointment basis. Please send an email to [alex.burnett-hayes@tamuct.edu](mailto:alex.burnett-hayes@tamuct.edu) to schedule an appointment. Meeting options are either via in-person on-campus, WebEx, or telephone. All appointments will be confirmed with an email sent from me to your Warrior email account. When sending an email to me, please utilize only your Warrior account. Emails sent from other providers will not be answered.

### **Student-Instructor Interaction**

I will respond to all student emails within 24 hours of receipt.

### **WARRIOR SHIELD**

**Emergency Warning System for Texas A&M University-Central Texas**  
Warrior Shield is an emergency notification service that gives Texas A&M University-Central Texas the ability to communicate health and safety emergency information quickly via email, text message, and social media. All students are automatically enrolled in Warrior Shield through their myCT email account.

Connect to Warrior Shield by [911Cellular](https://www.tamuct.edu/police/911cellular.html) [<https://www.tamuct.edu/police/911cellular.html>] to change where you receive your alerts or to opt-out. By staying enrolled in Warrior Shield, university officials can quickly pass on safety-related information, regardless of your location.

## **COURSE INFORMATION**

### **Course Overview and Description**

This course will explore necessary management actions, which will ensure that information is available, correct, manipulatable, protected, and archived in proper forms to allow for strategic use of information systems in the enterprise. Throughout this course, we will review a set of conceptual frameworks of IT management and by developing a critical view of two levels of IT management - strategic and tactical. We will address the value/importance of IT from strategic and tactical perspectives and the IT management challenges of managing people, processes, and technology.

**Prerequisite(s):** Senior Standing or CIS 4350 or Permission of Department Chair.

**Course Attributes:** Writing Instructive Program

### **Course Objective or Goal**

#### **Student Learning Outcomes**

At the conclusion of the course, the student will be able to:

- Summarize how business organizations employ information technology to create a competitive advantage.
- Demonstrate among the ways businesses use IT strategically, such as for enterprise, business-to-business, and e-commerce computing.
- Explain the roles and impact of business processes as they relate to information systems within an organization.
- Analyze formal methodologies to improve system planning, analysis, and architecture design.
- Analyze the architecture of an electronic commerce system, including the system hardware, system software, database system, online transaction, and user interface.
- Evaluate how each component of an e-commerce system can be used to improve a business organization and contribute to its competitive advantage.
- Create a technology strategy for an organization.

### **Competency Goals Statements**

BS-CIS, BBA-CIS, BAAS\_IT Competencies:

- Graduates should demonstrate the ability to communicate effectively on technical and non-technical subjects in Computer Information Systems.
- Graduates should be able to analyze business requirements and design appropriate Information Systems solutions,
- Graduates should be able to demonstrate an ability to apply general knowledge and skills related to software application solutions to an organization's Information System's needs.

\*\*\*\*\* The rest of this page is left intentionally blank \*\*\*\*\*

## REQUIRED READING AND TEXTBOOK

**Title:** The Strategic Management of Information Systems

- Building a Digital Strategy

**Authors:** Joe Peppard and John Ward

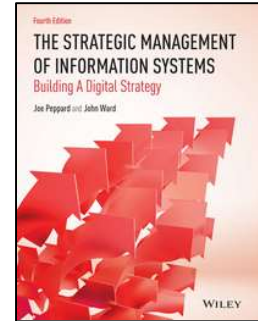
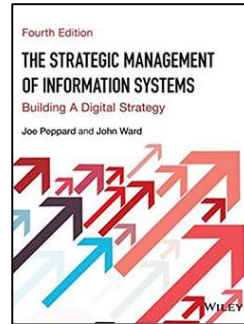
**Edition:** 4<sup>th</sup>

**Publisher:** John Wiley & Sons UK

**Print ISBN:** 9780470034675, 047003467X

**eText ISBN:** 9781119215479, 1119215471

**Copyright year:** 2016



## COURSE REQUIREMENTS

**Meet & Greet Discussion Forum:** This assignment will be a discussion post where you will give a brief (about two short paragraphs) description of yourself and why you are taking this class. Only share what you are comfortable with. The Meet & Greet discussion forum is worth a maximum of ten (10) points.

