



### INFORMATION DEPARTMENT INFORMATION TECHNOLOGY



#### COURE OUTLINES/SYLLABUS

This course will focus on the allocation and use of technology resources across an entire firm as part of the larger organizational strategy. Because firms do not have an unlimited supply of capital, they must decide when and where to deploy new information technology. Firms must not only focus on when to deploy IT but also if they should deploy IT at all! This brings up the bigger question about technology: Can the use of IT bring a sustainable competitive advantage to an organization? Some say "no", and others say "of course!" You will explore these differing opinions in this course.

#### Unit 1: Information Technology and Competitive Advantage

Organizations have been using information technology for the past 50-plus years. Billions of dollars have been spent on computer hardware, software, network communications, and all the other requirements of having world-class technology. But to what end? Has the money spent on technology allowed businesses to become more profitable? Or more specifically: has the implementation of information technology led to a sustainable competitive advantage?

This unit will start by answering the question: What is information technology? For that matter, what exactly is technology? For our purposes here, technology is considered any electronic or digital tool used by people to make a process easier or more efficient. You can also think of technology as the science of creating or using technical objects in order to reach industrial goals, which certainly applies to how businesses use technology to achieve productivity. We tend to think of technology mostly in terms of electronic innovation. Information technology is defined as those digital or electronic tools that are designed to make the process of managing or distribution of information easier. You will then study the history of IT and how it fits into business strategy today.

#### Unit 2: ERP Systems, Business Processes, and IT

Obtaining a competitive advantage with information technology requires more than just using the technology. It is about the innovative use of technology integrated into your business processes that bring about competitive advantage. In this unit, you will dig deeper into the concepts of business processes and explore the use of ERP Systems, Business Process Management, and Business Process Reengineering in an organization.

#### Unit 3: Using Information for Decision Making

Data is everywhere, but how can an organization leverage it for competitive advantage? The field of business intelligence studies how organizations can get the correct information into the hands of the right decision makers. This unit begins by giving you an overview of how decisions are made and how information technology plays a role. You will then review how information technology is used to help organizations make effective decisions: business intelligence, data warehousing, and data mining.

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## Unit 4: Online Business

Today's businesses must know how to compete online – it is as simple as that. In this unit, you will learn what steps a business must take to implement to do business online. This unit will also introduce the concept of intellectual property and the Pew Internet Project, both of which are important as part of your overall understanding of online business. Finally, the unit wraps up with topics related to marketing your business using online tools. Understanding this unit will be vital to implementing information systems strategically!

## Unit 5: Emerging Technology Trends

No course in the strategic use of information technology in business would be complete if it did not cover technology trends. These trends impact businesses through innovative and forward looking use of technology. The future of virtually every modern business or organization depends on how they choose to utilize advancing technological tools in ways that maintain and extend competitive advantage. This unit focuses on understanding technological advances such as cloud computing and mobile processing.

## Unit 6: Creating a Technology Strategy

One of the overall goals of this course is that you would learn how to think strategically about the use of information technology. As you learned in an earlier unit, using social media technologies is crucial for organizations' technology (and marketing) strategies. In this unit, you will focus on developing a strategy for using social media in your organization.

