

IT Planning for Competitive Advantage

Information Technologies (IT) plays an ever increasing role in various facets of every organization impacting the ability to compete in an effective manner. Most IT decisions will have an operational and financial impact on the organization and as such need to have non-IT managers intimately involved in such planning and implementation initiatives. The goal of this workshop would be to educate managers on key organizational IT applications and review a planning toolkit that they could utilize to assist their organizations improve their capabilities and achieve a higher level of competitive advantage.