Colorado State University GLOBAL CAMPUS

MIS300: INFORMATION SYSTEMS DESIGN AND MANAGEMENT

Credit Hours: 3

Contact Hours: This is a 3-credit course, offered in accelerated format. This means that 16 weeks of material is covered in 8 weeks. The exact number of hours per week that you can expect to spend on each course will vary based upon the weekly coursework, as well as your study style and preferences. You should plan to spend 14-20 hours per week in each course reading material, interacting on the discussion boards, writing papers, completing projects, and doing research.

Faculty Information: Faculty contact information and office hours can be found on the faculty profile page.

COURSE DESCRIPTION AND OUTCOMES

COURSE DESCRIPTION:

Overview of issues, processes and technology utilized in the design and management of information systems. Analysis includes needs assessment, database management, software capacity, security features, decision making applications and ethical issues associated with utilization of information systems.

COURSE OVERVIEW:

In a digital age, technology is a necessary component for any entity that desires to remain competitive, regardless of the business model. The end user who wants to make a transaction experiences this simply through an interface, but behind the scenes is a complicated system with hardware, software, databases, specialists, security perimeters, and network infrastructures that compose what we refer to as information systems. These information systems enhance decision-making processes and are crucial in a data-driven environment, and the number of processes that can be completed via online systems continues to grow.

This course is designed to introduce the components of information systems and to equip the student to examine the impact these systems can have in business and daily life. After providing an overview of information systems and components, the course examines system development concepts and approaches, database, business intelligence, and knowledge management concepts. Students will also explore business continuity concepts and discuss common threats to information systems and ethical issues associated with their use. The entire course is conceptualized as a package of tools to help build a solid understanding of information systems key concepts.

COURSE LEARNING OUTCOMES:

1. Analyze how companies can gain a competitive advantage through information technology and the Internet.
2. Utilize databases and business intelligence as methods for increasing a company's productivity and competitiveness within the industry.

3. Utilize decision support tools, artificial intelligence, and spreadsheets in business to provide value to the business.
4. Utilize electronic commerce within a business.
5. Evaluate the systems development life cycle (SDLC) and the self-sourcing process as tools for creating value within an organization.
6. Utilize metrics and business continuity planning for a competitive advantage in business.

Participation & Attendance

Prompt and consistent attendance in your online courses is essential for your success at CSU-Global Campus. Failure to verify your attendance within the first 7 days of this course may result in your withdrawal. If for some reason you would like to drop a course, please contact your advisor.

Online classes have deadlines, assignments, and participation requirements just like on-campus classes. Budget your time carefully and keep an open line of communication with your instructor. If you are having technical problems, problems with your assignments, or other problems that are impeding your progress, let your instructor know as soon as possible.

Course Materials

Required:

Stair, R. M., & Reynolds, G. W. (2018). *Fundamentals of information systems* (9th ed.). Boston, MA: Cengage Learning. ISBN: 9781337097536

NOTE: *All non-textbook required readings and materials necessary to complete assignments, discussions, and/or supplemental or required exercises are provided within the course itself. Please read through each course module carefully.*

Course Schedule

Due Dates

The Academic Week at CSU-Global begins on Monday and ends the following Sunday.

- **Discussion Boards:** The original post must be completed by Thursday at 11:59 p.m. MT and peer responses posted by Sunday 11:59 p.m. MT. Late posts may not be awarded points.
- **Opening Exercises:** Take the Opening Exercise before reading each week's content to see which areas you will need to focus on. You may take these exercises as many times as you need. The Opening Exercises will not affect your final grade.
- **Mastery Exercises:** Students may access and retake Mastery Exercises through the last day of class until they achieve the scores they desire.
- **Critical Thinking:** Assignments are due Sunday at 11:59 p.m. MT.

Weekly Reading and Assignment Details

MODULE 1

Readings

- Chapter 1 in *Fundamentals of Information Systems*
- Furneaux, B., & Wade, M. (2017). Impediments to information systems replacement: A calculus of discontinuance. *Journal of Management Information Systems, 34*(3), 902-932. doi:10.1080/07421222.2017.1373013
- Huang, C., & Storey, V. C. (2017). Bottom-up enterprise information systems: Rethinking the roles of central it departments. *Communications of the ACM, 60*(1), 66-72. doi:10.1145/2950044

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Portfolio Milestone (30 points)

Choose one of the following two milestones to complete this week. Do not do both assignments. The option (#1 or #2) that you choose this week will determine the option that you will complete for each Portfolio Project Milestone throughout the course. Identify your milestone choice in the title of your submission.

