CIS 3305 Foundations of Information Systems & Business Analysis,  
Spring 2024

IMPORTANT: Students will be actively researching and writing; therefore, students are expected to dedicate hours of study time outside of class. Going to college is the opportunity of a lifetime. If you remain an active and dedicated participant in your learning, you will succeed in college and your career.

Leave all excuses at the door and embrace the opportunity that you have by developing a strong work ethic.

Dr. Gonzales reserves the right to change the syllabus.

Class Hours: 1:30 – 2:50 pm, MW, BUSN 302  
Office Hours: MW, 3:00 to 5:00pm, by appointment only

Required Reading Material:

Management Information Systems: Managing the Digital Firm  
17th Edition  
Kenneth C. Laudon and Jane P. Laudon  

Additional reading material will be announced during the semester as determined by Dr. Gonzales.

Course Description: It provides an introduction of the principles and concepts of information systems and business analytics. This course covers the role and impact of modern analytics and information technologies in supporting business processes and major enterprise-wide strategic initiatives. It examines how organizations can use business intelligence and advanced analytics to make data-driven decisions in the digital firm. Students will learn to solve real-world business problems using leading and modern analytic tools.

Coverage includes the analysis, design, development, and implementation of information systems. The course provides the fundamentals of management of information systems including organizational, global, and strategic issues.

Course Learning Objectives: The objective of CIS 3305 is to increase the student’s understanding of the role of IT in business so that he/she can be prepared for an active role in designing, using, and managing information systems. Upon successful completion of this course, the CIS 3305 students will be able to:

- describe how organizations compete with information technology;
- develop a systems view of the role of technology in various domains;
- understand information systems concepts and their application to organizations;
- know the fundamentals of computer hardware, software, database management systems, and telecommunication;
- classify and categorize types of information systems based on types of function they support;
- evaluate the role and impact of analytics and information systems in today's competitive business environment;
- know the fundamentals of analytics and information technology architecture;
- understand the emerging technology-related issues facing organizations;
- understand and apply the concepts and methods of business analytics;
- use emerging analytics tools to perform data analytics;
- understand the need for data-driven business decisions;
Grade Components: Your performance in the course will be assessed in multiple ways. A final grade will be assigned based on the quality of your work in all course activities. You must complete different activities to enhance the comprehension and application of all course concepts. Some course content may be conducted remotely and the professor reserves the right to change the course content and schedule. The grading scale is found in Table 1, below.

<table>
<thead>
<tr>
<th></th>
<th>Points</th>
<th>Final Grade</th>
<th>Range</th>
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<tbody>
<tr>
<td>In-class Exams (3, 100 points each)</td>
<td>300</td>
<td>A</td>
<td>90% and up</td>
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<tr>
<td>Two Group Assignments (50 points each)</td>
<td>100</td>
<td>B</td>
<td>80-89.9%</td>
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<tr>
<td>One Individual Assignments</td>
<td>100</td>
<td>C</td>
<td>70-79.9%</td>
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<tr>
<td>Final Exam</td>
<td>100</td>
<td>D</td>
<td>60-69.9%</td>
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<tr>
<td>Total</td>
<td>600</td>
<td>F</td>
<td>below 60%</td>
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Exams: All students are required to take the exams at the scheduled time which is to be announced in class. Makeup will only be given to students who must miss due to “excused absences due to university-recognized activities” or under extreme circumstance. These students are required to send written notice to the instructor about the university-recognized activities ahead of time. See student handbook for a description of these activities.

Extra Credit: Any extra credit is at the discretion of Dr. Gonzales and will be offered for the entire class and NOT on a student-by-student basis.

Technology Requirements: Course content is delivered face-to-face and via the Internet through using Azure Lab Services. You will need to have access to a computer/laptop. Ensure your…

- UTEP e-mail account is working
- you have ability to run Windows Remote Desktop Connection

The University has a limited number of laptops available that you can check out. Please visit Technology Support for more information. The University has multiple computer labs that are open throughout the week.

IMPORTANT: If you encounter technical difficulties beyond your scope of troubleshooting, please contact the UTEP Help Desk as they are trained specifically in assisting with technological needs of students.

