In this course, “IT” or “Information Technology” refers to the technologies and processes associated with business information, computing and telecommunications. IT continues to evolve rapidly with challenging implications for competitive effectiveness and efficiency at the individual, group and corporate levels. This course investigates the concepts of the strategic use of IT in business at two levels. The first focused on how executives from separate management disciplines (in technology and general business for example) need to collaborate to address and govern IT during business strategy, planning and execution. The second level focused on how to apply strategy planning and analysis techniques to developing IT strategies.

The course is recommended for students involved in strategic planning and analysis of business and technology issues, technology executives and managers with an interest in either technology sector companies or business enterprise IT groups, and vendors of information technology products or services.

The course makes use of:

- Readings/analysis/discussion on Business strategy techniques, IT Strategy and IT Management
- Case method study of:
  - Enterprise businesses, their IT strategy development and applications of IT
  - Info-tech sector companies and the impact of their IT products and services on customer IT strategies

Strategy planning and analysis techniques used include scenario planning, Porter’s industry sector analysis, and techniques for business and IT strategy alignment in the enterprise. A solid understanding of IT technologies and communications is required, either through pre-requisite courses or industry professional experience. We will applies different strategy development and analysis frameworks alternatively to cases on technology sector companies as they “go to market” with IT products and services, and to cases addressing corporate enterprise management and users of information technology in non-IT sector businesses.

Objectives: At the end of the course, students will be able to:

- Use business strategic planning techniques to evaluate IT strategy alignment to business
- Select and apply appropriate strategy analysis frameworks to analyze Enterprise IT and tech-sector company growth, product and service positioning and impacts on enterprise IT strategies.
- Recognize/evaluate/articulate the perspectives of senior stakeholders (both line management as well as CEO/CFO/COO, etc.) on IT strategy and governance.