Option #1: Organization Proposal and Portfolio Project Overview

For the purpose of this project, you have been appointed the CIO of the organization you select. Your job is to analyze the "as is" state of the organization's information system and recommend changes wherever you see fit. Analyses and recommended changes will be done based on concepts learned throughout the course.
This portfolio will be submitted in three milestones:

- Milestone 1: Organization Proposal (due in Module 1)
- Milestone 2: Business Model, SCM, and CRM (due in Module 4)
- Milestone 3: eCommerce, Database Systems, Security Policies, Customer Privacy Protection, and Recommendations (Final Portfolio Project Submission; due in Module 8)

Review the requirements for this Portfolio Project in the Module 8 folder, then proceed with Milestone 1.

Milestone 1: Organization Proposal

Select an organization with which you are familiar or regularly do business, such as a retailer, online business, pharmacy chain, medical facility, supermarket, wholesale retailer, etc. You may select the organization you work for as long as no sensitive or proprietary information is made public. By the end of Module 1, you must submit a one-paragraph proposal that introduces the organization you have selected to analyze and why you think this is a good match for this project.

The purpose of this project is to demonstrate that you have gained a solid understanding of key concepts covered by this course. For that reason, you should dedicate enough time to research an organization for which you are confident there is enough information available to cover all project requirements and Portfolio Project Milestones. As such, Milestone 1 is very important, and you must review the requirements outlined in Milestones 2 and 3 before finalizing your selection.

Your Milestone 1 must be written according to the CSU-Global Guide to Writing & APA to include a cover page and the one-paragraph proposal. Review the Milestone Rubric in the Module 1 folder for specific grading criteria.

Option #2: Organization Proposal and Portfolio Project Overview

You are planning a startup eCommerce business with a couple of your friends. Each of you has taken over a separate set of tasks in the creation of the business plan to ensure that this new business becomes a success. Your task is to cover all components as they relate to the information systems.

This portfolio will be submitted in three milestones:

- Milestone 1: Organization Proposal (due in Module 1)
- Milestone 2: Business Model, SCM, and CRM (due in Module 4)
- Milestone 3: eCommerce, Database Systems, Security Policies, Customer Privacy Protection, and Recommendations (Final Portfolio Project Submission; due in Module 8)

Review the requirements for this Portfolio Project in the Module 8 folder, then proceed with Milestone 1.

Milestone 1: Organization Proposal
By the end of Module 1, you must submit a one-paragraph proposal that introduces the eCommerce business that you and your friends are planning to launch and why you think this is a good match for this project.

The purpose of this project is to demonstrate that you have gained a solid understanding of key concepts covered by this course. For that reason, you should dedicate enough time to research to come up with an organization for which you are confident there is enough information available to cover all project requirements and Portfolio Project Milestones. As such, Milestone 1 is very important, and you must review the requirements outlined in Milestones 2 and 3 before finalizing your selection.

Your Milestone 1 must be written according to the CSU-Global Guide to Writing & APA to include a cover page and the one-paragraph proposal. Review the Milestone Rubric in the Module 1 folder for specific grading criteria.

MODULE 2

Readings

- Chapter 2 in *Fundamentals of Information Systems*
- Balabonski, T., Pottier, F., & Protzenko, J. (2016). The design and formalization of Mezzo, a permission-based programming language. *ACM Transactions on Programming Languages & Systems, 38*(4), 1-94. doi:10.1145/2837022
- Hachman, M. (2017). Microsoft slips four more features into the Fall Creators Update with Build 16251. *PCWorld, 35*(9), 14.

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Critical Thinking (85 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: 3D Printing Evaluation

3D Printing is a relatively new technology but it is being utilized to solve problems in many areas like mechanical engineering and medicine. Research this technology and write a paper that:

- Describes the components and functions of the technology.
- Explains where it is currently used and potential future applications as an output device for both individual use and end users in an enterprise.
- Evaluates pros and cons associated with this technological advancement.

