



## Course Specification of Information Systems Strategies

Course No ( ..... )

2020/2021

Head of Department	Vise Dean for Qulity Assurance	Dean of the Faculty	Dean of Development center and Quality Assurance
Assoc. Prof. Mansour N. Ali	Dr. Anwar Al-Shamiri	Dr. Nagi Al-Shibani	Assoc. Prof. Dr.Huda Al.Emad
Rector of Sana'a University			
Prof. Dr. Qassim Mohammed Abbas			



## Course Specification of Information Systems Strategies

I. Course Identification and General Information:					
1	Course Title:	Information Systems Strategies			
2	Course Code & Number:				
3	Credit hours:	C.H			
		Th.	Seminar	Pr	Tr.
		3	-	-	-
4	Study level/ semester at which this course is offered:	3 <sup>rd</sup> Level /2 <sup>nd</sup> semester			
5	Pre –requisite (if any):	Information System Fundamentals			
6	Co –requisite (if any):	None			
7	Program (s) in which the course is offered:	Information System			
8	Language of teaching the course:	Arabic/English			
9	Study System	Term based system			
10	Mode of delivery:	Full Time			
11	Location of teaching the course:	Faculty of Computer and Information Technology			
12	Prepared By:	Dr. Mokhtar Mohammed Ghilan			
13	Date of Approval				

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<b>Rector of Sana'a University</b> Prof. Dr. Qassim Mohammed Abbas			



## II. Course Description:

This course explores the issues and approaches in managing the information systems function in organizations and how the IS function integrates / supports / enables various types of organizational capabilities. It addresses issues relating to defining the high-level IS infrastructure and the systems that support the operational, administrative and strategic needs of the organization. The course focus on the concept of alignment between the IS strategy and organization strategy.

## III. Course Intended learning outcomes (CILOs)

(maximum 8CILOs)

## Referenced

PILOs (Only write  
code number of  
referenced Program  
Intended learning  
outcomes)

a.1	Show understanding of the various functions of IS and its impact on the organizational operations.	A2
a.2	Recognize the important of alignment between the information systems strategy and organization strategy	A2
b.1	Design information systems strategic plan.	B1,B4
b.2	Integrate the information systems strategy with the organization strategy	B4
c.1	Choose appropriate tools and technique to develop and implement effective information systems strategy.	C1

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c.2	Employ the new technology in a managed way to achieve the organization strategy	C3
d.1	Work effectively as individual and with a team.	D1
d.2	Engage in a life-long self-learning, develop leadership skills and communicate effectively with various organizational stakeholders	D2

**(A) Alignment Course Intended Learning Outcomes of Knowledge and Understanding to Teaching Strategies and Assessment Strategies:**

Course Intended Learning Outcomes	Teaching strategies	Assessment Strategies
<b>a1-</b> Show understanding the various functions of IS and its impact on the organizational operations.	Lecture Discussion	Written exams, oral exams, reports, quizzes
<b>a2-</b> Recognize the important of alignment between the information systems strategy and organization strategy	Lecture Discussion	Written exams, oral exams, reports, quizzes

**(B) Alignment Course Intended Learning Outcomes of Intellectual Skills to Teaching Strategies and Assessment Strategies:**

Course Intended Learning Outcomes	Teaching strategies	Assessment Strategies
<b>b1-</b> Design information systems strategic plan.	Interactive Lecture Presentation	Written exams, oral exams, reports, quizzes

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	Group discussion	
<b>b2-</b> Integrate the information systems strategy with the organization strategy	Interactive Lecture Presentation Group discussion	Written exams, oral exams, reports, quizzes

**( C ) Alignment Course Intended Learning Outcomes of Professional and Practical Skills to Teaching Strategies and Assessment Strategies:**