**Group Discussion Forums:** There will be twelve (12) group discussion forums. The group discussion forums will initiate with an instructor posed question. Students must make an initial post and a minimum of two reply posts to their classmates. The reply post requirement necessitates a response to two (2) different members of the class. Continued conversations beyond the minimum reply posts required are encouraged. All posts should be substantive. The group discussion forums are worth a maximum of ten (10) points each for a maximum total of 120 points.

**Quizzes:** There will be twelve (12) quizzes to be completed in the A&M-Central Texas Canvas Learning Management System. Each quiz includes three (3) – four (4) short answer essay questions to be answered in a 75-minute timeframe. The quizzes with one (1) attempt are open book and open notes. The quizzes are worth a maximum of ten (10) points for a maximum total of 120 points.

**Case Study:** There will be one (1) case study to be completed in the A&M-Central Texas Canvas Learning Management System. The case study has four (4) waypoints. Detailed instructions for the case study appear in Canvas. The case study is worth a maximum total across waypoints of 100 points.

**Term Paper:** There will be one (1) term paper to be completed in the A&M-Central Texas Canvas Learning Management System. The term paper has six (6) waypoints. Detailed instructions for the term paper appear in Canvas. The term paper is worth a maximum total across waypoints of 150 points.

\*\*\*\*\* The rest of this page is left intentionally blank \*\*\*\*\*

## Grading Criteria Rubric and Conversion

Required Activity		Quantity	Points	Total
Meet & Greet Discussion Forum	(2%)	1	10	10
Group Discussion Forums	(24%)	12	10	120
Quizzes	(24%)	12	10	120
Case Study (Multiple Deliverables)	(20%)	1	100	100
Term Paper (Multiple Deliverables)	(30%)	1	150	150
Total				500

Point Range	Letter Grade
500-450	A
449-400	B
399-350	C
349-300	D
299-0	F

### Posting of Grades

Grades will be posted to the Canvas grade book as assignments are graded. This will typically be done once all students have submitted the assignment.

### Grading Policies

All assignments must be submitted before the posted deadline. No late assignments will be accepted.

\*\*\*\*\* The rest of this page is left intentionally blank \*\*\*\*\*

## COURSE OUTLINE AND CALENDAR

Week	Dates	Learning Materials	Deliverables
1	08/23 - 08/29	Read Syllabus Thoroughly	Meet & Greet Discussion Forum Term Paper Waypoint #1
2	08/30 - 09/05	Chapter 1 Textbook Chapter 1 PPTs	Group Discussion Forum #1 Quiz #1 Term Paper Waypoint #2
3	09/06 - 09/12	Chapter 2 Textbook Chapter 2 PPTs	Group Discussion Forum #2 Quiz #2 Term Paper Waypoint #3
4	09/13 - 09/19	Chapter 3 Textbook Chapter 3 PPTs	Group Discussion Forum #3 Quiz #3
5	09/20 - 09/26	Chapter 4 Textbook Chapter 4 PPTs	Group Discussion Forum #4 Quiz #4
6	09/27 - 10/03		Case Study Waypoint #2
7	10/04 - 10/10	Chapter 5 Textbook Chapter 5 PPTs	Group Discussion Forum #5 Quiz #5
8	10/11 - 10/17	Chapter 6 Textbook Chapter 6 PPTs	Group Discussion Forum #6 Quiz #6
9	10/18 - 10/24		Term Paper Waypoint #4
10	10/25 - 10/31	Chapter 7 Textbook Chapter 7 PPTs	Group Discussion Forum #7 Quiz #7
11	11/01 - 11/07	Chapter 8 Textbook Chapter 8 PPTs	Group Discussion Forum #8 Quiz #8 Case Study Waypoint #3
12	11/08 - 11/14	Chapter 9 Textbook Chapter 9 PPTs	Group Discussion Forum #9 Quiz #9
13	11/15 - 11/21	Chapter 10 Textbook Chapter 10 PPTs	Group Discussion Forum #10 Quiz #10
14	11/22 - 11/28	Chapter 11 Textbook Chapter 11 PPTs	Group Discussion Forum #11 Quiz #11
15	11/29 - 12/05	Chapter 12 Textbook Chapter 12 PPTs	Group Discussion Forum #12 Quiz #12 Term Paper Waypoint #5
16	12/06 - 12/10		Case Study Waypoint #4 Term Paper Waypoint #6