Your paper should be two pages in length (excluding cover and reference pages), written according to the CSU-Global Guide to Writing & APA, and supported by a minimum of three academic sources. The "Best Databases for Information Technology" resource from the CSU-Global Library is a good place to find these sources. Review the rubric in the Module 2 folder for specific grading criteria.

Option #2: Mobile Application Evaluation

Identify an application that you utilize from your phone that functions to support an enterprise (if you don't use one, research an app). Research this technology and write a paper that:

- Describes the components and functions of the technology.
- Explains where it is currently used and potential future applications for individual and enterprise users.
- Evaluates pros and cons associated with this technological advancement.

Your paper should be two pages in length (excluding cover and reference pages), written according to the CSU-Global Guide to Writing & APA, and supported by a minimum of three academic sources. The "Best Databases for Information Technology" resource from the CSU-Global Library is a good place to find these sources. Review the rubric in the Module 2 folder for specific grading criteria.

MODULE 3

Readings

- Chapter 3 in *Fundamentals of Information Systems*
- Chapter 3 PowerPoint slides from *Fundamentals of Information Systems*
- Ngoc-Thanh, N., Núñezb, M., & Trawiński, B. (2017). Collective intelligent information and database systems. *Journal of Intelligent & Fuzzy Systems, 32*(2), 1157-1160. doi:10.3233/JIFS-169115
- Tang, J., & Karim, K. E. (2017, June). Big Data in business analytics: Implications for the audit profession. *CPA Journal*, 34-39.
- Yeniad, M., & Kutlu, Y. (2016). Improving response time of database systems by semantification of relational data. *Turkish Journal of Electrical Engineering & Computer Sciences, 24*(5), 4445-4453. doi:10.3906/elk-1501-89

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Critical Thinking (85 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: Medical Office Database ERD

A small medical office needs a database system designed. The design starts with a visualized conceptualization carried by an entity-relationship diagram (ERD). Create this ERD by completing the following steps:

1. Identify all involved in the database system so your ERD accurately "captures" the entire process, actors, and relationships (e.g., staff, patients, suppliers, carriers, etc.).
2. Identify and list entities and attributes for each entity.
3. Make sure you designate an attribute to serve as a primary key per each entity. Explain why that attribute "deserves" to be designated a primary key.
4. Briefly define business rules. (Example: One patient can't schedule more than one appointment at a time.)

It is important that you have a clear understanding of key concepts such as entity, attribute, primary key, foreign key, referential integrity, relationships, ERD, etc., before starting to work on the assignment.

Example:
Entity – Nurse
Attributes: Employee ID (Primary Key), Name, Address, DOB, SSN, License Number.

The ERD should be created using one of the following options:

1. Draw using a free drawing tool available online, such as SmartDraw or Lucid Chart. Lucid can also be installed from Google apps using the Gsuite Marketplace for free. Select Gsuite Marketplace and search for LucidChart Diagrams to install in Google.
2. Draw using any software you already own, such as Visio or Argo UML.
3. Draw by hand and take a snapshot with a camera.

It is not important how you draw the diagram, as long as it effectively conceptualizes the database system design and "captures" the system accurately. The diagram must be imported or inserted into a Word document and accompanied by an APA-formatted cover page. Review the rubric in the Module 3 folder for specific grading criteria.

Option #2: College Database ERD

A small college needs a database system designed. The design starts with e visualized conceptualization carried by an entity-relationship diagram (ERD). Create this ERD by completing the following steps:

1. Identify all involved in the database system so your ERD accurately "captures" the entire process, actors, and relationships (e.g., faculty, students, staff, courses, facilities, etc.
2. Identify and list entities and attributes for each entity.
3. Make sure you designate an attribute to serve as a primary key per each entity. Explain why that attribute "deserves" to be designated a primary key.
4. Briefly define business rules. (Example: One instructor can't teach more than one class at a time.)

It is important that you have a clear understanding of key concepts such as entity, attribute, primary key, foreign key, referential integrity, relationships, ERD, etc., before starting to work on the assignment.

Example:

Entity – Room
Attributes: Room Number (Primary Key), Capacity, Building, Accessibility, etc.