Course Intended Learning Outcomes	Teaching strategies	Assessment Strategies
<b>C1-</b> Choose appropriate tools and technique to develop and implement effective information systems strategy.	Interactive Lecture Presentation Group discussion	Reports and oral exams
<b>C2-</b> Employ the new technology in a managed way to achieve the organization strategy	Interactive Lecture Presentation Group discussion	Reports and oral exams

**(D) Alignment Course Intended Learning Outcomes of Transferable Skills to Teaching Strategies and Assessment Strategies:**

Course Intended Learning Outcomes	Teaching strategies	Assessment Strategies
<b>d1-</b> Work effectively as individual and with a team	Lectures Presentation	Discussion and oral exam

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	Group discussion	
<b>d2-</b> Engage in a life-long self-learning, develop leadership skills and communicate effectively with various organizational stakeholders	Lectures Presentation Group discussion	Discussion and oral exam

#### IV. Course Content:

##### A – Theoretical Aspect:

Order	Units/Topics List	Learning Outcomes	Sub Topics List	Number of Weeks	contact hours
1	The Evolving Role of Information Systems and Technology in Organizations: A Strategic Perspective	a1,a2	<ul style="list-style-type: none"> <li>- Introduction to course</li> <li>- Information Systems (IS), Information Technology (IT)</li> <li>- 'Digital Disruption': The Impact of IS/IT</li> <li>- A Three-era Model of Evolving IT Application in Organizations</li> <li>- A Classification of the Strategic Uses of IS/ IT</li> <li>- Success Factors in Strategic Information Systems</li> <li>- A Portfolio Management Perspective on IS/IT Investments</li> <li>- What Is an IS/IT or Digital Strategy?</li> <li>- From Strategic Alignment to Strategy Co-evolution</li> </ul>	2	6

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			- Digital Strategies for the 21st Century: Building a Dynamic Capability to Leverage IS/IT		
2	An Overview of Strategic Management and the IS/IT Strategy Implications	a1,a2	<ul style="list-style-type: none"> <li>- The Evolving Nature of Strategic Management in Organizations</li> <li>- Scope of Strategy Development</li> <li>- A Framework for Strategy Formulation</li> <li>- Where to Compete</li> <li>- How to Gain an Advantage?</li> <li>- What Assets do We Have? What Assets are Required?</li> <li>- How to Change - the Need for Dynamic Capabilities</li> <li>- Strategy Implementation</li> </ul>	1	6
3	Establishing an Effective Process for Developing Information Systems and Technology (or Digital) Strategies	a2,b1,b2	<ul style="list-style-type: none"> <li>- The Evolution of the JS/IT Strategy Process: From Technology Deployment to Strategic focus</li> <li>- The Business Context for Developing and Managing the Strategy</li> <li>- Establishing an Effective Process: Continuous and Flexible</li> <li>- Setting the Scope for the Strategy</li> <li>- A Framework for IS/IT Strategy Formulation</li> <li>- Other Deliverables from the IS/IT Strategy Process</li> </ul>	2	6
4	IS/IT Strategic Analysis: Achieving Alignment with	a1,b1,c1,c2	- Understanding the Current Situation	2	6

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	Business Operations and Strategy		<ul style="list-style-type: none"> <li>- The Business Operating Model: Processes, Activities and Key Entities</li> <li>- Organizational Environment</li> <li>- Examining the Existing IS/IT Environment</li> <li>- Information and Systems to Meet Current Business Objectives: The Use of Balanced Scorecards and Critical Success factors</li> <li>- Process Analysis</li> <li>- Redesigning Processes</li> </ul>		
5	Innovating with Technology, Systems and Information	a1,b1,c2	<ul style="list-style-type: none"> <li>- Understanding What It Means to Innovate with IT</li> <li>- The Process of Digital Business Innovation</li> <li>- The 'push' and 'pull' of Innovating with IS/IT</li> <li>- Getting Management Attention for Ideas and Innovations</li> <li>- Joining the Dots: the Search for Ideas</li> <li>- Innovating by Leveraging information: Exploration and Exploitation</li> <li>- The Big Data Challenge</li> <li>- Discovering Strategic IS/IT Opportunities from information</li> <li>- Building an Analytic Capability</li> </ul>	2	6
6	Exploiting Information Systems for Strategic Advantage	a1,a2,b1,c1,c2	<ul style="list-style-type: none"> <li>- Achieving and Sustaining Advantages across the Value Disciplines</li> <li>- Exploring New Value Propositions: Information Product; and Services</li> </ul>	2	3