Class Policies: Dr. Gonzales and students will closely adhere to the following policies:
1. For the health and safety of all students and the instructor, please feel free to wear a mask in class. If you have not yet been vaccinated, please take advantage of the free vaccination programs throughout El Paso.
2. It is essential to enter and exit the class in an orderly fashion without crowding around entrances and blocking the flow of students in and out of their seats.
3. Note the closest emergency exits. In case of emergency, please exit quickly and quietly from the class. The instructor will provide clear directions if such an emergency arises.
4. Ethics, accountability, and integrity pledge: by remaining in this class, you agree to always behave ethically, be accountable for your performance, and refrain from taking any unacceptable shortcuts or behavior that will be detrimental to you, your fellow students, and the instructor. You also agree to work very hard to perform as well as you can in all matters related to the class.
5. All students are welcome to use the Help Board to ask questions about the course.
6. Arrive on time and be seated quickly and quietly. If you arrive late, sit at the back of the classroom. The first row of seats needs to remain empty.
7. Blackboard (Bb) is the main portal for the course. All communication and activities will be done through Bb. You must access Bb daily to check for updates and access all course materials.
8. Send all messages to the instructor or the TAs through Bb only! Log into the class, and then click on “Messages” in the top left of the main class page. Next, click on “+” symbol in the top right and select the recipient, compose your message, and click “Send.”

9. Copyright Statement: The materials provided by the instructor in this course are for the use of the students enrolled in the course. Copyrighted course materials may not be further disseminated. Learn more about copyright law and restrictions at: http://libguides.richmond.edu/copyright (Links to an external site.)

10. You must review the syllabus carefully and understand all class components.

11. Dr. Gonzales reserves the right to ask any students disrupting the normal class flow and online activities, such as the “Discussion Boards,” to refrain from making additional posts until any issues have been resolved. Ignoring the instructor’s warnings will result in a report filed with UTEP’s Office of Student Conduct and Conflict Resolution (OSCCR). This may result in a possible drop in the course.

12. Any attempts of academic dishonesty, such as cheating, plagiarism, collusion, or other inappropriate behavior, cause disciplinary action. The instructor intends to fully pursue these serious matters per University policies and regulations.

13. Make-up exams are possible with an approved medical excuse only. You must send the instructor an official note from your physician in English (on official letterhead with the physician’s contact information) justifying your failure to complete an exam within seven business days from the exam date. It is entirely up to the instructor to approve make-up exams.

14. Missed assignments cannot be made up. Plan accordingly! Missing activities for whatever reason will make the successful completion of the course rather challenging.

15. Dr. Gonzales does not condone late-assignment behavior. The grade for late assignments will be 0 (zero). Pleading your case and begging for mercy will not be tolerated. All assignments must be turned in on the date that those assignments are due.

16. Do not be afraid to use any of the tools offered on Bb. However, be sure not to send a message to the entire class. It takes some work to do that and cannot be done by mistake. If you send a message to the whole class without the instructor’s prior written permission, you will be immediately dismissed/dropped from the course.

17. Access Bb frequently for announcements and other course material. Sometimes, I may send important/critical information via e-mail. So be sure to 1) have a UTEP e-mail address and 2) check your e-mail at least once daily. You are responsible for frequently accessing your e-mail account and Blackboard to check for any, and all messages and announcements. Unfortunately, I may not be able to send any broadcast (i.e., to the entire class) e-mail messages to addresses outside the UTEP (i.e., outside the miners) domain.

18. If you have a disability or feel you might have a disability and need assistance, contact the Center for Accommodations and Support Services (CASS) Office at 747-5148 or go to Room 106 Union East.

**Academic Dishonesty**

The University of Texas at El Paso prides itself on its standards of academic excellence. In all matters of intellectual pursuit, UTEP faculty and students must strive to achieve based on the quality of the work produced by the individual. Students are expected to uphold the highest academic integrity standards in the classroom and in all other academic activities. Any form of scholastic dishonesty is an affront to the pursuit of knowledge and jeopardizes the quality of the degree awarded to all graduates of UTEP. It is imperative, therefore, that the members of this academic community understand the regulations about academic integrity and that all faculty members insist on adherence to these standards.