The ERD should be created using one of the following options:

1. Draw using a free drawing tool available online, such as SmartDraw or Lucid Chart. Lucid can also be installed from Google apps using the Gsuite Marketplace for free. Select Gsuit Marketplace and search for LucidChart Diagrams to install in Google.
2. Draw using software you already own such as Visio or Argo UML.
3. Draw by hand and take a snapshot with a camera.

It is not important how you draw the diagram, as long as it effectively conceptualizes the database system design and "captures" the system accurately. The diagram must be imported or inserted into a Word document and accompanied by an APA-formatted cover page. Review the rubric in the Module 3 folder for specific grading criteria. It is not important how you draw the diagram, as long as it effectively conceptualizes the database system design and "captures" the system accurately. The diagram must be imported or inserted into a Word document and accompanied by an APA-formatted cover page. Review the rubric in the Module 3 folder for specific grading criteria.

MODULE 4

Readings

- Chapter 4 in *Fundamentals of Information Systems*
- Clute, J. (2017). The emergence of SDN: Understanding the critical infrastructure challenge of next-generation networks. *Cabling Installation & Maintenance, 25*(3), 9.
- Amron, Ibrahim, & Chuprat. (2017). A Review on Cloud Computing Acceptance Factors. *Procedia Computer Science, 124*, 639-646.

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Portfolio Milestone (100 points)

Complete the same milestone option that you selected in Module 1. Do not do both milestones and do not switch to a different option because your milestones will build toward your final Portfolio Project. Identify your milestone choice in the title of your submission.

Option #1: Business Model, SCM, and CRM

Using the organization that you selected in Module 1, analyze the following areas:

1. Organization's business model
    a. Market share
    b. Customer base
    c. Revenue
    d. Competitors
2. SCM
3. CRM

Your Milestone 2 must be four to five pages in length (double-spaced, not including cover and reference pages) and written according to the CSU-Global Guide to Writing & APA. Include headings for each of the four major components required in this milestone and integrate support for this section of your paper from three to four scholarly sources – the "Best Databases for Information Technology" resource from the CSU-Global Library is a good place to find these sources. Review the Milestone Rubric in the Module 4 folder for specific grading criteria.

Option #2: Business Model, SCM, and CRM

Using the organization that you selected in Module 1, propose and detail how your startup eCommerce business will approach the following:

1. Organization's business model
    a. Market share
    b. Customer base
    c. Revenue
    d. Competitors
2. SCM
3. CRM

Your Milestone 2 must be four to five pages in length (double-spaced, not including cover and reference pages) and written according to the CSU-Global Guide to Writing & APA. Include headings for each of the four major components required in this milestone and integrate support for this section of your paper from three to four scholarly sources – the "Best Databases for Information Technology" resource from the CSU-Global Library is a good place to find these sources. Review the Milestone Rubric in the Module 4 folder for specific grading criteria.

MODULE 5

Readings

- Chapter 5 in *Fundamentals of Information Systems*
- Huang Chua, C. E., & Storey, V. C. (2017). Bottom-up enterprise information systems: Rethinking the roles of central IT departments. *Communications of the ACM, 60*(1), 66-72. doi:10.1145/2950044
- Mohammed, Z. A., & Tejay, G. P. (2017). Examining privacy concerns and ecommerce adoption in developing countries: The impact of culture in shaping individuals' perceptions toward technology. *Computers & Security, 67*, 254-265.
- Trappey, A. C., Trappey, C. V., & Hsu, A. T. (2016). Modeling technology roadmaps of e-commerce payment systems based on patent informatics. *International Journal of Electronic Business Management, 14*, 24-34.

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Critical Thinking (100 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: CRM System Presentation

A small enterprise has decided to implement a Customer Relationship Management (CRM) system. Your task is to introduce a system to the enterprise. Research and prepare a presentation that describes the main features of the system and how that enterprise will benefit from it.

Your presentation should:

- Be 7-10 slides in length (not including title and reference slides); each slide should have four to six bullet points.
- Include presenter's notes for each slide to further detail the key text that is included on each slide.
- Cite and integrate at least two credible scholarly sources in addition to your textbook. Citations must be integrated into the presentation and all references must be listed on the Reference slide and formatted according to the CSU-Global Guide to Writing & APA. The "Best Databases for Information Technology" resource from the CSU-Global Library is a good place to find these sources.

Review the rubric in the Module 5 folder for specific grading criteria.