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			<ul style="list-style-type: none"> <li>- Analysis of Competitive Forces to Identify IS/IT Opportunities and Threats</li> <li>- Value Chain Analysis</li> <li>- Customer Life-cycle Management and the Value Chain</li> <li>- From Value Chain to Value Network</li> <li>- The Internal Value Chain</li> <li>- The Uses of Value Chain Analysis</li> </ul>		
7	Determining the Business Information Systems Strategy	b1,b2,c1,c2	<ul style="list-style-type: none"> <li>- Business Strategy and IS/IT</li> <li>- Tools for IS/IT Strategy Formulation and Their Relationships</li> <li>- A Framework for Using the Tools and Techniques Effectively</li> <li>- Identifying how IS/IT Could Impact the Business Strategy</li> <li>- Establishing the Relative Priorities for IS/ IT Investments</li> <li>- Large Organizations, Multiple SBUs and Strategy Consolidation</li> </ul>	2	3
	Student Presentation	All		1	3
Number of Weeks /and Units Per Semester				14	42
<b>B - Practical Aspect: (if any)</b>					
Order	Tasks/ Experiments	Number of Weeks	contact hours	Learning Outcomes	
1					
2					
3					

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4				
5				
Number of Weeks /and Units Per Semester				

## V. Teaching strategies of the course:

Lecture  
Interactive lectures  
Group discussion  
Presentation

## VI. Assignments:

No	Assignments	Aligned CILOs(symbols)	Week Due	Mark
1	- Analysis and design information systems plan for an organization	a1,a2,b1,b2,c1,c2,d1,d2	14 <sup>th</sup>	20
2	- Presentation on topics related to the course	a1,a2,b1,b2,c1,c2,d1,d2	4 <sup>th</sup> -15 <sup>th</sup>	10

## VII. Schedule of Assessment Tasks for Students During the Semester:

No.	Assessment Method	Week Due	Mark	Proportion of Final Assessment	Aligned Course Learning Outcomes
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1	Assignment (1)	14 <sup>th</sup>	20	20%	a1,a2,b1,b2,c1,c2,d1,d2
2	Assignment (2)	4 <sup>th</sup> - 15 <sup>th</sup>	10	10%	a1,a2,b1,b2,c1,c2,d1,d2
3	Mid-Exam	8 <sup>th</sup>	20	20%	a1,a2,b1,b2
4	Final Exam	16 <sup>th</sup>	50	50%	a1,a2,b1,b2,c1,c2

## VIII. Learning Resources:

- Written in the following order: ( Author - Year of publication – Title – Edition – Place of publication – Publisher).

### 1- Required Textbook(s) ( maximum two ).

- Joe Peppard & John Wardthe, (2016), Strategic Management of Information Systems: Building a Digital Strategy 4 Edition, Wiley.

### 2- Essential References.

- 1- Robert D. Galliers, Dorothy E. Leidner, Boyka Simeonova ,(2020), Strategic Information Management: Theory and Practice, 5 Edition, Routledge.
- 2- Carol V. Brown,(2012), Managing Information Technology, 7 edition, Pearson.

