

Sub.	Course Description – توصيف مقرر دراسي	الموضوع	 كلية المعرفة ALMAAREFA COLLEGE
Date		التاريخ	

Course Code & No	INFO495	495نظم	رقم المقرر ورمزه
Course Name	IS Strategy and Management	استراتيجية وإدارة نظم المعلومات	اسم المقرر
Credit Hours	3 (3 + 0 + 0)	(0 + 0 + 3) 3	عدد الساعات المعتمدة
Pre-requisite	INFO 401, INFO 411, and INFO 461	401 نظم و 411 نظم و 461 نظم	المتطلب السابق

General Description	توصيف عام
<p>This course aims at introducing the students with: Understandings of the fundamental issues in managing the Information Systems function of an organization and in ensuring that it contributes to the strategic development and strategic decision making of the firm.</p>	

Course Objectives	أهداف المقرر
<ul style="list-style-type: none"> • Recognize the nature and importance of Strategic Information Systems. • Outline Information Systems Strategy and Information Systems Planning. • Recognize the value of information systems as a strategic advantage to an organization. • Outline economics of information. • Define outsourcing as a strategic advantage. • Develop management strategic plan for e-business investments. • Explain the strategic transformation of a traditional business model into an e-business model. • Analyse the drivers of e-business. • Evaluate the pervasive nature of e-business architecture throughout an organization strategic plan. • Demonstrate work independently and as part of a team and acquire leadership responsibilities. • Demonstrate communication skills such as : writing, reading, presenting, negotiating and debating 	

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Course Outlines	مفردات المقرر
<ul style="list-style-type: none"> • IS Strategy module. • Introduction to IS strategy and planning. • IS strategy in an organizational context. • Planning tools and techniques. • Establishing a planning process. • IS/IT strategic analysis-situation analysis. • IS/IT strategic analysis determining future potential. • Designing, implementing, and evaluating the IS strategy. • Business process re-engineering. • IS Management modules. • Managing the IS department. • Managing IS teams. • The economics of information. • Managing IS investments. • Administering the cost of IS – charge out strategies. • The outsourcing alternative. • System components and relationships. 	

References	المراجع
<ul style="list-style-type: none"> • Pearson, K. and Saunders, C., Managing and Using Information Systems: A Strategic Approach, 5th Edition, 2012, John Wiley & sons. • Ward, J. and Peppard, J., Strategic Planning for Information Systems, 3rd Edition, 2002, John Wiley & sons. 	