

MBPC4009 STRATEGIC MANAGEMENT OF IT (3-0-0)

Course Objectives:

1. Develop understanding and skills in formulating strategies at various levels, processes, and types
2. Gain insights into special considerations for IT strategy, including planning, critical success factors, future scenarios, and the role of strategic information systems
3. Explore the drivers behind organizational transformation, understand their implications, and envision the strategic role of IT
4. Foster visionary leadership in envisioning the strategic role of IT, guiding organizations through transformational change and positioning them for long-term success

Module – I:

Strategy Formulation: Levels and formulation of strategy – Process– Types of Strategy–Top–down approaches to Planning for Strategic IT Applications Value Chain Analysis: The Value Chain Analysis Approach to IS/IT Strategy Formulation – Value Chain Analysis for Service Industries.

Module – II:

IT Strategy: Special Considerations for IT Strategy – IT Strategic Planning – IT Critical Success Factors – IT Future Scenarios, Strategy Information: Strategic information systems (SIS)– Organizational movements around the Strategic Grid – inter organizational systems (IOS), Information Systems and Information Technology Strategies

Module – III:

Transformation Drivers: Drivers behind the transformation– Implications of the drivers – Visioning of the strategic role of IT in the organization

Course Outcomes:

- CO-1: Acquire proficiency in formulating strategies at different levels, utilizing top-down approaches and value chain analysis techniques.
- CO-2: Develop skills in IT strategic planning, identifying critical success factors, anticipating future scenarios, and leveraging strategic information systems.
- CO-3: Gain insights into the drivers behind organizational transformation, understand their implications on IT strategy.
- CO-4: Develop the ability to envision the strategic role of IT within the organization, aligning IT strategies with overall business objectives and transformation initiatives for sustainable growth and success.

Books :

1. CA. Deepak Pandian & CA. Aneesh Noor Mohammed, Strategi Management & Information Technology Paperback, Kothari Academic & Research Publications, 2016.
2. Neil Ritson, Strategic Management, Ventus Publishing ApS, 2011.
3. Thomas L. Wheelen, J. David Hunger, Alan N. Hoffman, Bentley University, Charles E. Bamford, Iowa State University, Concepts in Strategic Management and Business Policy: Globalization, Innovation and Sustainability plus Pearson MyLab Management with Pearson eText, Global Edition, ©2019 Availability: 01 Mar 2018 •
4. Business Strategy: Managing Uncertainty, Opportunity, and Enterprise Publishers, 1st Edition, by J.– C. Spender, Oxford University Press, 2014

5. Linda Parker Gates, Strategic Planning with Critical Success Factors and Future Scenarios: An Integrated Strategic Planning Framework, Software Engineering Institute, November 2010.