### 3- Electronic Materials and Web Sites etc.

1. [https://www.tutorialspoint.com/management\\_information\\_system/business\\_objectives\\_of\\_mis.htm](https://www.tutorialspoint.com/management_information_system/business_objectives_of_mis.htm)
2. <https://planningtank.com/project-management/strategic-information-system>

## IX. Course Policies

Based on University Regulations

1. (Class Attendance):

Head of Department	Vise Dean for Quality Assurance	Dean of the Faculty	Dean of Development center and Quality Assurance
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<p style="text-align: right;"><b>Rector of Sana'a University</b> Prof. Dr. Qassim Mohammed Abbas</p>			



	A student should attend not less than 75 % of total hours of the subject; otherwise he/she will not be able to take the exam and will be considered as exam failure. If the student is absent due to illness, he/she should bring a proof statement from university Clinic. If the absent is more than 25% of a course total contact hour, student will be required to retake the entire course again.
2.	<b>(Tardy) :</b> For late in attending the class, the student will be initially notified. If he repeated lateness in attending class, he/she will be considered as absent.
3.	<b>(Exam Attendance/Punctuality) :</b> A student should attend the exam on time. He/she is permitted to attend an exam half one hour from exam beginning, after that he/she will not be permitted to take the exam and he/she will be considered as absent in exam.
4.	<b>(Assignments &amp; Projects) :</b> In general one assignment is given to the students after each chapter; the student has to submit all the assignments for checking on time, mostly one week after given the assignment.
5.	<b>(Cheating) :</b> For cheating in exam, a student will be considered as fail. In case the cheating is repeated three times during his/her study the student will be disengaged from the Faculty.
6.	<b>(Plagiarism) :</b> Plagiarism is the attending of a student the exam of a course instead of another student. If the examination committee proofed a plagiarism of a student, he/she will be disengaged from the Faculty. The final disengagement of the student from the Faculty should be confirmed from the Student Council Affair of the university or according to the university roles.
7.	<b>(Other policies) :</b> <ul style="list-style-type: none"> <li>- Mobile phones are not allowed to use during a class lecture. It must be closed; otherwise the student will be asked to leave the lecture room.</li> <li>- Mobile phones are not allowed in class during the examination.</li> <li>- Lecture notes and assignments might be given directly to students using soft or hard copy.</li> </ul>

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## Faculty of Computer & Information Technology

### Department of Information System

### Program of Information System

### Course syllabus of Information Systems Strategies

**Course No ( ..... )**

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2020/2021

## Template for Course Plan (Syllabus)

I. - Information about Faculty Member Responsible for the Course:							
Name of Faculty Member		Office Hours					
Location & Telephone No.		SAT	SUN	MON	TUE	WED	THU
E-mail							

II. Course Identification and General Information:						
1-	Course Title:	Information Systems Strategies				
2-	Course Number & Code:					
3-	Credit hours:	C.H				Total
		Th.	Seminar	Pr.	F. Tr.	
		3	-	-	-	3

Head of Department	Vice Dean for Quality Assurance	Dean of the Faculty	Dean of Development center and Quality Assurance
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4-	Study level/year at which this course is offered:	3 <sup>rd</sup> Level -2 <sup>nd</sup> semester
5-	Pre –requisite (if any):	Information System Fundamentals
6-	Co –requisite (if any):	None
7-	Program (s) in which the course is offered	Information Systems
8-	Language of teaching the course:	Arabic/English
9-	System of Study:	Term based system
10-	Mode of delivery:	Full Time
11-	Location of teaching the course:	Faculty of Computer and Information Technology

### III. Course Description:

This course explores the issues and approaches in managing the information systems function in organizations and how the IS function integrates / supports / enables various types of organizational capabilities. It addresses issues relating to defining the high-level IS infrastructure and the systems that support the operational, administrative and strategic needs of the organization. The course focus on the concept of alignment between the IS strategy and organization strategy.

### IV. Intended learning outcomes (ILOs) of the course:

- Brief summary of the knowledge or skill the course is intended to:
  - Show understanding the various functions of IS and its impact on the organizational operations
  - Recognize the important of alignment between the information systems strategy and organization strategy
  - Design information systems strategic plan.

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4. Integrate the information systems strategy with the organization strategy.
5. Choose appropriate tools and technique to develop and implement effective information systems strategy.
6. Employ the new technology in a managed way to achieve the organization strategy.