### **Important University Dates**

Please see the attached link for the A&M-Central Texas Academic Calendars, which track important deadlines and dates for the school year and semesters: <https://www.tamuct.edu/registrar/academic-calendar.html>

### **TECHNOLOGY REQUIREMENTS AND SUPPORT**

This course will use Microsoft Office 365 software. As a University student, you can download the software at no cost. Please access this University link for download instructions: <https://tamuct.onecampus.com/task/all/office365-software>

### **Technology Requirements**

This course will use the A&M-Central Texas Instructure Canvas learning management system. **We strongly recommend the latest versions of Chrome or Firefox browsers. Canvas no longer supports any version of Internet Explorer.**

Log on to A&M-Central Texas Canvas [<https://tamuct.instructure.com/>] or access Canvas through the TAMUCT Online link in myCT [<https://tamuct.onecampus.com/>]. You will log in through our Microsoft portal.

Username: Your MyCT email address. Password: Your MyCT password

### **CANVAS SUPPORT**

Use the Canvas Help link located at the bottom of the left-hand menu for issues with Canvas. You can select "Chat with Canvas Support," submit a support request through "Report a Problem," or call the Canvas support line: 1-844-757-0953.

For issues related to course content and requirements, contact your instructor.

### **ONLINE PROCTORED TESTING**

A&M-Central Texas uses Proctorio for online identity verification and proctored testing. This service is provided at no direct cost to students. If the course requires identity verification or proctored testing, the technology requirements are: Any computer meeting the minimum computing requirements, plus web camera, speaker, and microphone (or headset). Proctorio also requires the Chrome web browser with its custom plug-in.

\*\*\*\*\* The rest of this page is left intentionally blank \*\*\*\*\*

## OTHER TECHNOLOGY SUPPORT

For log-in problems, students should contact Help Desk Central

24 hours a day, 7 days a week

Email: [helpdesk@tamu.edu](mailto:helpdesk@tamu.edu)

Phone: (254) 519-5466

[Web Chat](http://hdc.tamu.edu): [http://hdc.tamu.edu]

*Please let the support technician know you are an A&M-Central Texas student.*

---

## UNIVERSITY RESOURCES, PROCEDURES, AND GUIDELINES

### Drop Policy

If you discover that you need to drop this class, you must complete the [Drop Request](#) Dynamic Form through Warrior Web.

[<https://dynamicforms.ngwebsolutions.com/casAuthentication.ashx?InstID=eaed95b9-f2be-45f3-a37d-46928168bc10&targetUrl=https%3A%2F%2Fdynamicforms.ngwebsolutions.com%2FSubmit%2FForm%2FStart%2F53b8369e-0502-4f36-be43-f02a4202f612>].

Faculty cannot drop students; this is always the responsibility of the student. The Registrar's Office will provide a deadline on the Academic Calendar for which the form must be completed. Once you submit the completed form to the Registrar's Office, you must go into Warrior Web and confirm that you are no longer enrolled. If you still show as enrolled, FOLLOW-UP with the Registrar's Office immediately. You are to attend class until the procedure is complete to avoid a penalty for absence. Should you miss the drop deadline or fail to follow the procedure, you will receive an F in the course, which may affect your financial aid and/or VA educational benefits.

### Academic Integrity

Texas A&M University-Central Texas values the integrity of the academic enterprise and strives for the highest standards of academic conduct. A&M-Central Texas expects its students, faculty, and staff to support the adherence to high standards of personal and scholarly conduct to preserve the honor and integrity of the creative community. Any deviation by students from this expectation may result in a failing grade for the assignment and potentially a failing grade for the course. All academic misconduct concerns will be referred to the Office of Student Conduct. When in doubt about collaboration, citation, or any issue, please contact your instructor before taking a course of action.