Option #2: Advantages of eCommerce and mCommerce Presentation

A small business wants to start implementing eCommerce within their organization. Your task is to create a presentation that explains to the business owners the advantages of eCommerce and mCommerce and the key elements of technology infrastructure that are needed to ensure successful implementation.

Your presentation should:

- Be 7-10 slides in length (not including title and reference slides); each slide should have four to six bullet points.
- Include presenter's notes for each slide to further detail the key text that is included on each slide.
- Cite and integrate sat least two credible scholarly sources in addition to your textbook. Citations must be integrated into the presentation and all references must be listed on the Reference slide and formatted according to the CSU-Global Guide to Writing & APA. The "Best Databases for Information Technology" resource from the CSU-Global Library is a good place to find these sources.

Review the rubric in the Module 5 folder for specific grading criteria.

MODULE 6

Readings

- Chapters 6 & 7 in *Fundamentals of Information Systems*
- Alnoukari, M., & Hanano, A. (2017). Integration of business intelligence with corporate strategic management. *Journal of Intelligence Studies in Business, 7*(2), 5-16.
- Christozov, D. (2017). Business analytics as a tool to transforming information into an informing system: The case of the on-line course registration system. *Informing Science, 20*, 167-178.

- YoungKi, P., El Sawy, O. A., & Fiss, P. C. (2017). The role of business intelligence and communication technologies in organizational agility: A configurational approach. *Journal of the Association for Information Systems, 18*(9), 648-686.

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Critical Thinking (100 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

Option #1: Car Dealership Data System

You are a sales manager for a car dealership who wants to effectively target potential customers. Write a paper that details how you would create a data system to reach potential customers and addresses the following questions:

- What kind of data would you find helpful in populating your system?
- What sources would you find helpful in the selection process? What ethical considerations must be part of this process?
- What BI tools would you utilize to manipulate that data in order to establish trends and patterns that can help you target potential buyers? (**Hint**: If you suggest spreadsheet as a tool, you should provide snapshots of your activities, like tables, formulas, or other tools.)

Your paper should be two pages in length (excluding cover and reference pages), written according to the CSU-Global Guide to Writing & APA, and supported by a minimum of three academic sources. The "Best Databases for Information Technology" resource from the CSU-Global Library is a good place to find these sources. Review the rubric in the Module 6 folder for specific grading criteria.

Option #2: Storm Chaser Data System

You are a storm chaser who needs to have your team and equipment in place at the onset of the storm season. In order to be able to observe as many storms as possible, you assess the areas with the highest possibility of storms. This assessment is purely rational (data based). Write a paper that details how you would create a data system to build a map with possible paths and addresses the following questions:

- What kind of data would you find helpful in populating your system?
- What sources would you find helpful in the selection process? What ethical considerations must be part of this process?
- What BI tools would you utilize to manipulate that data in order to establish trends and patterns that can help you build your most possible paths? (**Hint**: If you suggest spreadsheet as a tool, you should provide snapshots of your activities, like tables, formulas, or other tools.)

Your paper should be two pages in length (excluding cover and reference pages), written according to the CSU-Global Guide to Writing & APA, and supported by a minimum of three academic sources. The "Best Databases for Information Technology" resource from the CSU-Global Library is a good place to find these sources. Review the rubric in the Module 6 folder for specific grading criteria.

MODULE 7

Readings

- Chapter 8 in *Fundamentals of Information Systems*
- Chapman, R., White, N., & Woodcock, J. (2017). What can agile methods bring to high-integrity software development? Considering the issues and opportunities raised by Agile practices in the development of high-integrity software. *Communications of the ACM,* 60(10), 38-41. doi:10.1145/3133233
- Valentino, M. (2017). Extreme programming. *Nature of Engineering: Programming Methodologies*, 1-3.
- Valentino, M. (2017). Waterfall development. *Nature of Engineering: Programming Methodologies*, 1-4.