## V. Course Content:

- Distribution of Semester Weekly Plan of Course Topics/Items and Activities.

### A – Theoretical Aspect:

Order	Topics List	Week Due	Contact Hours
1	The Evolving Role of Information Systems and Technology in Organizations: A Strategic Perspective	1 <sup>st</sup> , 2 <sup>nd</sup>	6
2	An Overview of Strategic Management and the IS/IT Strategy Implications	3 <sup>rd</sup>	3
3	Establishing an Effective Process for Developing Information Systems and Technology (or Digital) Strategies	4 <sup>th</sup> , 5 <sup>th</sup>	6
4	IS/IT Strategic Analysis: Achieving Alignment with Business Operations and Strategy	6 <sup>th</sup> , 7 <sup>th</sup>	6
5	Mid-Exam	8 <sup>th</sup>	1
6	Innovating with Technology, Systems and Information	9 <sup>th</sup> , 10 <sup>th</sup>	6
7	Exploiting Information Systems for Strategic Advantage	11 <sup>th</sup> , 12 <sup>th</sup>	6
8	Determining the Business Information Systems Strategy	13 <sup>th</sup> , 14 <sup>th</sup>	6

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9	Student Presentation	15 <sup>th</sup>	3
10	Final Exam	16 <sup>th</sup>	2
Number of Weeks /and Units Per Semester		16	45

#### B – Practical Aspect: (if any)

Order	Topics List	Week Due	Contact Hours
1			
2			
7			
Number of Weeks /and Units Per Semester			

#### VI. Teaching strategies of the course:

Lecture
Interactive lectures
Group discussion
Presentation

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VII. Assignments:				
No	Assignments	Aligned CILOs(symbols)	Week Due	Mark
1	- Analysis and design information systems plan for an organization	a1,a2,b1,b2,c1,c2,d1,d2	14 <sup>th</sup>	20
2	- Presentation on topics related to the course	a1,a2,b1,b2,c1,c2,d1,d2	4 <sup>th</sup> -15 <sup>th</sup>	10

VIII. Schedule of Assessment Tasks for Students During the Semester:				
Assessment	Type of Assessment Tasks	Week Due	Mark	Proportion of Final Assessment
1	Assignment (1)	14 <sup>th</sup>	20	20%
2	Assignment (2)	4 <sup>th</sup> -15 <sup>th</sup>	10	10%
3	Mid-Exam	8 <sup>th</sup>	20	20%
4	Final Exam	16 <sup>th</sup>	50	50%

IX. Learning Resources:
<ul style="list-style-type: none"> <li>Written in the following order: ( Author – Year of publication – Title – Edition – Place of publication – Publisher).</li> </ul>
1- Required Textbook(s) ( maximum two ).

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2- Carol V. Brown,(2012), Managing Information Technology, 7 edition, Pearson.
<b>3- Electronic Materials and Web Sites etc.</b>
1-Materials on the internet

<b>X. Course Policies</b>	
Based on University Regulations	
1.	<b>(Class Attendance):</b> A student should attend not less than 75 % of total hours of the subject; otherwise he/she will not be able to take the exam and will be considered as exam failure. If the student is absent due to illness, he/she should bring a proof statement from university Clinic. If the absent is more than 25% of a course total contact hour, student will be required to retake the entire course again.
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4.	<b>(Assignments &amp; Projects) :</b>

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### اللجنة الإشرافية

م.	الاسم	الصفة	التوقيع
١	أ.م.د. عبد الماجد الخليدي	نائب عميد الكلية للشؤون الأكاديمية	
٢	أ.م.د. احمد مجاهد	نائب عميد مركز التطوير الأكاديمي وضمان الجودة	
٣	د. حسين الأشول	ممثل المركز في الكلية	
٤	أ.د. إبراهيم المطاع	نائب رئيس الجامعة للشؤون الأكاديمية	

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