

IT STRATEGY COURSE OVERVIEW

<p style="text-align: center;">MODULE ONE</p> <p style="text-align: center;">Theories from famous strategists Igor Ansoff, Kenneth Andrews, Michael Porter and David J Collis. This module also helps you to understand Corporate Strategy Development.</p>	<p style="text-align: center;">Introduction</p> <p style="text-align: center;">What Is Strategy?</p> <ul style="list-style-type: none"> Porter's Five Forces Cost Leadership Product Differentiation Core Competency The Four P's Blue Ocean Red Ocean Being Different <p style="text-align: center;">Corporate Strategy</p> <p style="text-align: center;">Strategic Planning</p> <ul style="list-style-type: none"> Mission Statement Objectives Operational Objectives Tactical Objectives Strategic Objectives Ethical Objectives
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<p style="text-align: center;">MODULE TWO</p> <p style="text-align: center;">Diagrams illustrate ideas and processes which you can test your business against. It also looks at drivers and forces affecting the U.K economy.</p>	<p style="text-align: center;">Introduction</p> <p style="text-align: center;">The UK Economy</p> <ul style="list-style-type: none"> Agriculture & Industries Decline in Manufacturing Sectors in Decline <p style="text-align: center;">Drivers and Forces</p> <ul style="list-style-type: none"> Competitiveness Globalisation Sustainability Legislation <p style="text-align: center;">Strategic Analysis Tools</p> <ul style="list-style-type: none"> SWOT/TOWS Analysis PEST Analysis Boston Consultancy Group POISE Analysis APACS Analysis <p style="text-align: center;">Conclusion</p>
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<p>MODULE THREE</p> <p>Understanding the value of business technology, the resources you already possess and the possibilities available.</p>	<p>Introduction</p> <p>Review</p> <p>Where is the value in IT?</p> <ul style="list-style-type: none"> Threat of new entrants Bargaining power of buyers and suppliers Rivalry Empowerment M-Commerce Technology Solutions Lack of communication <p>Current IT Situation</p> <p>Conclusion</p>
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<p>MODULE FOUR</p> <p>The importance of strategic planning and putting it into practice.</p>	<p>Introduction</p> <p>Review</p> <p>Benefits of Strategic Planning</p> <ul style="list-style-type: none"> Consequences <p>Seven Stages</p> <ul style="list-style-type: none"> Step-by-step <p>Conclusion</p>
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<p>MODULE FIVE</p> <p>Understanding the future business environment and what this will mean for Information Technology.</p>	<p>Introduction</p> <p>Economic Outlook</p> <p>Forces & Drivers for the future</p> <p>Future Business & IT Strategies</p> <ul style="list-style-type: none"> Aggregation Arbitrage Adaption AAA Triangle <p>What does this mean for IT?</p>
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