

<b>Course Name:</b>	Improving Your Business with Better IT Strategies
<b>Duration:</b>	2 Day
<b>Medium of Instruction:</b>	Cantonese (with handout in English)
<b>Award of Certificate:</b>	Certificate of Attendance

### **Nature and Objectives:**

Modern organizations cannot avoid all forms of threats caused by the natural environment, human and technology. They need a way to manage these emergencies and assure the continuity of their operations. A well-coordinated response can save lives, property and public reputation. To address the issues, some organizations establish Disaster and Recovery Plans, which cope with IT only, and some others establish Business Continuity Plans. In fact, the ultimate solution is to transform a crisis-prone organization to a crisis-prepared one. This course provides participants with the essential knowledge necessary to identify a crisis-prone organization and helps participants to understand the possible causes of crisis. It provides participants with insight of the conditions, phases and effects of typical crises and explains the common faults that will likely trigger crisis. Throughout the course, participants will learn how to transform a crisis-prone organization to be crisis-prepared, and how to establish strategies and tactical plans to handle a crisis. In addition to theory, case study, workshop and experience sharing sessions will be used to demonstrate “how-to” implement the theories.

### **Who Should Attend:**

IT Strategic Planning establishes a partnership between business and IT staff as it draws on business knowledge rather than computer knowledge. Therefore this course is valuable for IT practitioners at management or consultant levels, who will be involved in designing and implementing IT strategies and policies to satisfy business needs, and business managers and consultants, who will need to employ IT in achieving their own business goals.

### **Course Outline:**

#### **Meeting Challenges & Expectations with Strategic Planning**

- Challenges and Expectations
- The Strategic Need
- Strategic Planning
- IT Strategic Planning Process
- The Plan and Its Relationship

#### **Knowing and Analyzing Your Business**

- Definition of Terms
- Business Environmental Conditions
- Business Factors
- Business Life Cycle
- Business Analysis Tools and Methods

#### **Understanding Current IT Status**

- Architecture, Application, Data & Technology
- Mapping System Usage & Business Organization

#### **Formulating IT Strategies**

- IT Strategy Development
- Goals, Objectives and Action Statements
- Technology Availability and Opportunities
- Gap Analysis and Possible IT Strategies
- Validating IT Strategies
- Identifying IT Opportunities

#### **Defining the IT Architecture**

- Architecture Development Process
- Business Model Re-definition
- Application Architecture
- Data Architecture

- Technology Architecture

- Organization Structure

#### **Developing the IT Plan**

- Resistance and Concerns
- User Interest and Roles
- Vendor Participation
- Project Selection
- Categories of IT Projects
- Usefulness of the Plan

#### **Building the Business Case**

- IT Investment Considerations
- Costs and Benefits
- Risk Impact Analysis
- The Business Case
- Project Ranking
- Presentation of the IT Plan

#### **Updating and Maintaining the Plan**

- Activities in Updating the Plan
- Assessment of Technology, Environment & Business Competitiveness
- What Can Go Wrong?