For more [information regarding the Student Conduct process](#), [<https://www.tamuct.edu/student-affairs/student-conduct.html>].

If you know of potential honor violations by other students, you may [submit a report](#) [[https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout\\_id=0](https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=0)].

\*\*\*\*\* The rest of this page is left intentionally blank \*\*\*\*\*

## **Academic Accommodations**

At Texas A&M University-Central Texas, we value an inclusive learning environment where every student has an equal chance to succeed and has the right to a barrier-free education. The Office of Access and Inclusion is responsible for ensuring that students with a disability receive equal access to the university's programs, services, and activities. If you believe you have a disability requiring reasonable accommodations, please contact the Office of Access and Inclusion, WH-212, or call (254) 501-5836. Any information you provide is private and confidential and will be treated as such.

For more information, please visit our [Access & Inclusion](https://tamuct.instructure.com/courses/717) Canvas page (log-in required) [https://tamuct.instructure.com/courses/717]

## **Important information for Pregnant and/or Parenting Students**

Texas A&M University-Central Texas supports students who are pregnant and/or parenting. In accordance with requirements of Title IX and related guidance from US Department of Education's Office of Civil Rights, the Dean of Student Affairs' Office can assist students who are pregnant and/or parenting in seeking accommodations related to pregnancy and/or parenting. Students should seek out assistance as early in the pregnancy as possible. For more information, please visit [Student Affairs](https://www.tamuct.edu/student-affairs/pregnant-and-parenting-students.html) [https://www.tamuct.edu/student-affairs/pregnant-and-parenting-students.html]. Students may also contact the institution's Title IX Coordinator. If you would like to read more about these [requirements and guidelines](http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf) online, please visit the website [http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf].

Title IX of the Education Amendments Act of 1972 prohibits discrimination on the basis of sex and gender—including pregnancy, parenting, and all related conditions. A&M-Central Texas is able to provide flexible and individualized reasonable accommodation to pregnant and parenting students. All pregnant and parenting students should contact the Associate Dean in the Division of Student Affairs at (254) 501-5909 to seek out assistance. Students may also contact the University's Title IX Coordinator.

## **Tutoring**

Tutoring is available to all A&M-Central Texas students, on a remote online basis. Visit the Academic Support Community in Canvas to view schedules and contact information. Subjects tutored on campus include Accounting, Advanced Math, Biology, Finance, Statistics, Mathematics, and Study Skills. Student success coaching is available online upon request.

If you have a question regarding tutor schedules, need to schedule a tutoring session, are interested in becoming a tutor, success coaching, or have any other question, contact Academic Support Programs at (254) 501-5836, visit the Office of Student Success at 212F Warrior Hall, or by emailing [studentsuccess@tamuct.edu](mailto:studentsuccess@tamuct.edu).

Chat live with a tutor 24/7 for almost any subject from on your computer! Tutor.com is an online tutoring platform that enables A&M-Central Texas students to log in and receive online tutoring support at no additional cost. This tool provides tutoring in over 40 subject areas except writing support. Access Tutor.com through Canvas.

\*\*\*\*\* The rest of this page is left intentionally blank \*\*\*\*\*



## University Writing Center

University Writing Center: The University Writing Center (UWC) at Texas A&M University–Central Texas (TAMUCT) is a free service open to all TAMUCT students. For the Summer 2021 semester, all services will be online as a result of the COVID-19 pandemic. The hours of operation are from 10:00 a.m.-4:00 p.m. Monday thru Thursday with satellite hours Monday thru Thursday from 6:00-9:00 p.m. The UWC is also offering hours from 12:00-3:00 p.m. on Saturdays.

Tutors are prepared to help writers of all levels and abilities at any stage of the writing process. By providing a practice audience for students' ideas and writing, our tutors highlight the ways in which they read and interpret students' texts, offering guidance and support throughout the various stages of the writing process. While tutors will not write, edit, or grade papers, they will assist students in developing more effective composing practices. Whether you need help brainstorming ideas, organizing an essay, proofreading, understanding proper citation practices, or just want a quiet place to work, the UWC is here to help!

