

**STRATEGIC MANAGEMENT OF INFORMATION
TECHNOLOGY**

COURSE CODE- ITM 3

Max. Marks (Ext. Exam): 80

Min. Pass Marks : 32

OBJECTIVES :

This course is aimed at developing an understanding of use of Information Technology as a Strategic Tool for Business Management. The course focuses on development of Information Technology Leadership.

COURSE CONTENTS :

UNIT-I Key Issues in Information Systems Management and the Role of the CIO; Analytical Framework for Strategic IT Initiatives.

UNIT-II Sustaining competitive Advantage by use of IT; Creativity, Learning Organizations and Role of Information Technology in Business Transformation.

UNIT-III Information Partnerships; Managing in the Market-space.

UNIT-IV National Information Infrastructure and IT Policy at the National Level.

UNIT-V Planning for Strategic IT Resource; Managing the IT Function; Outsourcing IT Function..

SCHEME OF EXAMINATION :

Total Marks : (Internal 20, External 80) = 100 marks

SUGGESTED READINGS :

1. Gallier, R.D. 'Strategic Information Management; Challenges and Strategies in Managing Information System', Oxford, Butterworth-Heinemann, 1994.
2. McKenney, James L. 'Waves of Change; Business Evolution through information Technology', Boston, HBS Press, 1995.
3. Neuman, Seev 'Strategic Information Systems; Competition through Information Technologies', New York, MacMillan College, 1994.
4. Nolan Richard L. 'Creative Destruction; A six-stage process for transforming the organization', Boston HBS press 1995.
5. Parker, Marilyn M. 'Strategic, Transformation and Information Technology; Paradigms for Performing while Transforming', Englewood Cliffs, New Jersey, Prentic Hall Inc., 1996.
6. Somogyi, E.K. & Wallers, Robert 'Towards Strategic Information Systems', Tunbridge, Kent Publishing 1987.
7. Ward, John, 'Strategic Planning for Information Systems', Chichester, John Wiley, 1996.