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

MODULE 8

Readings

- Chapter 9 & 10 in *Fundamentals of Information Systems*
- Al-Saggaf, Y., & Islam, M. (2015). Data mining and privacy of social network sites' users: Implications of the data mining problem. *Science & Engineering Ethics, 21*(4), 941-966. doi:10.1007/s11948-014-9564-6
- Fisher, R., Norman, M., & Klett, M. (2017). Enhancing infrastructure resilience through business continuity planning. *Journal of Business Continuity & Emergency Planning, 11*(2), 163-173.
- Sinjilawi, Y. K., AL-Nabhan, M. Q., & Abu-Shanab, E. A. (2014). Addressing security and privacy issues in cloud computing. *Journal of Emerging Technologies in Web Intelligence, 6*(2), 192-199. doi:10.4304/jetwi.6.2.192-199

Opening Exercise (0 points)

Discussion (25 points)

Mastery Exercise (10 points)

Portfolio Project (220 points)

Complete the same milestone option that completed in previous modules. Do not do both milestones and do not switch to a different option because your milestones are compiled into the final Portfolio Project due this week. Identify your project choice in the title of your submission.

Option #1: Milestone 3/Final Portfolio Project Submission

You have been appointed the CIO of the organization you selected in Module 1. Your job is to analyze the "as is" state of the organization's information system and recommend changes wherever you see fit. Analyses and recommended changes will be done based on concepts learned throughout the course. You have already submitted two milestones in previous modules:

- Milestone 1: Organization Proposal (Module 1)
- Milestone 2: Business Model, SCM, and CRM (Module 4)
    - Organization's business model (market share, customer base, revenue, competitors)
    - SCM

- CRM

In this module you will complete Milestone 3 and compile all milestones into your final Portfolio Project.

Milestone 3: eCommerce, Database Systems, Security Policies, Customer Privacy Protection, Business Continuity Planning, and Recommendations

To complete your Portfolio Project, analyze the organization you selected based on the following areas and provide detailed recommendations.

1. eCommerce presence
    a. What model they utilize?
    b. Are they utilizing mCommerce? If yes, explain. If not, explain why they would benefit from it.
2. Database systems utilized
3. Security policies
4. Customer privacy protection
5. Business continuity planning
    a. Briefly describe how continuity planning has prepared the business to deal with the following threats: internal threats, theft, unintentional or intentional data corruption, staff-related issues (strikes, illnesses, weather related, etc.), natural disasters, infrastructure failures, terrorist attacks. (Consider the four planning steps recommended by the Department of Homeland Security when analyzing the business continuity planning for the organization.)
    b. Identify gaps that require further attention by the organization.
6. Recommendations
    a. System development method: What system development method would you recommend and why?
    b. Off-the-shelf vs. custom software: Describe what would be the advantages and disadvantages of utilizing off-the-shelf software versus building customized software, considering your organization's needs, and recommend the one you think would be more feasible.
    c. New technology: Recommend at least one new technology the organization is not using that you think might benefit them. Describe how that technology works. If that new technology was to replace an existing technology or system, what cutover approach would you recommend and why?

Compile Milestone 1, Milestone 2, and your work for Milestone 3 into your final Portfolio Project – be sure to integrate instructor feedback from Milestone 2 into your final submission. Your final Portfolio Project must be 13-15 pages in length (double-spaced, not including cover and reference pages) and written according to the CSU-Global Guide to Writing & APA. Include headings for each of the major components required in this milestone and integrate support for this section of your paper from three to four **additional** scholarly sources (minimum of six) – the "Best Databases for Information Technology" resource from the CSU-Global Library is a good place to find these sources. Review the Portfolio Project Rubric in the Module 8 folder for specific grading criteria.

Option #2: Milestone 3/Final Portfolio Project Submission

You are planning a startup eCommerce business with a couple of your friends. Each of you has taken over a separate set of tasks in the creation of the business plan to ensure that this new business becomes a success. Your task is to cover all components as they relate to the information systems. Your

information you propose and recommend in your plan will be based on concepts learned throughout the course. You have already submitted two milestones in previous modules:

- Milestone 1: Organization Proposal (Module 1)
- Milestone 2: Business Model, SCM, and CRM (Module 4)
    a. Organization's business model (market share, customer base, revenue, competitors)
    b. SCM
    c. CRM

In this module you will complete Milestone 3 and compile all milestones into your final Portfolio Project.