Students may arrange a one-to-one session with a trained and experienced writing tutor by making an appointment via [WCOnline](https://tamuct.mywconline.com/) [https://tamuct.mywconline.com/]. In addition, you can email Dr. Bruce Bowles Jr. at [bruce.bowles@tamuct.edu](mailto:bruce.bowles@tamuct.edu) if you have any questions about the UWC and/or need any assistance with scheduling.

## University Library

The University Library provides many services in support of research across campus and at a distance. We offer over 200 electronic databases containing approximately 400,000 eBooks and 82,000 journals, in addition to the 96,000 items in our print collection, which can be mailed to students who live more than 50 miles from campus. Research guides for each subject taught at A&M-Central Texas are available through our website to help students navigate these resources. On campus, the library offers technology including cameras, laptops, microphones, webcams, and digital sound recorders.

Research assistance from a librarian is also available 24 hours a day through our online chat service, and at the reference desk when the library is open. Research sessions can be scheduled for more comprehensive assistance, and may take place virtually through WebEx, Microsoft Teams or in-person at the library. Assistance may cover many topics, including how to find articles in peer-reviewed journals, how to cite resources, and how to piece together research for written assignments.

Our 27,000-square-foot facility on the A&M-Central Texas main campus includes student lounges, private study rooms, group workspaces, computer labs, family areas suitable for all ages, and many other features. Services such as interlibrary loan, TexShare, binding, and laminating are available. The library frequently offers workshops, tours, readings, and other events. For more information, please visit our [Library website](#).

\*\*\*\*\* The rest of this page is left intentionally blank \*\*\*\*\*

## **OPTIONAL POLICY STATEMENTS**

### **A Note about Sexual Violence at A&M-Central Texas**

Sexual violence is a serious safety, social justice, and public health issue. The university offers support for anyone struggling with these issues. University faculty are mandated reporters, so if someone discloses that they were sexually assaulted (or a victim of Domestic/Dating Violence or Stalking) while a student at TAMUCT, faculty members are required to inform the Title IX Office. If you want to discuss any of these issues confidentially, you can do so through Student Wellness and Counseling (254-501-5955) located on the second floor of Warrior Hall (207L).

Sexual violence can occur on our campus because predators often feel emboldened, and victims often feel silenced or shamed. It is incumbent on ALL of us to find ways to actively create environments that tell predators we don't agree with their behaviors and tell survivors we will support them. Your actions matter. Don't be a bystander; be an agent of change. For additional information on campus policy and resources visit the [Title IX webpage](https://www.tamuct.edu/compliance/titleix.html) [<https://www.tamuct.edu/compliance/titleix.html>].

### **Behavioral Intervention**

Texas A&M University-Central Texas cares about the safety, health, and well-being of its students, faculty, staff, and community. If you are aware of individuals for whom you have a concern, please make a referral to the Behavioral Intervention Team. Referring your concern shows you care. You can complete the [referral](https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=2) online [[https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout\\_id=2](https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=2)].

Anonymous referrals are accepted. Please see the [Behavioral Intervention Team](https://www.tamuct.edu/student-affairs/bat.html) website for more information [<https://www.tamuct.edu/student-affairs/bat.html>]. If a person's behavior poses an imminent threat to you or another, contact 911 or A&M-Central Texas University Police at 254-501-5800.

---

## **OTHER POLICIES**

The instructor reserves the right to modify the course syllabus during the semester for the benefit of the students.

The instructor reserves the right to supplement materials presented in the text with additional course material that may help the students better understand a topic(s).

### **Copyright Notice**

Students should assume that all course material is copyrighted by the respective author(s). Reproduction of course material is prohibited without consent by the author and/or course instructor. Violation of copyright is against the law and Texas A&M University-Central Texas' Code of Academic Honesty. All alleged violations will be reported to the Office of Student Conduct.

Copyright. 2021 by Alex Burnett-Hayes at Texas A&M University-Central Texas, College of Business; 1001 Leadership Place, Killeen, TX 76549; 254-519-5437; Fax 254-501-5825; alex.burnett-hayes@tamuct.edu