Any student who commits an act of scholastic dishonesty is subject to discipline. Academic dishonesty includes but is not limited to cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, and any act designed to give an unfair advantage to a student or the attempt to commit such acts. Proven violations of the detailed regulations, as printed in the Handbook of Operating Procedures (HOP) and available in the Office of the Dean of Students, may result in sanctions ranging from disciplinary probation, to failing grades on the work in question, to failing grades in the course, to suspension or dismissal, among others.

All research papers, term papers, or other writing intensive assignments must adhere to APA style. Students are expected to submit all papers with appropriate citation, references, etc. If you are unsure of the parameters of this writing style, please contact the instructor within the first week of classes for further information. Style guides are available in the University Bookstore.
Following is the class schedule.

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<tr>
<th>Date</th>
<th>Topic</th>
<th>Papers/Labs/Exams</th>
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<tbody>
<tr>
<td>01-17</td>
<td>- Course Overview</td>
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<tr>
<td>01-22</td>
<td>- Chapter 1 – IS and Global Business</td>
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<tr>
<td>01-24</td>
<td>- Lab &amp; Lecture</td>
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<tr>
<td>01-29</td>
<td>- Chapter 3 – IS, Organizations, Strategy</td>
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<tr>
<td>01-31</td>
<td>- Lab &amp; Lecture</td>
<td>Lab: Scope of Services</td>
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<tr>
<td>02-05</td>
<td>- Chapter 4 – Ethical and Social</td>
<td>Group Paper #1: The Impact of IT on Global Business</td>
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<td>02-07</td>
<td>- Group Paper Assignment #1</td>
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<tr>
<td>02-12</td>
<td>- Chapter 5 – IT Infrastructure</td>
<td>Lab: Cloud Architecture</td>
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<td>02-14</td>
<td>- Lab and Group Paper Q&amp;A</td>
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<tr>
<td>02-19</td>
<td>- Exam #1</td>
<td>Exam #1: Chapters 1, 3, &amp; 5</td>
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<td>02-21</td>
<td>- Chapter 6 – Business Intelligence</td>
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<tr>
<td>02-26</td>
<td>- Lab &amp; Lecture</td>
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<tr>
<td>02-28</td>
<td>- Chapter 7 – Network</td>
<td>Lab: BI Architecture</td>
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<td>03-04</td>
<td>- Chapter 8 – Securing IS</td>
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<tr>
<td>03-06</td>
<td>- Exam #2</td>
<td>Exam #2: Chapters 6, 7, &amp; 8</td>
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<td>03-11</td>
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<td>03-13</td>
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<td>03-18</td>
<td>- Group Paper Assignment #2</td>
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<td>03-20</td>
<td>- Chapter 10 – Digital Markets</td>
<td>Group Paper #2: Edge Computing</td>
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<td>03-25</td>
<td>- Chapter 11 – AI</td>
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<td>03-27</td>
<td>- Chapter 12 – Decision Making</td>
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<td>03-28</td>
<td></td>
<td>LAST DAY TO DROP</td>
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<tr>
<td>04-01</td>
<td>- Lab &amp; Lecture</td>
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<tr>
<td>04-03</td>
<td>- Chapter 13 – Building IS</td>
<td>Lab: Advanced Analytics</td>
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<td>04-08</td>
<td>- Practical Exam #3</td>
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<td>04-10</td>
<td>- Individual Paper Assignment</td>
<td>Exam #3: Chapters 11 &amp; 12</td>
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<tr>
<td>04-15</td>
<td>- Special Topics</td>
<td>Individual Paper: Digital Twins</td>
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<tr>
<td>04-17</td>
<td>- Individual Paper Q&amp;A</td>
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<tr>
<td>04-22</td>
<td>- Special Topics</td>
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<td>04-24</td>
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<td>04-29</td>
<td>- Final Exam Review</td>
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<td>05-01</td>
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<tr>
<td>MAY 6 --- 9</td>
<td>Finals Week</td>
<td>Final Exam</td>
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