

Course Name:	Transforming Your IT Function from Supporting Role to a Business Driver
Duration:	2 Day
Medium of Instruction:	Cantonese with English terminology
Award of Certificate:	Certificate of Attendance

Nature and Objectives:

IT is traditionally thought as a supporting function and cost center within an organization. This might be true when IT could only provide computation and filing functions in the old days. In this Internet era, the advancement of IT can change people's behavior and consequently change the way people doing business. These changes, in many cases, are beyond the imagination of traditional businessmen. Enterprises now need input and advice from IT profession on business initiatives and management. If you consider your IT function is still a follower of your organization, it's time to review if the function can contribute more to the organization. The course provides IT professional with an idea how to convert your IT function from a supporting role to be a contributor to the business.

"IT function is not a liability anymore, but a business driver !"

Who Should Attend:

The course is for IT Professionals who want to extend their horizon from traditional IT supporting roles to be a contributor to the business as an internal e-marketing consultant. Since the course does not require technical knowledge, the course is also valuable for corporate executives, marketing managers, marketers, who are responsible for corporate e-marketing

Course Outline:

Implication of IT to Corporate Strategies

- Impact of IT on business operations
- Bleeding-, leading- or following-edge of technology
- Using IT for mass customization
- Measuring IT effectiveness and efficiency
- Business-driven strategy for IT
- Common strategic initiatives for competitive advantages

Influence of IT on Organization's Ability

- Coordination and control activities
- Communication, decision making, job design
- Power and cultural changes
- Attributes of IT department to win business relationships
- Design of IT organization structure
- Good rules to to maintain IT's capabilities

Managing Information for Business Initiatives

- Valuing organizational information
- Storing organizational information with databases
- Accessing organizational information
- Enabling business intelligence

IT Exploitation to Business Processes

- Gearing to business process design and re-engineering
- Integrating front-end and back-end systems
- Extending the organization via supply chain management
- Building customer-centric organization via customer relationship management

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- Integrating the organization via enterprise resource planning

Creating Collaborative Partnerships in Business

- Determining the appropriate IT architecture
- E-business via the Internet
- Groupware systems
- Knowledge management systems
- Workflow management systems
- Content management systems
- Enterprise mobility with wireless technologies

Resource Allocation for Business and IT

- Corporate investment in IT and Business
- Value of using 'total cost of ownership' (TCO)
- Evaluating an IT project : payback period versus return on investment (ROI)
- "Build or buy" decision
- Asset leasing
- Seeking external assistance : service providers and outsourcing
- Consideration of off-shore outsourcing
- IT due diligence in mergers and acquisitions

IT Project Management and Implementation

- Risks in the business model of a project
- Risks in IT implementation
- Best practices to thwart project chaos and failure
- Steering or not steering a project
- Challenges faced by the project sponsor