Milestone 3: eCommerce, Database Systems, Security Policies, Customer Privacy Protection, and Recommendations

To complete your Portfolio Project, propose and explain how your eCommerce business will approach its eCommerce presence, database systems, security policies, continuity planning, and customer privacy. In addition, provide recommendations for specific development methods, software, and technology. The following sections must be included:

1. eCommerce presence
    a. What model they utilize?
    b. Are they utilizing mCommerce? If yes, explain. If not, explain why they would benefit from it.
2. Database systems utilized
3. Security policies
4. Customer privacy protection
5. Business continuity planning
    a. Briefly describe how your continuity planning has prepared the business to deal with the following threats: internal threats, theft, unintentional or intentional data corruption, staff-related issues (strikes, illnesses, weather related, etc.), natural disasters, infrastructure failures, terrorist attacks. (Consider the four planning steps recommended by the Department of Homeland Security when analyzing the business continuity planning for the organization.)
    b. Identify potential gaps in your continuity planning that may require further attention.
6. Recommendations
    a. System development method: What system development method would you recommend and why?
    b. Off-the-shelf vs. custom software: Describe what would be the advantages and disadvantages of utilizing off-the-shelf software versus building customized software, considering your organization's needs, and recommend the one you think would be more feasible.
    c. New technology: Recommend at least one technology that will benefit the new business, describe how that technology works, and how it could best be implemented.

Compile Milestone 1, Milestone 2, and your work for Milestone 3 into your final Portfolio Project – be sure to integrate instructor feedback from Milestone 2 into your final submission. Your final Portfolio Project must be 13-15 pages in length (double-spaced, not including cover and reference pages) and written according to the CSU-Global Guide to Writing & APA. Include headings for each of the major components required in this milestone and integrate support for this section of your paper from three to four **additional** scholarly sources (minimum of six) – the "Best Databases for Information Technology"

resource from the CSU-Global Library is a good place to find these sources. Review the Portfolio Project Rubric in the Module 8 folder for specific grading criteria.

COURSE POLICIES

Course Grading

20% Discussion Participation
0% Opening Exercises
8% Mastery Exercises
37% Critical Thinking Assignments
35% Final Portfolio Project

Grading Scale	
A	95.0 – 100
A-	90.0 – 94.9
B+	86.7 – 89.9
B	83.3 – 86.6
B-	80.0 – 83.2
C+	75.0 – 79.9
C	70.0 – 74.9
D	60.0 – 69.9
F	59.9 or below

IN-CLASSROOM POLICIES

For information on late work and incomplete grade policies, please refer to our **In-Classroom Student Policies and Guidelines** or the Academic Catalog for comprehensive documentation of CSU-Global institutional policies.

Academic Integrity
Students must assume responsibility for maintaining honesty in all work submitted for credit and in any other work designated by the instructor of the course. Academic dishonesty includes cheating, fabrication, facilitating academic dishonesty, plagiarism, reusing /repurposing your own work (see *CSU-Global Guide to Writing & APA* for percentage of repurposed work that can be used in an assignment), unauthorized possession of academic materials, and unauthorized collaboration. The CSU-Global Library provides information on how students can avoid plagiarism by understanding what it is and how to use the Library and Internet resources.

Citing Sources with APA Style
All students are expected to follow the *CSU-Global Guide to Writing & APA* when citing in APA (based on the APA Style Manual, 6th edition) for all assignments. For details on CSU-Global APA style, please review the APA resources within the CSU-Global Library under the "APA Guide & Resources" link. A link to this document should also be provided within most assignment descriptions in your course.

Disability Services Statement
CSU-Global is committed to providing reasonable accommodations for all persons with disabilities. Any student with a documented disability requesting academic accommodations should contact the Disability Resource Coordinator at 720-279-0650 and/or email ada@CSUGlobal.edu for additional information to coordinate reasonable accommodations for students with documented disabilities.

Netiquette
Respect the diversity of opinions among the instructor and classmates and engage with them in a courteous, respectful, and professional manner. All posts and classroom communication must be conducted in accordance with the student code of conduct. Think before you push the Send button. Did you say just what you meant? How will the person on the other end read the words?

Maintain an environment free of harassment, stalking, threats, abuse, insults, or humiliation toward the instructor and classmates. This includes, but is not limited to, demeaning written or oral comments of an ethnic, religious, age, disability, sexist (or sexual orientation), or racist nature; and the unwanted sexual advances or intimidations by email, or on discussion boards and other postings within or connected to the online classroom. If you have concerns about something that has been said, please let your instructor know.