MERCURY

Strategic Management of Information Systems Training

15 – 19 August 2027
Istanbul (Turkey)



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Ref: 9473_294277 **Date:** 15 – 19 August 2027 **Location:** Istanbul (Turkey) **Fees:** 5500 Euro

Introduction:

Strategic Management of Information Systems SMIS involves aligning information technology with business goals to provide actionable insights and improve decision-making. A Management Information System is not limited to routine reporting but encompasses broad systems that support organizational functions.

The role of information technology in strategic management cannot be overstated, especially in an era where data drives business innovation. A strategic management information system SMIS plays a pivotal role in planning and executing business strategies, creating a strategic information management plan that enables companies to respond effectively to market changes.

Strategic Management and Information Systems:

Strategic management and information systems are intricately linked. A well-crafted strategic information management system becomes the backbone of a company's strategic planning. By deeply integrating information systems with business strategy, companies can achieve a competitive edge in their respective industries and ensure that their operational plans align with strategic objectives.

Understanding this linkage is crucial for managers in strategic planning in management information systems. This strategic management and information systems course ensures that the enterprise's technology initiatives support and drive the overall business goals forward.

Targeted Groups:

- Managers wish to participate in decisions regarding information systems IS.
- Current and future managers want to understand the broader implications of IS's impact.
- Contemporary managers need to know about their organization's capabilities and uses of information.

Course Objectives:

Participants in this strategic management and information systems course will be able to:

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- Comprehend how a strategic management system SMS aligns IS with business objectives.
- Grasp the strategic importance of management information and how it influences the Information Systems Strategy Triangle framework.
- Learn how to construct an effective strategic information management plan covering all four IS architecture components: hardware, software, networks, and data.
- Understand the governance of IS resources and their role in strategic information management.
- Explore business intelligence, knowledge management, and analytics, focusing on how companies leverage business analytics for strategic advantages.
- Develop competencies in managing and implementing IT portfolio management strategies that align with the enterprise's vision.

Targeted Competencies:

Participants in this strategic management and information systems training will be able to:

- Management skills.
- Strategic thinking.
- Implement visions.
- IT portfolio management.
- Business intelligence.
- Big data.

Course Content:

Unit 1: Linking Systems to Strategy and the Organization:

- Overview of business strategy frameworks.
- How do strategic management information systems integrate with organizational strategies?
- Know about developing a social business strategy through a social business lens.
- Comprehensive understanding of information technology strategic management as part of the IS strategy.

Unit 2: Information Systems Strategy: Architecture and Infrastructure:

- Process of transforming a strategic vision into practical implementation.
- Learn about the foundational architectural principles of an SMS.
- Understand the significance of enterprise architecture in strategic management.
- Leverage virtualization and cloud computing in enterprise information systems and strategic management.
- Social business lens.

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Unit 3: Cost Recovery of Information Systems:

- Organize to respond to business demand: a maturity model.
- What can a manager expect from an IT organization?
- Chief Information Officer.
- Social business lens: community management.
- Build a business case.
- IT portfolio management.
- Valu IT investments.
- Monitor IT investments.

Unit 4: Governance of the Information Systems Organization:

- IT governance.
- The Roles of IT Governance and Security in Strategic Management.
- The consumerization of technology.
- Impact of technology consumerization on strategic decisions.
- Governance frameworks are essential for controlling decisions in the realm of IT.

Unit 5: Business Analytics and Knowledge Management:

- Knowledge management processes and their strategic implications
- Business intelligence.
- Overview of Components of Business Analytics and How it Fuels Strategic Information Management.
- Grasp the concept of big data and its relevance to strategic management.
- The potency of social analytics.
- Construct social graphs for strategic benefits.