ISM350 IDEA Objectives: E= 1 I= 2,3,4

WILMINGTON UNIVERSITY
COLLEGE OF TECHNOLOGY
BASIC COURSE INFORMATION

COURSE TITLE: Information Technology Policy and Strategy

COURSE NUMBER: ISM 350

I. MAJOR INSTRUCTIONAL GOALS

Goal 1: Understand the need to align IT efforts with business strategies.

**Learning Outcomes:** The student will be able to:
- Describe how to align the IT strategy with the business strategy;
- Discuss how an IT strategy delivers business value;
- Illustrate how IT activities link to business metrics.

**Learning Activities:** Assigned readings, exercises, projects, discussion

**Learning Assessment:** Written exams, assignments, final project

Goal 2: Understand how IT delivers value to a business by delivering solutions, providing services, and managing assets.

**Learning Outcomes:** The student will be able to:
- Explain how IT creates value through analyzing and designing IT solutions, and managing projects and programs to deliver those new solutions for the business;
- Discuss how IT provides ongoing business value through administering the IT infrastructure and providing support services;
- Describe the importance of managing technology-based assets for the business;
- Recognize the need to partner with the business to manage its information resources;
- Understand the significance of managing business perceptions of IT and of managing change introduced by IT within the business.

**Learning Activities:** Assigned readings, exercises, projects, discussion

**Learning Assessment:** Written exams, assignments, final project
**Goal 3:** Understand the need for IT governance policies and managing processes to meet performance goals.

**Learning Outcomes:** The student will be able to:
- Describe the need for IT standards/guidelines and an overall IT roadmap/architecture;
- Illustrate examples of IT metrics to measure performance and the reasons for external benchmarking;
- Explain IT managing processes such as: budgeting and controlling; staffing and developing capabilities; sourcing and managing suppliers; forecasting demand and managing capacity.

**Learning Activities:** Assigned readings, exercises, projects, discussion

**Learning Assessment:** Written exams, assignments, final project

**Goal 4:** Understand the impact of emerging technologies on enabling a business to meet its objectives.

**Learning Outcomes:** The student will be able to:
- Describe the importance of keeping abreast of new technologies which may enable new, innovative business strategies;
- Discuss the potential changes to business processes that new technologies enable;
- Appreciate how new technologies can impact relationships between internal business organizations and with external business partners;
- Illustrate the way new technologies can improve business intelligence and decision-making.

**Learning Activities:** Assigned readings, exercises, projects, discussion

**Learning Assessment:** Written exams, assignments, final project

**II. CLASS PARTICIPATION:**

Students are expected to attend class and participate actively and in a positive way. Questions and relevant observations are encouraged and enrich the experience of the entire class.

Computers in the classrooms are intended to be used as tools to enhance the students' learning experience. Instant messaging, gaming, emailing, and surfing the web are distractions to the student, the surrounding students, and the instructor and constitute inappropriate behavior. Students are ethically obliged to avoid these and similar practices.